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## **AAHOA Announces Partnership with AutoClerk, a Hotel Management System Technology Pioneer**

ATLANTA, Ga., Oct. 26, 2018 – AAHOA announced that it will begin offering its nearly 18,000 members its own AAHOA Property Management System (PMS), powered by AutoClerk, a PMS technology pioneer.

AAHOA, whose members own about one in every two hotel properties in the United States, and AutoClerk, one of country's most enduring property management system companies, are partnering to deliver a pure cloud PMS solution that can serve both independent and franchise hotels.

AutoClerk President, Gary Gibb, explained that the partnership allows AAHOA members to tap into critical cloud PMS technology. "The PMS is a core technology need for every hotelier. The AAHOA PMS will give hoteliers mobile access to their PMS from anywhere, anytime. They don't have to be tethered to the front desk and can manage reservations, accounting, housekeeping, and other activities from any device that has an Internet connection and a browser," he said.

"Hoteliers in North America demand a cloud PMS solution that is easy to learn, cost effective, with a wide variety of interface options," said Gibb. "AutoClerk is proud to provide this technology to AAHOA members. Moreover, AutoClerk's team of software developers will be constantly improving the AAHOA PMS to meet the ongoing needs of AAHOA members. The AAHOA PMS will be supported 24/7 by a US-based support staff that is experienced both technically and in hotel operations."

AAHOA President and CEO Chip Rogers said, "This new and exciting partnership will give AAHOA members access to a preferred PMS technology at an affordable price. AutoClerk has the technical expertise and proven track record that AAHOA members can trust."

### **About AAHOA**

AAHOA is the largest hotel owners association in the world. The nearly 18,000 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.

## **About AutoClerk, Inc.**

AutoClerk has been building mission-critical software for the hospitality industry since 1986. Serving both independent and major hotel brands in North America—including Best Western and Red Lion—its property management systems are robustly built to be dependable and intuitive, and interface to over 50 hospitality technology platforms, including eight central reservation systems.

AutoClerk has pioneered a variety of hospitality technologies. The 2003 launch of ResOnTheWeb™ was one of the world's first fully-integrated PMS web-booking engines, and the company's pure-cloud PMS technology is simplicity itself, requiring only a device with a browser and Internet connection. AutoClerk was an early PMS adopter of credit card tokenization and EMV (chip) technologies. Pushing tokenization to a logical extreme, AutoClerk's cloud PMS data center is one of the very few PMS data centers that does not store, process or transmit sensitive cardholder data.

Based in Northern California, AutoClerk is still independently owned and operated. Its loyal customer base is supported 24/7 by an in-house dedicated staff, all with hands-on professional experience in the hospitality industry. For more information, visit [www.autoclerk.com](http://www.autoclerk.com).