Established UK Hotel Group, Village Hotel Club announces direct online booking functionality for meetings and event spaces across its growing portfolio of properties

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LONDON, UK (May 20, 2019) - Award winning hospitality software provider, iVvy today announces its partnership with UK hotel group, Village Hotel Club. The group will now be able to leverage iVvy's white label solution to accept direct bookings for its meeting and event spaces, via the Village Hotels website.

The partnership comes at an opportune time, as Village Hotel Club announced last month its plans to open an additional five hotels over the next two years, with a further 15 sites by 2026. In preparation for its projected expansion, all of the group's existing 30 properties will be rolled out on the platform, thus allowing event planners and meeting bookers direct access to search, compare, book and pay for their function space, food & beverage and group accommodation - all in real-time.

"We are proud to be the first hotel group in the UK to partner with iVvy. The platform will not only provide us with a solution for managing our growing portfolio of hotel function spaces, but will enable us to maintain an excellence of service to our customers as we continue to grow our meetings and events offering" said Paul Roberts, CEO of Village Hotel Club.

The strategic partnership offers Village Hotels centralised control over its MICE inventory, with streamlined booking functions that will subsequently improve in-house efficiencies and provide them with greater visibility across their thriving portfolio of properties.

iVvy CEO, Lauren Hall says "Not only is Village Hotels one of the fastest growing hospitality brands in the UK, they are leaders of implementing the next generation of disruptive technology to better service their guests. We are thrilled with this opportunity to partner with such a dynamic company that understands the need to maintain digital connectivity with its customers in order to remain relevant and visible to today's buyer. The group's properties will add significant value to our partner listings, and provide Village Hotels the opportunity for greater agility in the Meetings and Events space."

The iVvy solution will enable the hotel group to yield their existing meeting rooms by increasing distribution through iVvy's partner websites, as well as offering a seamless value proposition to reduce the labour intensive lead-contract process from hours to minutes. With some of the most advanced features on the market, iVvy helps save time and money for event organisers and suppliers alike.

The partnership, which spans across both Village's Legacy and Black Box Hotels, allows guests looking for meeting facilities to benefit from immediate access to the Club's entire range of meeting rooms via its website which is anticipated to go live this quarter.

For more information on the iVvy solution for hotels, please visit ivvy.co.uk/hotels.

To view the existing properties under the Village Hotel Group's umbrella, visit

About">www.village-hotels.co.uk.

About iVvy
iVvy is a Software as a Service (SaaS) technology company providing solutions to the events and hospitality industry. iVvy has worked with over a 1,000 clients across seven countries. The company has also rolled out centralised booking systems for hotel groups with multi-continent portfolios such as Next Hotels, TFE Hotels, Best Western, Mantra Group and Wyndham. Using ground-breaking cloud based software, iVvy provides solutions that tackle core issues faced by the travel, MICE and events industry.

iVvy's mission is to offer scalable and real-time solutions to the industry that helps save costs and increase efficiencies.

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About Village Hotels
The Village Hotel Club comprises 30 hotels across the UK. More than just a hotel group, Village offers guests to dine, stay, work-out and play. For business travellers and guests, the Business Club offers an office away from home, with flexible working space and membership options. After dark the party starts in our events suite where you'll fine tribute acts, weddings and banqueting functions.

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