SOLONIS

Ultimate Guide to

All In One Hotel Management Software

ebook

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Category Overview

What Is Hotel Management Software?

A hotel management system provides all of the necessary tools for your hotel in one centralized, cloud-based platform. Top platforms will have:

- Channel management capabilities

- A booking engine

- A guest portal

- Housekeeping and maintenance tools

- Event management features

- Guest communication tools

- Customized reporting

- Rate management and dynamic pricing tools

- Lead generation tools

A single login allows you to access all of the seamlessly integrated features of the all-in-one hotel management system. In addition, this system has the ability to work for a single- or multi-property business, ensuring you have all information you need in one place.

Key Benefits

Increase Average Daily Rate (ADR)

1. By utilizing multiple components of your property management system, you can:

- Keep track of current and past guest reservations
- Upsell add-ons and packages before and during a guest's trip
- Watch for possible target market upgrades

You can also view and utilize occupancy trend reports to apply dynamic pricing to increase ADR for in-demand periods. By applying restriction-based pricing within your rate manager, you can easily and efficiently increase your property's ADR to higher occupancy periods.

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Grow Occupancy

In order to increase occupancy, your property management system must efficiently adapt to booking trends. Top systems provide you with detailed reports so your team can identify areas of low occupancy and immediately apply price changes to all channels. This also gives you the ability to know when to send targeted email marketing campaigns to entice more customers during slow periods.

Save Time and Money

Top hotel management software providers bundle various tools and services into one solution to unify systems. This helps your team save time and provides more visibility throughout your entire hotel. In addition, modern providers offer a built-in channel manager with live, two-way direct connections to all major online travel agencies (OTAs) and global distribution systems (GDSs). With live room inventory across corresponding OTA/GDS, your business will have no need for an intermediary.

Trends and Developments

1. Mobile Check-in. In today's world, guests expect flexibility. They want to be able to check in and out of hotels at their leisure and, in some cases, only connect with your staff remotely. The Solonis Guest Portal allows customers to check in, make payments, and more. They can add amenities to their stay, change their check-in and check-out dates, or update existing reservation — all without visiting the front desk.

2. Fully Cloud-Based PMS. In our remote world, you need the flexibility to run your businesses anywhere, at any time. A cloud-based PMS can give you that flexibility by providing 24/7 access to insights. In addition, most of the IT networking issues and concerns with on-premises software — such as ongoing maintenance and security updates — are also eliminated, allowing you to save substantial time and money.

3. Dynamic Pricing. By setting parameters on your PMS, you can automatically increase or decrease your rates based on occupancy, booking dates, and other factors to ensure your hotel maximizes its revenue.

Buying Advice and Recommendations

Key Features

1. Intuitive and Modern Interface. The best all-in-one PMS software should utilize the latest browser technology and deliver a feature-rich graphical user interface with multiple, customizable dashboard views. Users should have access to key metrics, including ADR, OCC, REVPAR, REVPOR, and more. This interface can help save your staff time and reduce the complexity of day-to-day operations, not to mention reduced training time for new hotel employees.

2. Channel Manager Connectivity and Reach. It's critical to ensure that the hotel management system you select has a built-in channel manager with connectivity to your core channels and additional strategic channels to help increase your hotel's potential audience while identifying new demand.

Key Features (cont.)

3. Ease of Transition. Changing PMS systems can be a time-consuming and daunting task, so consider a partnership with a company that provides training to simplify the process. By working with a software provider that meets your hotel's individual needs while maintaining data integrity between your systems, you'll enjoy a seamless transition to a new platform.

4. Accounting and Compliance. Make sure the PMS you choose can mold to your operational processes. Some systems require users to change their accounting methods, rates, and business rules to fit the capabilities of that particular system — but you need software that puts you first. Find a vendor with experience in the hospitality industry, so they are familiar with best practices.

5. Scalability and Modules. The right PMS for your hotel should grow with your business. Through built-in features and connections to trending integration partners, your software should have the ability to meet your needs now and in the future. You should look for providers that offer the core modules you need to run your business, including a channel manager, a booking engine, and staff communication tools. Additional modules you should keep an eye out for include: housekeeping, POS, asset maintenance, guest marketing, and event management.

What Industry Experts Are Saying

"Our industry's recovery will be heavily reliant on technology and leveraging available data to make informed business decisions. Seamless communication between technologies is critical. Hotels can take steps to future-proof their business operations in the wake of modern challenges by embracing new systems and processes."

- Frederic Dominioni, CRO of Solonis

"Talk to your staff. Find out what challenges they are facing in this new era. Start asking your vendors the right questions. What automated options are they coming out with? How quickly can they deliver? Consider new solutions on the market. Be open to the agility of a product that can do more than make a reservation and check a guest in."

- Jasmine Seliga, Founder of JAS Business Solutions

Critical Integrations

Accounting Systems. Seamless integration between your property management system and your chosen accounting program is essential for full-circle reporting on your business, so be sure that the system you choose has the ability to successfully integrate with all major accounting systems.

Gateway. Security and compliance are top concerns for clients and their guests, so it's crucial to integrate with a trusted gateway partner that works with the PMS you choose. By properly tokenizing your credit card data, you can provide peace of mind to your investors, your guests, and your staff by ensuring that their information is securely held within your system.

Mobile Room Keys. Integrating with a mobile key provider or kiosk key generator is a great way to streamline and enhance the guest experience. By offering mobile room keys, you can save time for your guests and staff.

Expectations and Budgeting

Questions to Ask Vendors

1. How can I ensure my ROI with this software?

The PMS you choose should have built-in features to eliminate some of your extraneous systems, including a channel manager, an integrated marketing platform, dynamic pricing tools, a customizable guest portal, and more. With these features built into your new system, you'll be able to reduce your overall operational costs.

2. Does the system keep up with the latest compliance standards?

It's essential for the system you choose to have a detailed understanding of the latest compliance measures, such as EMV and GDPR. Modern, global software providers ensure that they are at the forefront of compliance trends that affect all of a property's guests and consistently maintain these compliance requirements.

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Questions to Ask Vendors (cont.)

3. Does the system connect to the channels that matter to my business?

A direct, two-way connection to third-party booking sites is instrumental in driving revenue to your property. Ensure that the system you choose is intent on keeping up with the online travel agencies and other platforms that help you reach your audience.

4. If I have a problem, how simple is it to reach the support team?

Many software providers are moving away from immediate support options, such as 24/7 complimentary phone support, and are asking their customers to log a service request that will be responded to within a couple of days. These slow response times can make it challenging for hotel operators to meet business demands, so you need to choose a provider with an experienced support team that can meet your needs and improves the guest experience at your property.

5. How do I train my staff on the new system?

It's important to partner with a system offering multiple training options, including self-paced learning, searchable help files, videos, and other resources. In addition, you may also want to host a team training with the software solution provider that you choose, so make sure to discuss those options.

Pricing and Implementation Guide

Pricing

What are the typical pricing models and ranges that I should budget for?

· **Implementation, Onboarding, and Training**
   Price range $700-$5000/property/month

· **Monthly Subscription**
   Price range $8-$14/room/month

Implementation

What does the typical implementation timeline and process look like to go live?

A hotel management system that succeeds in quick and efficient onboarding

of new properties is adept at sharing the full scope of the implementation

project early on and effectively communicating with key decision-makers.

Pricing and Implementation Guide (cont.)

Implementation

Working with a system that can import previous guest and reservation data will shorten the onboarding process, as well as provide historical data for reporting purposes. Smaller properties can plan for a 3-week onboarding time frame, while larger properties with more complex integrations should plan for 4+ weeks of implementation.

The provider should also ensure that key decision-makers are available for each of the critical discussions and that they understand how their role is vital to the success of the implementation.

How to Measure Success

ADR

The Average Daily Rate can be increased through tools such as dynamic pricing, which bases rates on occupancy and time of booking, and packages, which allow your guests to add products and services onto their stay.

REVPAR

Revenue per available room (REVPAR) can be increased by utilizing occupancy and revenue comparison reports to help you target slower dates with specials and increase base rates during busy seasons. By utilizing a PMS that encompasses all revenue outlets in one system, you can have all of the insights you need to increase your property's REVPAR each day.

How to Measure Success (cont.)

Booking Conversions

You can use a comprehensive property management system with a built-in booking engine to encourage your guests to finalize their bookings directly on your website. Through availability calendars, review widgets for external sites, and timers that give guests a certain amount of time to lock in rates, you can increase conversions — and your bottom line.

Successful Guest Experiences

The guest experience is one of the most critical aspects of your hotel, which you can measure through survey results, reviews, and more. If your guests aren't happy with your property, there are negative consequences for your entire business. Top hotel management software providers offer the ability to send out customer satisfaction surveys and other communication tools to keep you connected with your guests and ensure they have a remarkable experience before, during, and after their stay.

Built by hospitality professionals just like you, Solonis

is a PMS created to elevate your property with channel

management, SEO, web design, booking engine,

mobile-first capabilities, and more. We're here to help

you with your hotel's unique needs today — and scale

alongside your business as you grow within the industry.

Speak with a Solonis specialist today to see how the right

property management system can transform your hotel.

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