

# **Roiback launches BackHotel Lite, a pocket edition version of its booking engine**

Submitted by patricia on Wed, 13/12/2017 - 09:56

- BackHotel Lite has been developed for the needs of independent hotels or small chains that require a simple booking engine, but still depend on the innovation and technological experience of Roiback.
- The quick implementation, easy usability and simple configuration are some of the main features of BackHotel Lite from Roiback; a company that currently offers its services to more than 1,500 hotels in 29 countries.

**Palma de Mallorca, December 12, 2017** - Roiback, leading specialists in hotel direct channel sales management, has presented BackHotel Lite. The new **simplified version** of their current booking engine guarantees high conversion thanks to the experience and technology of Roiback.

BackHotel Lite was born with the aim of offering independent hotels and small chains an affordable version of BackHotel, an award-winning engine in hotel direct channel reservation management. BackHotel Lite has been tailored to the needs of these hotels, whilst maintaining the essence and technology of the BackHotel engine, which has been established for **high conversion** rates and extensive background in the management of large volume bookings.

The pocket edition of the reservation engine stands out for its quick implementation, because it can be fully integrated into a hotel's website in only a few days. The configuration of the booking system (CRS) is simple and powerful and the engine has a high level of personalization, where three clicks are enough to make a booking. In addition, with BackHotel Lite the hotelier has a series of modules or add-ons that complement and customize the booking engine, allowing adjustments for their specific needs.

Rebeca Gonzalez, Managing Director of Roiback, commented: *"With the launch of BackHotel Lite we want to cover the needs of independent hotels and small chains with focus on the direct channel; who are seek leading-edge solutions with a guarantee of success, and a booking engine adapted to their financial and time-dedication possibilities."* She adds: *"there is a clear demand in the market for a product like Backhotel Lite and I am convinced that we will help this hotel segment to be present in the direct channel in the most optimal way, leaning on the experience and technology of Roiback."*

## **About Roiback**

Roiback ([www.roiback.com](http://www.roiback.com)) is an international company that specialise 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 in 29 countries, they provide 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. Roiback has recently been awarded for the

second year in a row with the award for 'Best Solution Provider for Hotel Bookings in Europe' at the World Travel Awards 2017, which are considered the most important awards in the international tourism sector.

**For further information, please contact with:**

### **Arenalia Comunicación**

Irene Garcia [igarciaarnau@arenalia.com](mailto:igarciaarnau@arenalia.com)

T. +34 660 201 020

### **Department of Communications Roiback**

Héctor Alemany [hector.alemany@roiback.com](mailto:hector.alemany@roiback.com)

T. +34 971 406 149

Thumb image

