

Press Release

A Level Playing Field with the 'Big Brands' – Agon Hotels and Resorts Ltd. affiliates with Compass Edge

HONG KONG, CHINA; MAY 12, 2010 - Technology and the Internet has given access for anyone's voice to be heard anywhere in the world. The Tweeter, the Facebooker, the typical tourist writing a travel review on any website, can all reach a global audience. Welcome to the technology age! But wait, technology is nothing new. Dot-com and e-commerce is so turn-of-the-millennium speak!

Why then have hotel owners remained so daunted by the task of marketing their hotels to the world? Why have the international brands so far managed to be able to trumpet the value of their reservations system over the real viable option of a hotel going it alone?

In those bygone pre-Internet days when lesser mortals used telex machines and pounded the pavement to make sales, international hotel brands had a distinct advantage with call-centers and hard-copy hotel catalogues aiding them to promote hotels in their portfolio. Old habits die-hard and this lingering train of thought (that a brand is required for international exposure) has remained imprinted into the hoteliers mindset.

While speaking at a recent hotel investment conference in Beijing, Terence Ronson, Managing Director of Pertlink said, "the game has changed, and thanks to technology the playing field has been leveled in such a way that any hotel can be reached by anyone, and anyone can be reached by any hotel."

This process can be done independently (through more tedious and labor-intensive procedures of the hotel's sales team), or via the established infrastructure of a reservations system. Regardless of which methods is used, a hotel has the ability to be connected through technology.

"thanks to technology the playing field has been leveled"



Terence Ronson (centre) speaks on a panel with Richard Agon, Chairman and CEO of Agon Hotels (first from left) at the 2010 Hotel Development and Financing Conference, Beijing, April 2010

Recognizing the alternative and opportunity to the traditional international brand, a proliferation of newer hotel brands and famous independent and boutique hotels have sprung up, more notably Swire Hotels in Beijing and Hong Kong, and Puli Hotel and Spa in Shanghai, to name a few.

Agon Hotels and Resorts Ltd., well-known for its consulting works on such famous projects as the Legendale Hotel Beijing and other hospitality consulting assignments in terms of recruitment, training, and quality assurance, is positioning itself in the same vein by moving into full management services.

Part of this positioning includes the recent tie-in of Agon Hotels with Compass Edge. This Compass Edge partnership allows hotels under Agon's management to have the same reservations system network as Shangri-La, Peninsula, Mandarin Oriental and Jumeirah.

"We are very delighted to be affiliated with Compass Edge and in the future we will equip our hotel owners with the exact same reservations tools as the large international brands. For those hotel owners seeking international exposure, the partnership of Agon Hotels and Compass Edge, will allow them the same channels and business opportunities as any of the big brands," says Darryl Agon, Executive Director of Agon Hotels.

"just as well accessed, just like any of the big brands"

"We support Agon Hotels to provide a solid technology infrastructure for those hotels eager to open up the international markets. With a cost-effective solution such as a good internet booking engine, GDS connectivity, additional online distribution and such, hotels that choose to engage in these electronic distribution and marketing channels will gain a competitive edge." Anita Chan, Managing Director of Compass Edge adds.



Richard Agon and Darryl Agon

With technology leveling the playing field, alleviating owners of their concern for competitiveness of their hotel's reservations system, perhaps the only remaining daunting task is handling the flood of reservations to be received!

Agon Hotels and Resorts Ltd. is the end-to-end solutions provider for the hospitality industry, offering Management, Consulting, Recruitment and Training services focusing squarely on the owner's needs and owner's interests. Website: www.agon.com.hk

Compass Edge is a technology service provider with the main objective of assisting hotels to identify the missing parts in their electronic distribution and

marketing strategy and providing them with solutions so they can compete in the global marketplace. Website: www.compass-edge.com

Pertlink, a leading Hospitality IT Consultancy based in Hong Kong prides itself in their unique appreciation of the technology needs of the guest and the associated benefits technology can bring to a hotel's bottom-line. Their numerous award winning projects spread across Asia speak volumes for their ability to deliver visionary solutions. Website: www.pertlink.net