

October 2020

-Membership Announcement-

## **Criton joins industry knowledge platform techtalk.travel**

**Criton, the award-winning guest engagement and integrations platform, joins techtalk.travel as a contributing member company.**

Criton adds valuable expertise and perspectives to the dedicated industry community around hotel and travel technology and is amongst the editorial contributors which share knowledge and insights on the latest trends and issues impacting the hotel technology space.

Led by the shared mission of co-creating neutral, educational industry content, the techtalk.travel member companies build influential industry alliances serving the interests of hoteliers, technology providers and universities. According to the leading principle: For industry, by industry.

Julie Grieve, CEO and Founder of Criton said: *"We're delighted to partner with techtalk.travel and excited to work with them on co-creating valuable and insightful content. Before founding Criton, I set up and was CEO of a luxury serviced apartment business in Edinburgh and I believe that the whole industry needs to work together to improve our fragmented technology landscape. Techtalk.travel's leading principle 'For the industry, by the industry' perfectly reflects Criton's founding principle."*

André Baljeu, Founder & Managing Director of techtalk.travel said: *"We are delighted to welcome Criton as contributing members of techtalk.travel and look forward to continuing to co-create valuable content together. With our combined efforts we will have an even bigger impact in educating and raising awareness about how technology solutions can drive the hotel industry for the better."*

The techtalk.travel member companies and organisations represent a variety of key players of different branches associated with the hotel technology space.

Criton joins the existing members SiteMinder, Shiji, Cloudbeds, Infrasy, ReviewPro, Great Hotels of the World, Concept, Ireckonu and guestcentric.

### **About Criton**

Criton is an award-winning guest engagement and integrations platform which simplifies digital transformation, enabling hoteliers to deliver the perfect digital guest journey and maximise in-stay spend.

With Criton, hotels and serviced apartment operators can digitise their guest information and wrap all-guest facing technology into a sophisticated mobile app. Features of the award-winning mobile technology include mobile check-in, digital door key, in-room messaging and ordering, location-based push notifications and more.

With Criton, operators can create their own branded app to:

- Replace printed materials and give everything guests need on their own phone
- Increase revenue and upsell services and facilities
- Save money and boost guest engagement
- Drive direct, repeat bookings and save on OTA commission
- Offer a contactless guest experience
- Gain valuable insights into their guests' preferences with powerful analytics.

#### **Contact**

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Connect with Criton on [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#).

Website: [www.criton.com](http://www.criton.com)

#### **About techtalk.travel**

Representing the change needed by the fragmented hotel and travel technology landscape, techtalk.travel is a community of hospitality innovators ranging from hoteliers and hotel owners to industry students and technology providers. With the power of idea collaboration and shared knowledge with key stakeholders, game-changers and industry influencers techtalk.travel is a trusted go-to resource for neutral, ad-free hospitality technology content. The platform offers multimedia editorial-based content always with hotel technology at its core. Subscribers benefit from a wide range of educational content ranging from video interviews and podcasts with industry leaders, articles curated by industry experts, infographics, to live online think tanks and more.

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Find the techtalk.travel App available for [iOs](#) and [Android](#) in the App Stores.

Website: [techtalk.travel](http://techtalk.travel)