

X•quic Wins Inaugural Tech Pitch Competition at 2021 AAHOA Convention & Trade Show

DALLAS, Texas, Aug. 5 – X•quic is taking home the top prize in the inaugural AAHOA Tech Pitch Competition: Innovations, Ideas, and Products to Propel Us Forward. A panel of five judges with expertise in technology and hospitality chose x•quic’s cost-saving software platform from a field of eight contestants. The competition is designed to help identify and elevate companies with innovative ideas and products that will help the lodging industry as hoteliers emerge from the devastating economic fallout caused by the pandemic.

“Congratulations to x•quic on a great presentation and innovative product. We are incredibly proud of the AAHOA Tech Pitch Competition. This new forum highlights inventive products and ideas that can make a real difference in hotel owners’ businesses. This is especially important as hoteliers address the numerous challenges that accompany the reopening of America,” said AAHOA Interim President & CEO Ken Greene.

“We are a young software company, and this is our first AAHOACON. The conference helped validate x•quic’s mission to eliminate OTA overcharges for all hoteliers. But winning the tech pitch is a game changer. We are excited to help every AAHOA member save time and money. We are humbled and grateful for the opportunity that the AAHOA team has given us,” said x•quic cofounder Niam Shah.

“Technology is accelerating the pace of change in our industry. That is why AAHOA is committed to helping hospitality-focused tech companies share the next big idea on hospitality’s biggest stage at the AAHOA Convention & Trade Show. We are grateful to all the participants for pitching their original ideas and products today. Congratulations to Niam Shah and the whole team at x•quic. We look forward to this competition becoming a staple of our future conventions and trade shows and opens new doors to companies on the rise,” said AAHOA Chairman Biran Patel.

The panel of judges was composed of Mukesh Mowji CEO of Pracrea dba AQQIRE, Prakash Shukla, Managing Partner of Wayfare Ventures, Ravi Patel, President of Hawkeye Hotels, hospitality executive and talk show host Rupesh Patel, and Frank Wolfe, CEO of Hospitality Financial and Technology Professionals.

About AAHOA:

AAHOA is the largest hotel owners association in the world. The nearly 20,000 AAHOA Members own 60 percent of hotels in the United States. With billions of dollars in property assets and over one million 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.

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