

# CUSTOMER SUCCESS STORIES:

## DENIHAN



Denihan Hospitality owns and/or operates 10 boutique hotels in New York and Chicago with Los Angeles arriving soon. Celebrating more than 50 years in operation, Denihan has built a world-class position within the boutique hotel space, creating value by acquiring, repositioning and managing independent hotels. Denihan's hotels and affiliated restaurants and bars offer a diversity of hospitality experiences that serve the needs of a wide range of travelers.

Denihan's relationship with Onyx CenterSource began 10 years ago when the luxury Hotelier reached out to Onyx to help gain better compliance for commission payments so they could grow and maintain a better relationship with travel agencies in the ever growing competitive market.

### Simplified and enhanced commission program eliminating overhead costs

Onyx's commission payable process afforded Denihan the opportunity to operate and manage one data collection and funding system, eliminating redundancies and providing greater economies of scale for the hotel. In addition to saving on administrative overhead by outsourcing a solution, Denihan staff were able to devote their attention to more strategic business issues. Denihan also received a dedicated account management team armed with best practices to ensure the implementation process went smoothly.

### Significant improvement in relationships with agencies

Denihan was able to see a remarkable improvement in their relationships with member agencies. Jon Hodges (Director of National Sales & Partnership Accounts) said, "Agencies have categorically told us that the Onyx hotels are known within the agency community as "commission-friendly. Therefore, our participation creates an added sense of security in booking commissionable inventory because there is strong reputation and trust behind the Onyx brand."



### Ready to close the loop?

Give us a call, send us an email, or visit our site at [www.onyxcentersource.com](http://www.onyxcentersource.com).