

## **Roiback wins 'Europe's Leading Hotel Booking Solutions Provider' at 2017 World Travel Awards for second year in a row**

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**Palma de Mallorca, 10<sup>th</sup> October, 2017** - [Roiback](#), a specialist in powering direct sales for hotels, has taken the Europe's Leading Hotel Booking Solutions Provider award at 2017 World Travel Awards, the travel industry's most prestigious awards programme, for the second year running.

World Travel Awards celebrated its 24th anniversary in Saint Petersburg on 30th September. The awards serve to acknowledge, reward and celebrate excellence across all key sectors of the global travel and tourism industry. Votes are made by professionals working within travel and tourism all over the world and the vote system is also open to the public through its website.

Rebeca Gonzalez, Managing Director at Roiback, said: *"Receiving this recognition as Europe's Leading Hotel Booking Solutions Provider for second year in a row is a great achievement for Roiback. It is an honor to be included among the winners of these prestigious awards, which shows the satisfaction of professionals within travel with a product that seeks to help them increase their direct sales with innovative solutions. We will continue working with hotel chains and independent hotels to ensure that we meet their present and future needs".*

### **About Roiback**

Roiback ([www.roiback.com](http://www.roiback.com)) is a specialist in powering direct sales for hotels. Founded in 2010 in Palma de Mallorca and with a portfolio of over 1,500 hotel chains and independent hotels, it provides hotels with solutions to increase their online direct sales and their profitability.

With offices in Palma de Mallorca, Málaga, Milan, Miami, Bali, Bangkok, Cancún, Medellín and Bogotá, Roiback offers the industry's leading booking engine for hoteliers, as well as sales-focused websites and integrated marketing online management.

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