



**Centric Hospitality Group Contact:**  
Phoenix F. Smith  
Director of Marketing  
phoenix.smith@centrichospitality.com  
Tel: 505.768.6169

FOR IMMEDIATE RELEASE:

## **Growth At Centric Hospitality Group Continues With Chain Switch, CRS Upgrade and Loyalty Program Alliance Launch**

**Albuquerque, NM - December 14, 2011** – Centric Hospitality Group delivered several enhancements this month, demonstrating its continued growth and success in allowing its independent hotel members greater ability to compete with chains and international brands. With 1,900 hotels and growing, Centric Hospitality Group continues to connect hotels to the world through its three brands: InnPoints Worldwide, CARINO Hotels and Resorts Worldwide and Qube Hotels.

On December 1<sup>st</sup>, CARINO Hotels and Resorts under the UN chain code switched to Centric Hospitality Group's central reservation system, myCRS. The UN hotels will continue to be marketed in the GDS under the private CARINO chain code, while benefiting from the upgrade to myCRS with full two-way property management system integration and OTA direct connects. Hotel members included in the cutover are: the Amalfi Hotel Chicago, the Beechwood Hotel, the Garden Court Hotel, Hotel Phillips, the Royal Park Hotel and Hotel Berlin, Berlin.

Centric Hospitality hotel members also gained access to another upgrade in booking technology with the latest release of myCRS 2.3.6. The myCRS central reservation system has been providing electronic distribution connectivity to independent hotels and groups for five years. "We are very pleased with the latest release," said Matthew Kim, vice president of sales and marketing at Miramar Hospitality. "The team at Centric Hospitality Group continues to enhance our user experience by meeting with us regularly and drilling down to support our complex revenue management and distribution needs."

While member hotels expressed enthusiasm for the aforementioned activities, the most buzz was generated over Centric Hospitality Group's rewards alliance launch. The StayCredits Alliance is a loyalty program designed for independent hotels and groups to level the playing field with competing chains and international brands. By joining the StayCredits Alliance, hotels become one of many reward stay options around the world. Credits are theirs to give away as they like, while any StayCredits member may redeem at any other participating Alliance hotel. Hotels manage the program through a web-based dashboard, while guests redeem credits by logging in to their account and accessing the integrated booking engine. For more information, visit [www.staycredits.com](http://www.staycredits.com)

### **About Centric Hospitality Group**

Centric Hospitality provides a complete range of services for group and independent hotels, including web services, property management solutions, electronic distribution, telephone reservation services, brand membership, corporate/leisure sales, and guest rewards programs. The Centric Hospitality group includes InnPoints Worldwide, a hotel representation partner for independent and group hotels, CARINO Hotels and Resorts Worldwide, the premier collection of four and five star hotels in the world's most desired destinations, and Qube Hotels, an independent hotel collection with best-in-class quality, style and service.

###