



Press information for immediate release

Customer Alliance enters international market with first attendance of WTM London

October 2015, Berlin. This November 2nd to 5th, Customer Alliance will be attending the WTM (World Travel Market) London for the first time. This attendance marks the launch of the company's international "Global Cities" market. Expert in the field of online review management for hotels, the company has recently expanded its work with hotels through its new booking engine, *Booked*. Now, with this new department, they look forward to bringing their expertise to a more international and English-speaking market.

"We've been wanting to expand our international presence for some time, and with the recent successful launch of our booking engine, the timing felt right." Says Torsten Sabel, co-founder and COO, who will himself be attending the trade fair. "We're looking forward to making new connections and bringing our solutions to the varied international community that attends WTM."

Customer Alliance will be at WTM November 2nd to 5th, at **Booth TT268 in the Travel Technology Pavilion**. Stop by to talk to one of their consultants or schedule an appointment.

Just schedule your personal appointment at WTM [here!](#)

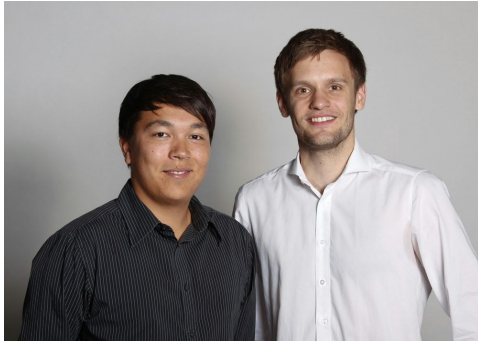
We are looking forward to meeting you on-site!



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About the company



Customer Alliance is a young, Berlin-based company offering smart cloudbased solutions for hotels. Officially started in 2009, the fast-growing company now has a 70-person international team composed of members with various backgrounds in the tourism & hotel industry.

Customer Alliance's *Review Analytics* is the official tool of the German Hotel Association (IHA) for hotel reputation management, and their new tool *Booked* helps hotels and other businesses in the hospitality industry obtain more direct bookings and increase their revenue. More than 3000 hotels in 35 countries are already improving their workflow with the Customer Alliance software.

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