

The best hotel management system for independent hotels

innRoad helps first-time operators win top accolades

Case Study: Roux

From opening day to top accolades, innRoad helps first-time operators quickly develop their property into a top-rated, award-winning bed & breakfast within a few short months.

- Trip Advisor's #1 rated Bed and Breakfast in Provincetown, Massachusetts
- Named Boston Magazine's "Best Inn on Cape Cod for 2015"

The concept

Roux, a 6-guestroom bed & breakfast, housed in an 1870's Victorian and located in Provincetown, Massachusetts' East End Gallery District, was born from the ambition of first-time owners/operators Alli Baldwin and Ilene Mitnick.

"We had been planning on opening and operating a B&B for many years. It was a dream move years before while we were still holding corporate positions. If anyone could jump - it was us."



After a four-month and eleven-day exterior and interior renovation, Roux opened its doors on July 11, 2014. For Alli and Ilene, this was more than simply opening a new bed & breakfast, this was an opportunity to invest their heart and soul into a business and local community, while providing guests incredible, hospitality-driven experiences.

The goals

Aside from the building's key structural elements, everything about Roux was created from scratch. A "roux," the French cooking term for a flour and butter mixture, serves as the base for many memorable dishes, so Alli and Ilene believed it would be the perfect name and metaphor for their new business and brand.

To ensure a successful opening, exceptional guest experiences and sustainable operations, they set three specific year-one goals:

- Create functional and sustainable operational systems.
- Create efficient and cost-effective purchasing methods.
- Become adept at operating a reservation system and third-party booking engines to increase occupancy rates.

Knowing that their first year of business would be pivotal in realizing their long-term vision and expectations, Alli and Ilene partnered with [innRoad](#) and relied on our [fully integrated, hotel property management software](#), which includes our [Hotel Property Manager](#), [Booking Engine](#), [Global Distribution connectivity](#) and [Revenue Manager](#), to propel their lodging operations.

The outcome

Roux's first year of operation was a massive success. Alli and Ilene achieved each of their year-one goals, plus much more. Celebrated and embraced by its guests and the surrounding community, Roux was named Boston Magazine's [Best Inn on Cape Cod](#) for 2015 and shortly after, rose to [Trip Advisor's #1 rated Bed and Breakfast](#) in Provincetown, Massachusetts. Excellent preparation, purposeful execution and a sprinkle of beginner's good luck resulted in very few unanticipated situations or disruptions to their daily operations and the guest experience.

Reflecting on their decision to team with innRoad and leverage the power of our hotel property management software, Alli and Ilene shared nothing but high praise:

"Deciding to use innRoad didn't take very long. There were a few requirements for us: We wanted a reservation system that was easy to use; one that provided a platform that 'spoke' to third party booking systems we were partnering with (very important); had an updated look and feel to it; and, provided 24/7 help and support. innRoad met all of our requirements! We didn't look at any other systems!"

The future

Roux's tagline, The Art of Staying, is more than alluring marketing copy, it embodies the meticulously crafted experiences, supported by a sound operations platform, these award-winning bed & breakfast operators aim to deliver to guests year after year. When asked what advice they'd share with new independent hotel, motel and bed & breakfast operators, they noted:

"Trust your instincts. Don't look at everyone else to see what they're doing. Do what's right for your own business and your guests; figure out what sets you apart and do that really, really well."

Roux's immediate success showcases the heights independent property operators can reach with excellent planning, great execution and supportive partnerships. innRoad is proud to have played a role in Roux's first-year accomplishments and looks forward to its continued success, as well as strengthening our partnership, for years to come.