PROPERTY PROFILE

Chain Resort & Spa

All-in technology for all-in hotel communities.

PROPERTY TYPE

Cultivating the consistent service of a premiere chain with the custom feel of an independent, this U.S. collection of resort & spa properties includes unique, multi-state locations from the desert to the beach, all with varying system needs.

SHR PRODUCTS/SERVICES

Windsurfer® CRS, Booking Engine, GDS, Direct Connect, CRO, Channel Manager

SITUATION

For many hotels, the road to optimizing distribution can be a bumpy one. That was definitely the case for this high-profile resort & spa client. Three years prior, their hotels had two different CRSs and three different PMSs, plus the needs of their Reservation Sales Office were not being served. Moving forward, their Revenue Management Team knew they would need technology that better-reflected their belief in staff empowerment. This would mean not only consolidation, but adding features and elevating customer service, all while lowering their price point. A tall order, but they were determined to find a solution.

OUTCOME

Much of the client's pricing was driven by their RMS, so add-ons were a very big contributor to their ADR. With great attention to detail, their method was to look at each hotel market from multiple angles to identify the needs of each guest, and then create unique offerings to meet or exceed those needs. That could be a romance add-on or parking in heavily congested beach cities. But doing this with any ease was difficult with their previous systems. With Windsurfer, they found that they could feed their RMS data into the system directly, and advertise right on the booking engine, attracting more guests in the process.
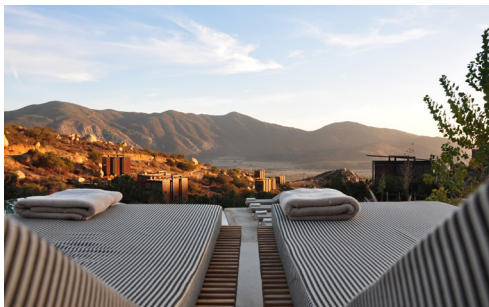
It's this lack of frustration that gave their Reservation Sales Office the freedom to really excel. Not only did their training times become significantly shorter with SHR's CRO feature, but their booking abandonment consistently began running at less than 3% on calls. This was because their people could close quickly on the phone, saving guests time while reserving resources, which translated to a higher ADR.

What about staff empowerment? Because of Windsurfer's intuitiveness, their Group Coordinators could simply go into the system, and in about ten minutes, create group codes and guest landing pages. Guests loved the personalization, the sales managers were freed up, and the Coordinators began enjoying more confidence.

THE FUTURE

Since streamlining their systems and implementing Windsurfer and the CRO, the improvements have been steady and measurable. The first year on the system, they made an extra $70,000 in add-ons alone through Windsurfer. Only half way through the following year, they made an extra $81,000, which not only meant increased revenue, but happier guests as well. With metrics like that, plus dedicated support and an all-in technology philosophy, SHR was able to become this resort hotel business's ideal partner, not only preserving their legacy, but enhancing it as they grew.