

The best hotel management system for independent hotels

Achieve revenue goals by automating the reservation process

Case Study: Echo Valley Cottages

A fresh re-start: After nearly 10 years of manual, “pen & paper” hotel management, family-owned and operated Echo Valley Cottages partnered with innRoad to improve its guest services, eliminate opportunities for missed bookings and restore work/life balance for its owner and family.

- 20% of reservations transitioned from manually processed phone calls and emails to automated, direct online bookings within 5 months.
- Use of cloud-based, automated hotel management software has improved operational flexibility, allowing for greater balance between professional responsibilities and personal activities for owner and family.

Challenges

“I desired a better way to provide availability and rates for potential guests, while also eliminating the disruptions caused by phone calls during our family time. Finding this balance was very important to me.”

Nestled in Pennsylvania’s eastern Pocono Mountains, [Echo Valley Cottages](#) has been owned and operated by Hiram Burgos and his family for nearly a decade. An idyllic destination, the property’s six, stand-alone cottages welcome guests year-round for fun vacations and relaxing getaways. However, after years of utilizing manual property management tactics, various challenges began to mount – stressing daily operations and taking their toll on Hiram and his family.

- Overnight inquiry emails were not replied to until the next day, possibly resulting in missed booking and revenue-generating opportunities.
- Reservations and confirmations required manual data entry.
- Manual management required front desk attendance, limiting operational flexibility.
- Phone calls frequently interrupted personal time activities.



Solution

"I found innRoad very user friendly. The ongoing training and customer support is great."

Collectively, the lack of operational flexibility, challenge of managing the 24/7 reservations cycle and manual data entry, topped with frequent family time disruptions, became too much of a burden. To eliminate the obstacles hindering Echo Valley Cottages, Hiram decided to team with innRoad and leverage the capabilities of our [fully integrated hotel management software](#) to improve his operations and work/life balance.

With innRoad, Hiram was able to utilize our software's core features to restructure his property's operations:

- innRoad's cloud-based [Hotel Property Management System](#) allowed for real-time accessibility to data on any computer, from anywhere Hiram had an internet connection.
- Missed booking opportunities linked to overnight email inquiries were eliminated by the [Booking Engine](#). Potential guests could now view availability and rates online and then seamlessly book their reservation without calling the front desk or waiting for an email reply, saving Hiram and his family from continued interruptions.
- [Global Distribution](#) connectivity provided Echo Valley Cottages with first-time access to online travel agencies, instantly increasing its market exposure and delivering new guests to the property.
- Our [Revenue Manager](#) replaced the need to manually measure and track important performance metrics, such as Average Daily Rate (ADR), Revenue Per Available Room (RevPAR) and Occupancy.
- Access to our [customer support and training teams](#) allowed for easy implementation and a smooth transition from manual management tactics to our cloud-based, fully integrated hotel property management software.

Results

"As a small business/self-employed owner, I have come to trust and rely on innRoad as a partner and look forward to our ongoing, mutual success."

Managing Echo Valley Cottages with innRoad has produced measurable results, allowed for new, previously unattainable goals and delivered the work/life balance Hiram and his family strongly desired.

- Within 5 months, 20% of Echo Valley Cottages' reservations transitioned from manually processed phone calls and emails to automated, direct online bookings.
- With his direct, online bookings success, Hiram set a future goal to capture 50% of new bookings online and eventually delegate reservations management to a family member.
- Since partnering with innRoad, Hiram has enjoyed fewer phone calls and interruptions during valued family time.

We congratulate Hiram and Echo Valley Cottages on achieving great results with our hotel management software. We wish him and his team luck and look forward to supporting their journey towards long-term success.