



Atlantica Hotels International Continues to Lead Innovation in Brazil's Hospitality Industry and Selects Revinata as Platform for Online Reputation Management

With Revinata, Atlantica Hotels will be able to monitor their online reputation to enhance guest satisfaction, increase guest loyalty, and drive revenue.

Atlantica Hotels today announced that it has selected Revinata, the industry leading solution for managing guest feedback. The cloud-based software solution will be used by the corporate team to manage brand reputation and performance across its portfolio of hotel properties. Revinata will enable Atlantica Hotels to aggregate and analyze guest feedback from social media, online reviews and online travel agencies to further improve operations, enhance guest satisfaction and drive revenue.

Atlantica Hotels is the largest independent management company in Brazil with over 80 hotels operating in over 44 cities across the country. Christer Holtze, Senior Vice President of Hotel Operations, says, "By partnering with Revinata, we will finally be able to effectively manage all our guest feedback in one place so we can continue to improve and provide outstanding experiences at all our hotels. We chose Revinata because it's the leading ORM software provider in the hospitality industry and has solutions at both the corporate level and property level, allowing us to analyze all our hotels' performance and drill down to pinpoint operational issues at the properties."

Francisco Carrasco, Director of Sales for Latin America at Revinate, says, “We are very pleased to be working with Atlantica during this period of their expansion. Atlantica has always been at the forefront of Brazilian hospitality innovation and by rolling out Revinate, including online reputation management and SocialBuzz, they will continue to lead the industry in this exciting moment of growth. We are looking forward to supporting them with the leading software and best client services support in the industry.”

With this partnership, Revinate continues its strong expansion into Latin America, now working with leading brands such as AMResorts, City Express, GHL Hoteles, Hoteles ESTELAR, and Libertador Hotels.

About Atlantica Hotels International

Atlantica Hotels International is the largest privately held hospitality company in Latin America and ranked in the top 50 largest hotel companies globally. Atlantica Hotels has over \$2.6 billion in assets under management and represents nine brands in 44 cities throughout Brazil. Primarily focused on the mid-scale transient business traveller, Atlantica Hotels is also the largest operator of luxury class hotels in Brazil. Currently, Atlantica has 48 hotels under construction which will add 13,386 rooms in 14 new cities in Brazil by 2016. Atlantica Hotels International is headquartered in São Paulo Brazil, employs over 4,000 associates and is a five time recipient of Gallup's Great Place to

About Revinate

Based in San Francisco, CA, Revinate helps hotels improve the guest experience pre-, during and post stay, with innovative mobile applications and services for engaging with guests and collecting and analyzing guest feedback. Revinate helps more than 23,000 of the world's best hotels and hospitality brands increase revenue, build deep guest relationships and drive loyalty. To learn more, visit <http://www.revinate.com>.