



FOR IMMEDIATE RELEASE

AiRstayz™ Unlocks Keyless Room Access with OpenKey

Popular Melbourne Hotel to Offer Digital Key to Travellers

DALLAS, U.S.A. and MELBOURNE, AUSTRALIA (January 17, 2017) – AiRstayz™ (www.airstayz.global), a growing coalition of hoteliers and accommodation providers, is elevating the guest experience at the Birches Serviced Apartments (<http://www.birches.com.au/>) in Melbourne by implementing smart keys, also known as mobile keys, for guest rooms via the OpenKey App (www.openkey.co). OpenKey is the industry standard for universal mobile key technology.

Beginning with Birches Melbourne property (owned and operated by Hotelier Jennie Kerr), the AiRstayz™ coalition will use the award winning OpenKey app to allow guests to securely access and unlock their hotel room via their smartphone. The app also provides the convenience of mobile check-in, skip-the-desk, directions to the hotel, call or chat with the front desk, amenity booking or hotel notification of an early or late arrival and checkout.

“AiRstayz™ was founded to improve guest experiences via digital smart technology for a range of accommodation providers. As a fun experience and real-time solution for connecting guests and staff, keyless entry is a significant and fundamental part of digital development for the accommodation industry. We want guests to experience everything Australia has to offer; from the major capitals of Melbourne, Sydney, Brisbane or Perth, to the vineyards of Adelaide and the leisure hot spots of the Gold Coast, Whitsunday Islands, Cairns, Darwin and Tasmania. That experience should not include spending time in a check-in or check-out line or having to wait for a replacement key to your room,” said Marc Italia, AiRstayz™ Founder. “We’re excited to launch the next generation OpenKey experience at the Birches in Melbourne and bring the benefits of mobile key to our valued guests and coalition partners throughout Australia. This industry is ripe for value added change that serves guests, hoteliers and staff – technology provides the platform combined with forward thinking partners for real solutions.”

“Marc and his team at AiRstayz™ are the perfect partner for us to grow our international footprint in Australia,” said TJ Person, CEO of OpenKey. “Our universal mobile key works with any digital hotel lock, providing both hotel owners and managers worldwide with maximum flexibility and guests with a simple mobile key experience. We look forward to implementing OpenKey with AiRstayz™ and their expanding number of accommodation providers, and bringing the experience of mobile key to Melbourne.”

About AiRstayz™

Located bayside in Melbourne, AiRstayz™ has a growing range of accommodation properties and room types for vacationers looking for a ‘right at home’ feel - to business travellers and millennials who expect the latest tech experience. Our award winning hotels – like Birches – are within walking distance from various major shopping areas and restaurants. With convenient airport access, public transport and easy Uber pickup, guests experiencing AiRstayz™ can catch their favorite sporting event, watch concerts, visit theatres and explore the Galleries. No matter what the reason for the visit, an AiRstayz™ experience is all about the Guest. AiRstayz™ and OpenKey through their strategic licensing partnership are focused on rolling out the OpenKey mobile key app across Australia. Birches Serviced Apartments is the first hotel in Australia to pilot the mobile key solution via its partnerships with AiRstayz. For more information, please contact Marc Italia on +61 413 945 730 or at marc@airstayz.co.

About OpenKey

Founded in 2014, OpenKey is reinventing the hospitality experience through its mobile access solution. The OpenKey app is the industry standard for universal mobile key technology and works with the majority of digital hotel locks. Hotels and their guests benefit from OpenKey’s platform providing efficiency and easy guest access. OpenKey is a privately held company located in Plano, Texas. The company has been funded by some of the largest hotel ownership groups in the world. The app is available for both [iOS](#) and [Android](#) devices. For more information, please visit www.openkey.co.

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