

Press Release

Title: **New Byron Bay Beach Hostel selects GuestCentrix Hostel.Web software**

Date: Tuesday, 27 September 2016

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A desire to control online booking guest acquisition costs and achieve overall property operating efficiencies has led **Byron Bay Beach Hostel** to select **GuestCentrix Hostel.Web** property management system.

The 250 bed hostel is located in the old Byron Shire Council chambers site, one block from Byron's famous beach and in the heart of the vibrant town which is a must stop for any Backpacker visiting Australia.

"We are looking forward to the great management controls, combined with the ease of use GuestCentrix Hostel.Web offers us." James Robinson-Gale, General Manager said

"Byron is a very popular Backpacker town so our goal is to maximise direct bookings at all times. We also plan to partner with the major OTA's and the GuestCentrix system will provide us many options in how we choose to optimise bookings from all our channels". James said.

Duncan Waterman, Director of Sales at CMS Hospitality said, "Byron Bay Beach Hostel will be one of the largest backpacker hostels in fabulous Byron Bay when it opens and we are proud that they have selected GuestCentrix Hostel.Web to power their business."

"Byron Bay Beach Hostel will be another quality Australian hostel that will be running close too full year-round. Hotels and hostels like these need solutions like GuestCentrix that allow them to reduce costs whether they be in housekeeping or those associated with acquiring guests in the first place. We look forward to working closely with the Byron Bay Beach Hostel team for many years to come."

Byron Bay Beach Hostel joins a number leading Australian and NZ hostels who have implemented GuestCentrix Hostel.Web property management system in recent months including; Bondi's Noah's Backpackers, Home Backpackers Sydney, Aussitel Backpackers Coffs Harbour, Discovery Melbourne and Sir Cedrics Accommodation Based in NZ.

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About CMS Hospitality

CMS Hospitality has been supplying software to hotels and hostels for more than 30 years, and currently develops the GuestCentrix software solution.

The GuestCentrix software solution is a proven multi-property hospitality system with clients ranging from small backpacker properties to 5 star resorts with over 2000 rooms, and accommodation groups of up to 100 properties.

GuestCentrix can be found installed in more than 25 countries around the world

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