



MEDIA INFORMATION
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ARORA HOTELS LAUNCHES NEW WEB MARKETING SOLUTION



Arora Hotels launched today their totally new website www.arorahotels.com to the world.

Designed in conjunction with Open Hospitality, a global provider of online hotel Internet marketing solutions, arorahotels.com provides a single gateway to the Arora Hotels portfolio.

“This is not simply a next generation web presence’, commented Sunny Roda, Arora’s IT Director. He added: ‘We wanted to go further by creating an attractive and highly intuitive front end for the consumer to make it easy to locate, fact find and book our hotels. Integration of the very latest online booking engine, Search Engine Optimization and full Internet marketing services are key features of www.arorahotels.com.”

www.arorahotels.com provides a portal to Arora’s seven hotels located at Heathrow and Gatwick airports as well as Manchester city-centre. “Our due diligence process focused on the leaders in this space. We selected Open Hospitality because of their fully integrated solutions and excellent reputation,” notes Sunny Roda. “They shared our strategic vision of seeking a fresh direction and creating new business opportunities for our hotels. We’re delighted to be working together.”

Raj Shah, Group Sales and Marketing Director commented: “Our website redesign objectives were to increase the visibility of our hotels and to take advantage of the growing trend to book on-line. We are delighted with the finished product and feel that we are now well-placed to grow our on-line relationships with our customers.”

David Millili, CEO of Open Hospitality adds, “Arora Hotels is a wonderful partner in this marketplace. We are gratified to have been selected to lead their online marketing efforts. Our teams in the both UK and the US are committed to Arora’s success.”

- Ends -

Note to editors

About Arora Hotels

Arora Hotels is an independent hotel company owned and founded by Surinder Arora in 1999. It is the UK's leading specialist hotelier to the airline industry and one of the fastest growing private hotel companies in the UK.

The portfolio currently comprises of 7 hotels with over 2500 bedrooms. Prime locations include Arora Hotel Heathrow, Arora Park Hotel Heathrow, Arora Hotel Gatwick/Crawley, Arora Hotel Manchester city centre, the flagship Sofitel London Heathrow, directly connected to Terminal 5 (voted '*Best New Business Hotel*' and '*Best Airport Hotel*' at the Business Traveller Awards 2009), Sofitel London Gatwick at the North Terminal and Mercure London Gatwick. Both Sofitel hotels and the Mercure operate under a franchise agreement with Accor Hospitality.

At the Brit Oval, Arora is currently working in partnership with Surrey County Cricket Club on the development of a four-star, 168-bedroom hotel. Each of its hotels is Investors In People accredited.

The company recently announced that it had secured an agreement to design and construct four new budget hotels at Heathrow, Gatwick and Stansted airports. Subject to planning, the hotels will open on a phased basis from autumn 2011.

Discover Arora Hotels on www.arorahotels.com

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About Open Hospitality

Open Hospitality delivers a full array of strategic online marketing solutions and accommodation booking options. The award-winning Internet marketing company focuses exclusively on hotels and hospitality verticals. The company helps independent hotels, groups and chains to raise online visibility build market share and increase online reservations. Open Hospitality designs websites optimized for major search engines and creates high-impact email marketing campaigns. Its diverse client base of over 600 hotels in 38 countries includes some of the most renowned names in the hotel industry, including Helmsley Hotels in New York, Empire Hotel Group, Blakes Hotel in London, Warwick Hotels International, Graves Hospitality and Noble House Hotels among others. The company is headquartered in New York and has offices in major cities including Los Angeles, Las Vegas, San Francisco, Anaheim, Dallas, Miami, and Bonita Springs.

For more information visit us at www.OpenHospitality.com or call us: (212) 989-7227

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