

The logo for TTG, consisting of the letters 'TTG' in a bold, white, sans-serif font, centered within a solid magenta rectangular background.

DataArt teams up with Vestibule Marketing

Technology consultancy DataArt has announced a partnership with hospitality and travel service provider Vestibule Marketing, working on its hotel data company and marketplace tool SnapShot.

DataArt provided consultancy and implementation for connecting Elina PMS, Vestibule Marketing's property management software for serviced apartments, aparthotels and vacation rental providers, with the SnapShot analytics dashboard.

With the new integration, Elina can now offer clients the option to utilise SnapShot's dashboard metrics. The connected system provides an overview of key business metrics, including performance, competitor benchmarking, pricing, reviews, website traffic and social media.

Christopher Lovold, managing director of Vestibule Marketing, said: "DataArt is a trusted partner that helped us to become one of a select number of PMS providers integrated with SnapShot, ensuring that Elina keeps building on the usability of helpful data for our customers to learn and make smarter decisions around their accommodation and guests."

Over four years, DataArt has supported Vestibule Solutions in integrating Elina

with multiple external systems, including payment gateways, PMS, and channel management systems. These enabled the expansion of two-way reservation dialogue with channel management companies.

“The seamless online analytics which Elina users can now experience is the result of a truly solution-driven collaboration,” said Greg Abbott, senior vice-president, travel and hospitality, DataArt. “Both Vestibule and SnapShot are very exciting operations and we’re very happy to have been part of this far-reaching project. We look forward to a continued partnership with Vestibule Solutions and SnapShot.”

Original article can be found here:

<https://www.ttgmedia.com/news/technology/dataart-teams-up-with-vestibule-marketing-11744>