Our company began when our founder – a hotelier in his own right – looked to the Internet to fill empty rooms, but didn’t know how. So much opportunity… so little time. And, no systems to make it work! Who would look after his guests while he figured this out?

Inspired, he left the hotel business to create a solution and of course the world’s become even more complex since. Suddenly, consumers are in control and demanding memorable guest experiences. But we believe hoteliers can be, too, to explore their real potential.