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AB Hotels: ABHotels' Adds Meeting Broker RFP To It's Online Artillery For MICE Business

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## Press release

### **ABHotels' Website Harnesses Innovative Technology from Newmarket International**

ABHotels Ltd, which include **Sopwell House, St Albans and Five Lakes Hotel, Golf, Country Club & Spa, near Tiptree**, is set to revolutionise the handling of its conference and events bookings with the introduction of Meeting Broker RFP from Newmarket International.

ABHotels have integrated the powerful channel management tool, which receives requests for proposals (RFPs) sent by meeting planners, to each hotels' individual websites. This will provide organisers and meeting planners a 24/7 solution to enquire about MICE business for various events. Additionally Meeting Broker RFP will provide the Conference and Events Teams at each property a suite of online tools to more quickly assign, respond to, and analyze these leads.

"With the brand new websites launched in September 2008 we are continuously looking to develop and integrate them with a host of innovative online solutions" AB Hotels Group Operations Director Charles Morgan said. "We want to offer meeting and event planners the best possible service with the most advanced technology. Meeting Broker RFP fits this criteria providing easy access and accurate information from us about our conference and banqueting facilities".

The ABHotels Collection

**Sopwell House** has 15 highly versatile meeting rooms ranging from syndicates to a banqueting suite that accommodates 320 guests for a formal dinner. All boast natural light and, in many cases, stunning views over the hotel gardens.

**Five Lakes** has 11 flexible meeting rooms together with one of the largest exhibition spaces in the South East of England. Its easily accessible location means that whether you want a meeting for 20 people or a product launch for 2,000, Five Lakes is the perfect choice.

**The Arch** is a five-star luxury boutique hotel scheduled to open in late 2009.

To find out more or to make an online enquiry visit

<http://www.abhotels.co.uk/MeetingsEvents/>

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