

For Immediate Release

Visual Matrix Partners with Prestige Hotels & Resorts in Their Transition to WorldHotels Collection, With Continued Technology Enhancements

Visual Matrix Grows Portfolio of Cloud-Supported Hotels by More Than 80% in 2022

Dallas, February 2, 2023 - [Visual Matrix](#), a leading provider of advanced technology solutions for the hospitality industry, expanded the number of cloud-supported hotels on its platform by more than 80% in 2022 in addition to growing industrywide adoption of its product suite, including the expansion of its solutions across Prestige Hotels & Resorts' portfolio of 15 distinctive hotels and resorts in British Columbia.

Many of Prestige's properties are part of the WorldHotels Collection owned by Best Western; Visual Matrix is a leading provider of property management systems and the largest provider to Best Western, with more than 1,600 Best Western properties worldwide on the Visual Matrix platform.

Georgine Muntz, CEO of Visual Matrix, said, "2022 was a year of unparalleled growth for Visual Matrix, as we both expanded our product suite and substantially increased the number of hotels on our cloud platform. Prestige Hotels & Resorts is a valued client, and we are thrilled they have expanded their use of our cloud platform to drive the efficient, effective management of property operations. We are deeply appreciative of their partnership."



She concluded, "Our solutions are now helping hoteliers at more than 3,000 hotels representing 300,000+ rooms in North America, Europe, and Asia and we anticipate more growth in 2023 as hoteliers battle labor challenges and seek automation."

Also in 2022, Visual Matrix launched [EmpowerU](#), a new learning tool designed directly by the company, as well as integrations with [VenueLytics](#), among others. The company now supports more than 50% of its customers using fully cloud-based services. The company also integrated its Mobile Operating Platform (MOP) to ensure Visual Matrix users can easily manage housekeeping and maintenance tasks from anywhere. This integration leveraged the [HTNG Express](#) PMS protocol that allows hoteliers to increase access to MOP and other operation tools that improve the guest experience.

"Visual Matrix is a responsive, adaptive technology partner that is capable of providing individual support to each of our properties as it meets the needs of our growing organization," said Tanya Stroinig, Chief Operating Officer at Prestige Hotels & Resorts. "They understand the support each of our one-of-a-kind properties requires and they continue to evolve their offerings to offer innovative solutions, including back-of-the-house support and guest engagement tools, allowing us to continue our growth as a market leader. We are delighted with our long-standing partnership with them."

Visual Matrix has partnered with Prestige Hotels for nearly 20 years, and in 2021 expanded its partnership to include cloud-based services and daily rate management to help the company navigate the challenges of a rapidly changing lodging environment.

Visual Matrix is leveraging its 2022 momentum to further expand its suite of services in 2023, including a new user interface to its system, guest texting enhancements, and more. To learn more about its new capabilities, visit visualmatrix.com.

About Visual Matrix

More than 3,000 properties in 30+ countries worldwide choose the Visual Matrix hospitality operating system to optimize hotel operations and serve guests from reservation to return stay. Our system includes a game-changing PMS and an independent Mobile Operating Platform (MOP) for use with Visual Matrix and most other PMS systems. Our PMS offers powerful features and key integrations that are easy to use, like revenue management with automated rate/discount tiering, a fully integrated channel manager, and a mobile app for tracking performance on the go. MOP automates routine tasks and streamlines communication to keep front desk, housekeeping, and maintenance staff focused on guests. It also includes a built-in panic button as an Emergency Safety Device (ESD) to help keep hotel staff from harm. For more information, visit visualmatrix.com.

About Prestige Hotels and Resorts

Since its beginnings nearly 30 years ago, [Prestige Hotels and Resorts](#) has grown into a collection of 15 properties spread across British Columbia, Canada. They can now be found throughout the Okanagan and Kootenay Rockies regions, and a dream to build a luxurious oceanfront property on Vancouver Island was realized with the opening of their Sooke property in 2011. In more recent years, three properties have been acquired in Northern B.C., and in 2021-2022, the company bought and completely renovated a hotel in Kamloops, which fulfilled a dream they had to operate a property in that thriving market.



Prestige proudly remains B.C.'s finest family-owned chain of resorts, hotels, and inns. Delivering superior guest experiences with a personal touch continues to be at the forefront of the Prestige experience, and hard work and kindness remain pillars of the company's values.