

Cendyn partners with roomMaster by InnQuest Software to enhance guest engagement and intelligence

Boca Raton, FL, August 9, 2017 – Cendyn has partnered with roomMaster by InnQuest Software, a robust property management system (PMS), to provide hotels with a marketing automation and guest intelligence solution that integrates seamlessly across both platforms.

As the leading CRM and sales platform in the hospitality industry, Cendyn is continuously working with partners and hospitality leaders like roomMaster by InnQuest to improve its integration and connectivity capabilities.

"We're excited to partner with Cendyn to amplify roomMaster's marketing capabilities so that hoteliers using our PMS can meet the ever-evolving needs and preferences of guests in the digital age," says Kent Howard, Director of Sales at InnQuest. "With Cendyn's technology, hoteliers using our PMS can now leverage rich marketing insights and automation to connect with their guests with increased precision and efficiency."

Cendyn's CRM suite offers marketing automation and guest intelligence solutions for boutique and independent properties as well as enterprise and multi-property/multi-brand groups. With this integration, hoteliers using roomMaster by InnQuest Software will now have access to a PMS that suits their every need, as well as enhanced guest profiles, highly targeted multi-channel communications and robust analytics that are designed to increase engagement for new and returning guests.

"We're delighted to add roomMaster by InnQuest Software to our integration portfolio. We continue to work with robust PMS vendors like roomMaster across the globe to enhance our offering for every hotelier, whatever their needs may be," says Charles Deyo, CEO & President at Cendyn.

The seamless integration between roomMaster and Cendyn enables hoteliers to access a cohesive and consolidated view of their data no matter the size of their property. It offers hoteliers insights into guest reservations, room stays and inquiries leading to measurable impact and revenue growth.

For more information, visit www.innquest.com and www.cendyn.com.

About InnQuest Software

InnQuest Software is a leading technology provider for the hospitality industry. Since 1994, the company has combined hotelier experience with innovative technology to deliver an all-in-one solution that empowers hotels to attract guests, drive customer loyalty, and increase profits.

More than 5,500 properties across 100 countries trust InnQuest, with over 440,000 rooms managed daily through the company's flagship property management software, roomMaster.

InnQuest develops scalable solutions with the belief that everyone deserves a great guest experience, whether they're staying at a small B&B, a thousand-room resort, or anywhere in between. InnQuest is headquartered in the United States with offices in Canada, Australia, and the United Kingdom.



About Cendyn

[Cendyn](#) is a cloud-based software and services provider that develops integrated technology platforms for driving marketing, sales and event performance in the travel and hospitality industry. The Cendyn Hospitality Cloud offers the most complete set of innovative software and services in the industry, covering hotel marketing, guest engagement, group sales and event management. With offices in Boca Raton, Atlanta, Boston, San Diego, Toronto, Whistler, London and Singapore, Cendyn proudly serves more than 30,000 hotel clients in 143 countries with enterprise spend levels in excess of \$1 billion.

Contact

Michael Bennett
SVP Global Marketing & Business Development
Cendyn
mbennett@cendyn.com
561-419-2286

