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FOR IMMEDIATE RELEASE

Lido Group partners with University of Technology Sydney to research and develop electronic accommodation clearing house and hotel distribution system.

Australian accommodation experts The Lido Group partnership with University Of Technology Sydney will head a research program to develop a clearinghouse concept, which standardises and increases efficiency in hotel room and rate distribution.

Lido and UTS were successfully awarded a grant in the recent round of ARC grants.

The research and development program involves three key stakeholders;

- The Lido Group, the industry experts in accommodation aggregation
- The University of Technology Sydney
- A national network of collaborating hotel organisations

Lido Group's General Manager, Matthew Tyler comments "The approval of the linkage project will encourage and develop our long-term strategic alliance forged over recent years with our partner education organisation (UTS) and Lido as an industry collaborator. The project will allow us to continue to apply advanced knowledge and technologies to problems in the hotel industry distribution chain.

"The results will demonstrate the tangible economic and social benefits for hoteliers, distributing hotel room inventory and rates, and the end-client who is using the internet to procure accommodation. These benefits will apply to both business and leisure activities. The will also benefit regional and rural properties and hotel chains that are often overlooked" said Tyler.

Dr RJ Steele from the University of Technology Sydney, head of the research program commented, "Its time for a new way to distribute rooms and rates. The growing demand by the market requires the industry to improve its efficiency levels by minimising manual duplication in process of accommodation sales and distribution."

National benefits and outcomes of the project include:

- The generic clearinghouse technologies developed will provide efficiency in government and corporate procurement of accommodation
- National tourism would now be able to distribute into the new global electronic economy
- The clearinghouse could even be used in the case of national disaster/terrorism attack to relocate large numbers of a metro population
- The Commonwealth will be able to use data for activities such as setting proper benchmark rates for government travel and accommodation
- State and regional tourism authorities would gain huge efficiencies in distribution for their member hotels.
- The project will benchmark new standards that will support the entire accommodation industry including distributors, wholesalers, and e-tailers.

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