

Wild-east chooses Cultuzz for worldwide online distribution

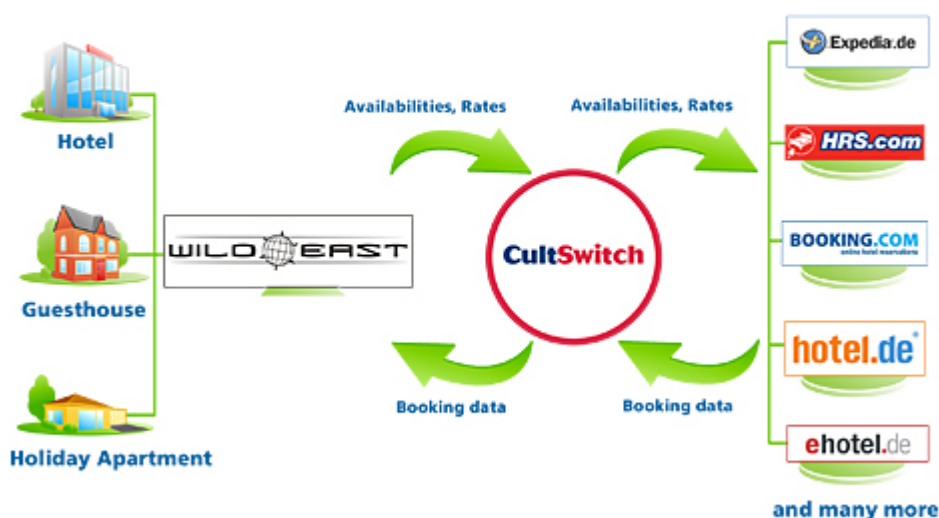
The destination specialist wild-east connects 50,000 accommodation offers to "CultSwitch" and markets them worldwide

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The wild-east marketing GmbH is based in Sassnitz on the island of Ruegen, Germany and is specialized in web-based destination management. The system of wild-east holds more than 50,000 accommodation offers, most of them at the Baltic and North Sea as well as in Mecklenburg-Western Pomerania. The offers are marketed in a wide range through a strong partner network with a regional focus. Now wild-east has expanded its network and offers their customers additional sale through all important online distribution channels. This has been made possible through the corporate collaboration with Cultuzz.

The rates and availabilities are being synchronized automatically via a standardized XML interface between wild-east and Cultuzz. This way the central database system "CultSwitch" also knows the regional offers in its whole diversity; starting with first class hotels to guesthouses and holiday apartments. Through "CultSwitch" those businesses reach the big distribution channels and hotel portals such as HRS, hotel.de, Booking, Expedia or eBay. Incoming bookings from these channels will be automatically synchronized as well. "The bidirectional port between Cultuzz and wild-east actualizes next to sending rates and availabilities also the reception of the Cultuzz bookings in wild-east" explains Torsten Konopka, Managing Director of wild-east marketing GmbH.

The interface between wild-east and Cultuzz



During the next step the integration of wild-east as an independent distribution channel will be realized. "We have a few customers from the northern region of Germany who are represented at regional channels but already have a direct connection to CultSwitch through their hotel software", says Dietrich Gerleit, Business Developer at Cultuzz, "We would like to facilitate the work of those customers through the link-up of wild-east as distribution channel".

Wild-east marketing GmbH was founded by Managing Director Torsten Konopka on the island of Rügen in the year of 1996. The company is specialized in web-based destination management on the basis of a classic booking and reservation system for accommodations, package holidays and tickets. Other online tools like the accommodation directory, the brochure ordering and the yellow pages complete the guest service. CRM, controlling tools, office management, etc. facilitate the business.

Cultuzz Digital Media GmbH was founded by Dr Reinhard Vogel in Berlin in the year 2000. Subsidiaries exist in Europe, the U.S. and Australia, as well as in India. The company is specialized in online sales and distribution for the hospitality industry and is the global market leader in selling hotel rooms on eBay.

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