Transforming Revenue Management

The Impact of SHR's RMS Implementation at New Coast Manila Hotel

RMS

New Coast Hotel Manila is a renowned luxury property strategically located near the scenic Manila Bay. The hotel offers a diverse range of services, including facilities for events, business travel, weekend escapes and holiday getaways, ensuring a memorable experience for all guests.

Notwithstanding its premier location and extensive amenities, the hotel previously faced significant challenges in managing its revenue due to the cost and limitations of its previous Revenue Management System (RMS) .

With the assistance of SHR, New Coast Hotel Manila overcame these challenges and now employs a more efficient and cost-effective solution.

Overcoming Revenue Management Challenges

1. **Revenue Management System:** The limited capacity of the previous RMS caused inefficiencies for hotel operations.

2. **Cost of Previous RMS:** The previous RMS had some great features, buts its value didn't completely match its offerings.

3. **Integration with Other Systems:** The previous RMS struggled with integration, leading to fragmented data flows and a lack of real-time information across departments.

4. **Data Accuracy and Reporting:** Inaccurate data and limited reporting capabilities made strategic decision-making difficult and undermined trust in the system.

Simplifying Operations with a User-Friendly and Easy-to-Use Revenue Management System

To address these challenges, SHR introduced and implemented its own RMS, a user-friendly and easy-to-use revenue management system. The system promised to streamline operations, optimize revenue management processes, and provide a cost-effective alternative to other RMS solutions.

Seamless Integration: Implementing SHR's RMS with a Focus on Simplicity and Ease of Use

The SHR RMS was integrated into the hotel's existing operations with a focus on simplicity and ease of use. The SHR team provided comprehensive training and ongoing support to ensure a smooth transition from manual processes to an automated system. Key features of SHR's RMS included:

- **Automated Rate Management:** Automated adjustments based on real-time data, eliminating the need for manual updates.

- **Performance Analytics:** Robust analytics and reporting tools to monitor performance and make data-driven decisions.

- **Revenue Optimization Recommendations:** The RMS provides actionable recommendations based on data insights to optimize pricing strategies and maximize revenue potential.

- **Ease of Integration:** It seamlessly integrates with the channel manager and property management system, and online platforms.

Remarkable Outcomes: SHR's RMS Delivers Impressive Results

The implementation of SHR's RMS played a large role in the impressive 2023 results for the New Coast Manila Hotel:

1. **Revenue Increase:** In 2023, the hotel experienced a significant revenue increase, part of which can be attributed to the improved rate management capabilities of SHR.

2. **Operational Efficiency:** The user-friendly interface and automated processes of SHR's RMS improved the team's efficiency therefore, allowing the staff to spend additional time on other critical areas of hotel operations

3. **Higher Occupancy Rates:** The improved demand forecasting and dynamic pricing led to increased occupancy rates, ensuring optimal room utilization across different seasons.

The management at New Coast Hotel Manila expressed high satisfaction with SHR's RMS, highlighting its user-friendliness, cost-effectiveness and significant impact on revenue management. They noted that the system not only met but exceeded their expectations, especially during the challenging period of reduced capacity.

The successful implementation of SHR's RMS at New Coast Hotel Manila underscores the importance of adopting advanced, user-friendly technology to optimize revenue management. The significant revenue increase, even amidst refurbishment challenges, showcases the system's robustness and effectiveness.

New Coast Hotel Manila highly recommends SHR's RMS to other hospitality businesses looking for a reliable and efficient revenue management solution. This example exemplifies how strategic technological integration can transform operational outcomes and drive substantial financial growth.

> "SHR's RMS is superb! With the help of the exceptional support team, we are able to manage the rates using our chosen strategies. The system is advanced, it has a lot of tools and user-friendly. The best thing is that it greatly helps us to have a better revenue!."
>
> **Camille B. Dela Cruz**
> *Reservations Manager*

Discover the world's leading intelligent & automated hotel technology suite of applications

RMS

Revenue Management System

Experience the freedom to simplify or scale with flexible rate management solutions to meet your unique business needs, using AI-powered data-driven decisions. By harnessing the power of AI, formulate an optimal selling strategy by analyzing past and present booking sales data, empowering you to stay competitive in the market.