

- The Crowne Plaza Dublin Airport Hotel:
www.cpdublin-airport.com

The Crowne Plaza Dublin Airport Hotel has recently launched its new website, www.cpdublin-airport.com. The Crowne Plaza Dublin Airport Hotel website is yet another addition to a growing list of "user friendly" technologies that could make the Crowne Plaza the most "plugged in and wired" hotel in Ireland.



www.cpdublin-airport.com

Welcome To A World Of Difference

From state-of-the-art conference facilities to bespoke computer and technology systems specifically designed for the hotel, The Crowne Plaza Dublin Airport Hotel has always prided itself on being an innovator in the use of technology that enhances the experiences of its guests.

With effortless navigation and easy to access information, The Crowne Plaza Dublin Airport Hotel's new website helps answer any questions you need to know about the hotel, its facilities and the services it provides.

As a leader in online innovation and as a first-class customer service provider, the Crowne Plaza regularly communicates with its guests to learn what will make online

booking easier, more convenient, and valuable to them. As a member of the InterContinental Hotels Group (IHG), The Crowne Plaza can guarantee the best available rate, as well as offering end-to-end online point redemption for loyalty programme members. Every hotel reservation booked through an Intercontinental Hotels Group website is guaranteed to have the lowest rate publicly available on the internet or IHG will match a lower rate (certain conditions apply.)



"Our website plays an increasingly important role for the hotel which, in 2005-2006, is reflected by an increase in our internet

revenue," said Christoph Haustein, director of sales & marketing at The Crowne Plaza. "We are focusing heavily on optimising our website and are currently undertaking a web-based market research programme. Initial data shows that there is a substantial growth potential for bookings being generated online. The Crowne Plaza's website is also constantly being updated to take into account new developments at the hotel - such as the soon to be opened conference centre, which will be one of the largest in Ireland."

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Greatest Hits

- Guaranteed best available rate
- Easy booking and relevant information on airport shuttle schedules, local business parks, restaurants, etc
- Designed with corporate, business and conference requirements at the fore
- Link to the IHG online booking system and access to more than 3,600 hotels and 537,500 guest rooms in nearly 100 countries and territories around the world
- Company password allocation: companies with a contracted rate can do all their bookings online, at their negotiated corporate rate
- New Conference and Event Centre Opening in August 2006