

Xotels expands hotel portfolio with Sidorme Hotels Spain

Written by Australian Business

([PRLEAP.COM](https://prleap.com)) **Barcelona - After the successful implementation of revenue management in budget hotels in France, Belgium and the Netherlands, Xotels is now also entering the budget hotel segment in Spain. The Sidorme hotel group has chosen to partner with Xotels to manage their revenue and distribution strategies.**

Xotels has been active in the Spanish hotel market since 2006, but not in the low cost hotel segment. Some of their clients include the Majestic Hotel Group in Barcelona, and they currently have several hotels under management in San Sebastian, Seville, Mallorca, Benidorm and Sitges.

Remko West, COO of Xotels: 'We have been approached by quite a few companies over the last years, but are always careful to find the right clients. Our services are unique and we are looking for potential parties who are interested in a strategic partnership driving long term revenue potential.'

'Sidorme is a great budget hotel concept, with clearly defined values for consumers. Moreover they have a good vision on where they want to go, and how they plan to get there. From the first discussions with Sidorme, we found that we share common values and think very much alike. We will be combining the strengths of both companies to drive great results.' says Patrick Landman, CEO of Xotels.

Jairo González, CEO at Sidorme explains, 'At Sidorme Hotels we have developed a quality product at a very reasonable cost. This budget hotel business model has proven itself. Over 1,000,000 satisfied guests have lodged with us, which demonstrates the mass appeal of a quality lodging product at attractive prices.'

He continues, 'We have chosen to partner with Xotels for our strategies because their experience goes far beyond basic hotel yield. Their vast knowledge of hotel operations, travel distribution, marketing and technology helps us as well in other areas where we are looking to improve. They bring a high level of vision connecting it down to small operational details, which we need to carry our organization forward. We are very excited to work with them, and are off to a flying start already'.

Xotels is a [hotel management company](#) that focuses on improving revenue management for independent hotels and hotel chains. Visit their website for more information

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