

Syndacast to Handle RIU Hotels' APAC Display Advertising in 2016

Major hotel chain RIU grants Syndacast confidence to manage its online marketing budget, focusing on display advertising.

SINGAPORE, SG, February 4, 2016 /EINPresswire.com/ -- [RIU Hotels & Resorts](#) is a Spanish hotel group known worldwide for its hotels in countries such as Mauritius, Sri Lanka, Mexico, Cape Verde, Jamaica, or Morocco. The hotel group relies on [Syndacast's](#) experience to manage its online marketing efforts via display advertising targeting audiences across Asia Pacific.

Syndacast, an independent online digital marketing company with offices in Thailand, Singapore, and India will assist with promoting the hotels via [AdBoost](#), Syndacast's powerful display marketing technology. The company will support RIU Hotels & Resorts' project to enter these new markets and maximize direct online bookings.



The international RIU chain was founded in Mallorca by the Riu family in 1953 as a small holiday firm and is still owned by the family's third generation. The company specialises in holiday resorts and over 70% of its establishments offer its acclaimed All Inclusive by RIU service. With the inauguration of its first city hotel in 2010, RIU is expanding its range of products with its own line of city hotels called Riu Plaza. RIU Hotels & Resorts now has more than 100 hotels in 18 countries which welcome over 4.1 million guests a year and provide jobs for a total of 27,268 employees. RIU is currently the world's 29th ranked chain, one of the Caribbean's most popular, the largest in Spain in terms of revenue and the third largest in number of rooms.

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