GuestCentric Introduces Website and Marketing Performance Tools for Independent Hotels

New Interactive Dashboard, Tools and Limited Time Free Trial Allow Independent Hotels to Level Playing Field with Large Chains

STAMFORD, CT – GuestCentric Systems (www.guestcentric.com), the premier [Software-as-a-Service](#) (SaaS) provider for the [independent hotel industry](#), announced today the release of marketing performance tools designed to help independent hoteliers easily track performance and increase visibility to their property's website. The new Dashboard feature offers operators a single overview of key online metrics and is integrated into GuestCentric's [online marketing and distribution platform](#) for an easy, powerful and inexpensive way to compete with larger hotel chains for customers on the Internet.

With GuestCentric's Dashboard, hotel operators can view graphs showing daily number of visits, number of unique visitors, time spent on each page, visitor statistics by country, detailed information on the booking engine interaction, real-time information on total revenue generated.

In addition, the new Dashboard proactively provides a status bar indicating how hoteliers can optimize usage of the GuestCentric platform with tips to optimize revenue and visibility. These detailed analytics empower hotels to better understand the patterns and behavior of their online customers and position themselves online more efficiently.

Lastly, for a limited time, hotel operators can try out all of GuestCentric's tools for free and receive advice on inexpensive ways to push their brand online using strategies like online promotions. During the trial, GuestCentric provides cost effective advertising campaigns and other visibility tactics to gradually increase the

number of visitors to their website. To sign up for a free trial go to:
http://www.guestcentric.com/signup/

"GuestCentric offers independent hotels efficient ways to promote their properties and interact with customers. The new analytics tool we are launching today is an eye-opener as the detailed information about the customers' viewing behaviors will help them target guest interests and needs much more effectively," said Filipe Tappenbeck, Vice President at GuestCentric. "Customers that have used the tool immediately improved their performance by following the simple step-by-step instructions that the Dashboard provides."

About GuestCentric's Platform
GuestCentric offers a complete, inexpensive online website creation, marketing and booking platform for small to mid-market independent hoteliers seeking to increase their visibility on the Internet. With GuestCentric InstantHotel Technology hoteliers can create an attractive property display that includes interactive elements like flash banners, Google maps, trip advisor, weather forecasts. GuestCentric's integrated booking engine provides unparalleled speed and convenience for guests willing to book online, complete with verification of guest information and real-time room availability. GuestCentric's platform offers tools to control revenue, website analytics to monitor the progress of the website a well as online marketing tools to create on-the-fly marketing promotions for special offers, packages or special events to drive customers to their property's website.

About GuestCentric
GuestCentric Systems is filling the technology gap that exists for small to midsize hotels by helping them quickly and economically create websites, inexpensively market their properties online and accept reservations in real-time. As the first online marketing and interactive booking platform for independent hotels, GuestCentric's Software as a Service platform allows independent hotels to develop

long-standing relationships with guests, improve online revenues and lower expenses associated with online distribution. Through the use of Web 2.0 technologies, GuestCentric provides easy-to-use tools at reasonable prices that up until now were only available for hotels with big budgets. For more information about GuestCentric, visit www.guestcentric.com.

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