LACK OF RESOURCES RESORT*

Nestled in an idyllic beachfront location, Lack of Resources Hotel (LOR Hotel) is the area's leading five-star resort. A new general manager joined LOR Resort and learned they were without a revenue manager—manually implementing static rate increases based on seasonality. Having used different technologies at previous jobs, the GM knew they would benefit from automated revenue management. She wasn't sure how to approach this with lacking revenue management resources.

3 The resort ownership implemented cloud-based IDeaS G3 Revenue Management System (G3 RMS), complemented by IDeaS' Virtual Revenue Management Service (VRMS). This combination was ideal for building revenue capabilities amidst a lack of expertise and preparing for automated revenue management decisions.

4 Following the first year, and after hiring a dedicated revenue manager, VRMS put the resort on a path that brought their revenue management in-house. The G3 RMS solution provided a strong return on investment with its unique capabilities to analytically determine pricing by room type and support the resort's optimal business mix.

1 Researching providers, the GM learned that IDeaS Revenue Solutions was the leading standard for revenue technology and services that strengthen the people and processes needed for strong revenue management cultures.

2 After discussing the resort's existing processes, staffing, budgets and goals, IDeaS presented insight on where the property was within their revenue journey. This information highlighted immediate areas of improvement with both short-and long-term options that were mindful of their budget.

5 Many features help LOR Resort be more strategic and efficient, such as the Information Manager, which prioritizes critical or costly tasks. The mobile-enabled version provides important information accessible on the go for all stakeholders.

6 The system's What-If feature quickly tests the impact on forecasted revenue that strategy changes in pricing, demand or overbooking have on the business. This lets the resort test various strategy changes as a result of real life shifts in demand. The Channel Performance dashboard reports on acquisition costs and helps them identify their most profitable channels.

7 The differentiated services and technology from IDeaS helped expand the resort's revenue opportunity. With VRMS helping them establish their revenue management culture, and G3 RMS led by an in-house revenue manager, LOR Resort now successfully deploys an ideal revenue strategy.

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