Famed Boutique Hotel Pioneer in Mexico Partners with SiteMinder to Draw International Travelers

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DALLAS (PRWEB) November 22, 2018 -- The pioneer of boutique hotel design in Mexico, Grupo Habita, has partnered with the global hotel industry’s leading guest acquisition platform, SiteMinder, to capitalize on the rise of international tourists in the country.

Grupo Habita, which launched at a time when Mexico City struggled to appeal to international leisure travelers, has brought leisure tourism into less-travelled destinations for almost two decades. The hotel group has amassed 12 lifestyle properties across Mexico, as well as two in the United States, and today says technology will allow it to continue innovating and tapping into new source markets.

“Mexico is witnessing tourism demand increase every year, however, we see that the local hotel sector is largely not yet equipped with new technologies to benefit from that trend, especially small hotel businesses. Fortunately, we are seeing more and more hotels incorporate technology into their strategies, to access more markets and revenue streams, and Grupo Habita wanted to take that step in order to innovate. Our hotel staff now use SiteMinder’s platform constantly and are delighted with the possibilities it offers,” says Ernesto Solis, Corporate Director of E-Commerce and Revenue Management at Grupo Habita.

Mexico ranked as the sixth most visited country in the world in 2017, with 39.3 million international visitors. It is expected to achieve a new record in 2018, having attracted more than 30.5 million international visitors during the first nine months, which is up 6.8% based on year-on-year figures.

SiteMinder’s director of communications – Latin America, Rocio Herraiz, says, “SiteMinder exists so every hotel has the opportunity to acquire more guests and we are proud to support Grupo Habita in this regard. We know each of their properties will also give the highest priority to personalizing the stay of their guests and, thanks to the automation offered by SiteMinder, they can focus on really enhancing that experience for today’s traveler who seeks comfort and detail.”

Already, Grupo Habita is working on future must-see destinations, including the remodeling of a mansion in Puebla, Mexico, and new properties in both Los Angeles and Austin, Texas.

ABOUT SITEMINDER

In an age of rising choice and accessibility for curious travelers, SiteMinder is the name synonymous with the belief that technology can empower any hotel to win in a consumer-led world and unleash their potential. SiteMinder is the global hotel industry’s leading guest acquisition platform, ranked among technology pioneers for its smart and simple solutions that put hotels everywhere their guests are, at every stage of their journey. It’s this central role that has earned SiteMinder the trust of more than 30,000 hotels, across 160 countries, to generate in excess of 80 million reservations worth over US$35 billion in revenue for hotels each year. For more information, visit www.siteminder.com.
ABOUT GRUPO HABITA

Grupo Habita has a total of 14 hotels; 12 are distributed across nine destinations in Mexico and two are in the United States. In Mexico City, they are: Hotel Habita, Condesa DF, Downtown Mexico, Downtown Beds and Capital District. Across other parts of Mexico, they are: La Purificadora in Puebla, designed by Legorreta + Legorreta; Hotel Boca Chica in Acapulco; Habita MTY in Nuevo León; Casa Fayette in Guadalajara; Hotel Escondido in Puerto Escondido, Oaxaca; and Maison Couturier and Azúcar in Veracruz. In the United States, they are: Hôtel Americano in Chelsea, New York, and The Robey in Chicago.

Although comparatively small, what Grupo Habita has achieved in 18 years is significant. It is currently the only hotel company in Mexico funded 100% domestically and successfully operates two hotels in United States. For more information, visit www.grupohabita.mx.
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