

RateGain forms alliance with Barefoot Consultancy

Competitive price intelligence solutions company RateGain has formed a strategic alliance with Kenyan firm Barefoot Consultancy, which specialises in the digital optimisation of hotels' revenue.



Barefoot Consultancy is a hospitality consultancy firm established in 2009 by Catherine Gachie, a pioneer in online hospitality revenue management. The company has a global footprint and operates out of Nairobi, Kenya. RateGain is a leader in hospitality technology solutions for seamless electronic distribution, revenue management decision support and brand engagement, helping customers around the world to streamline their operations and sales.

Catherine Gachie, CEO and founder of Barefoot Consultancy said: "Barefoot specialises in providing support for e-commerce and online distribution, total revenue management, online reputation management, and sales and marketing consultancy. To enhance the business we carry out comprehensive training programmes and provide recruitment services to ensure that the right people are in the right place. At Barefoot we are all about going back to basics to create a firm foundation for business growth and optimisation of revenues."

A strategic move to broaden our reach

Sapan Anand, VP, strategic alliances of RateGain said: "With Tourism growing at 3.7% per annum in Kenya, its hotel pipeline has more than doubled in the past year. With more and more hotels coming up and tourism increasing at a very fast pace, hotels would need our advanced solutions to help them keep up and attract more traffic from across the globe. Partnering with Barefoot Consultancy is a strategic move to broaden our reach into this fast growing market."

Barefoot Consultancy, as the official RateGain partner, will offer the full range of solutions from RezGain, BrandGain, and PriceGain.

"RateGain's products are complementary to our business solutions as we seek to optimise online business performance for our clients," concluded Gachie. "To support our services we provide various training programmes and personnel recruitment to ensure the right people are in place at the right time. We also have strategic partnerships to help drive performance across all channels of business."

RateGain's solutions are currently being used by more than 1700 hotels worldwide. These solutions monitor and distribute in thousands of channels that not only include web direct hotel sites, but also OTA sites (both regional and global players) as well as social media.

Established in 2009, Barefoot Consultancy specialises in the hospitality industry with special focus on e-commerce and revenue management. The company provides professional services in partnership with Corporate Talk for public relations service, Pamoja Media for media buying services, and Triple Twins Media for online marketing services.

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