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22 October 2013

Luxury Hotels Group Launches Private Label with Pegasus Solutions

New London-based Representation Company Gains Branded Access to Global Distribution Channels

DALLAS – London-based Luxury Hotels Group has introduced a private label chain code through Pegasus Solutions. The new company is now offering three hotels in the global distribution systems (GDSs) under the LU chain code, including the London City Suites by Montalim, The Marble Arch by Montalim and The Park Grand London Hyde Park Hotel.

"With three distinct collections, Luxury Hotels Group caters to the specific needs of the luxury traveler," said Mark Jones, vice president, sales and marketing for Luxury Hotels Group. "Launching a private label chain code with Pegasus allows us to easily target that consumer through the GDSs with a branded presence. The Pegasus-provided chain code also affords us a simple way to manage hotels in the GDSs today and as our collection grows."

Luxury Hotels Group offers hotels and apartments recognized and appreciated for unique character, charm and outstanding service. Providing luxurious accommodation and world-class facilities, the Collections currently features only London hotels, but is set to expand to include hotels in Dubai and South Asia.

"Groups of hotels like Luxury Hotels Group have an opportunity to gain access to the GDSs with a branded presence by creating a private label chain code," said Alexis Dobbelaere, senior vice president, global sales, Europe for Pegasus Solutions. "When there is marketing and sales support for a brand, introducing the private label chain code through Pegasus is a fast and effective way to give buyers affordable and immediate access to their hotel portfolio."

ABOUT PEGASUS SOLUTIONS

Pegasus Solutions is the single largest processor of electronic hotel transactions, delivering advanced and affordable connectivity and distribution solutions to nearly 100,000 hotels worldwide. Pegasus connects hotels to crucial sources of business, facilitating almost \$16 billion for its clients annually. In addition to foundational global distribution system (GDS) access and online connectivity, Pegasus delivers online, social marketing and booking solutions through its Open Hospitality division, and powerful reservation tools to convert and capture bookings. As a trusted partner in generating guest room demand and sales, Pegasus also offers hotels actionable business intelligence through its Pegasus View Market Performance reports to help hotels understand and respond to changing market conditions.

Pegasus has 18 offices in 10 countries, including regional hubs in Dallas, Frankfurt, London, Madrid, New York, Sao Paulo, Singapore and Scottsdale. For more information, visit [www.pgs.com](#) or [www.openhospitality.com](#)

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