



## **You Gotta have “HART”**

**For Immediate Release**

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Hart Hotels is a privately owned company based in Buffalo, NY that currently operates 12 Hotels with over 1,200 Hotel rooms. Having over 30 years- experience in Developing, Operating & Managing Hotels & Restaurants, it is obvious that Hart Hotels has a passion for what they do.

Even with such an impressive track record, HART Hotels (like everyone else in the Hospitality Industry) has not been immune to the fallout of Covid 19. “With the occupancy rate down to 48% (-31.7% from 2019) the current climate in the Hospitality industry has certainly presented us with unique challenges” says Ken Best, Asst. VP Operations at HART Hotels.

However, with vaccine distribution in full swing, Hart Hotels is feeling cautiously optimistic about their future in Hospitality- as this is not the first time that they have faced adversity in a troubled economy over the years. During times like these, getting back to basics is exactly what it takes to meet these new challenges head on. Responsiveness to their customers needs, creative ways to generate business and counting on their time proven business relationships are just a few of the ingredients to continued success.

One of those relationships that has stood the test of time is with IQware, Inc. IQware provides the Hospitality Technology Software that runs the day-to-day Operations for Harts Independent & Boutique Hotels. “We are very proud of our thirteen-year Partnership with Hart Hotels,” says Francois Greffard CEO of IQware. “In this day and age, cohesiveness and synergy between business partners is essential for any level of success.”

With a variety of unique offerings and multiple picturesque locations situated throughout the North East US, it was important for Hart Hotels to partner with an organization that had its future success in mind. “By partnering with IQware, Hart Hotels can successfully maintain brand standards and consistency throughout our properties. Now more than ever, meeting and exceeding our guest’s expectations in this climate- is most important for us” says Best.

Moving forward in this Hospitality “new normal,” no one can predict how and when the economy will rebound...but one thing is for sure; Hospitality Technology providers (like Hoteliers) need to stick to what they do best. For IQware doing what they do best means continuing to invest in ongoing development of new products like... Remote Check In via the PMS, Revenue Management Software (IQRates), Asset & Guest Management Software (IQtrac) and SMS texting within their e-CRM tool (IQcontact) all of which are “par for the course” via their R&D initiatives.

The remainder of 2021 is going to be unlike any other, it will be a year of new challenges and more importantly... new opportunities. All though no one can predict what will happen in the Hospitality technology future, it certainly helps to have solid business partnerships in order to navigate your way toward continued business success. Both Hart Hotels & IQware know this and look forward to a successful future.

**“IQware, Your Single Source Technology Partner”**

**About IQware, Inc.**

IQware, founded in 1984, is a hospitality software provider that helps hotels and other lodging operations find, book, know, host, and keep their guests. Today, IQware's technology operates over 135,000 rooms, generating over 3.5 billion dollars in annual gross revenue. "Built by Hoteliers for Hoteliers", the IQware staff brings more than 300 years of combined experience in managing hospitality properties and developing related software. From regional hotel chains to multi-property management companies to small independent properties, IQware is the single-source technology partner through ongoing customised training, user-driven technology development, 24x7 support, and lifetime software upgrades. For more information, visit [www.iqwareinc.com](http://www.iqwareinc.com) or call (877) 698-5151.

**About Hart Hotels, Inc.**

Founded in 1985 by company Chairman William P. Hart, Hart Hotels Inc. is celebrating its' thirty-five-year anniversary in 2020. The company continues to thrive in the competitive independent hotel management company industry through attentive guest service delivered at hotels with a sense of place and space. Hart Hotels manages a collection of branded and independent hotels located in the northeast USA. Under the direction of President and CEO David Hart, the company deploys a seasoned group of executives that develop new hotels, repositions existing hotels, manage hotels for their own portfolio and manage hotels for third parties. What began as a purchase and management of four Holiday Inn Hotels with 690 rooms in Buffalo, New York in 1985 has blossomed into a portfolio of 12 hotels with over twelve hundred rooms in four states. Hart Hotels maintains franchise affiliations with Hilton Hotels and Intercontinental Hotels Group with Hilton, Doubletree, Hampton Inn & Suites, Holiday Inn, Holiday Inn Express & Suites and Candlewood Suites branded hotels. The seven independent hotels are all full-service hotels positioned in the upscale market segment. Four of the independent hotels are AAA Four Diamond rated and are a part of Harbor Hotel Collection. HHC are unique hotels located in communities that embrace a waterside lifestyle. The hotels are located in the Casco Bay area of Portland, Maine, the Finger Lakes and 1000 Islands regions of New York State and on Chautauqua Lake in Western New York.