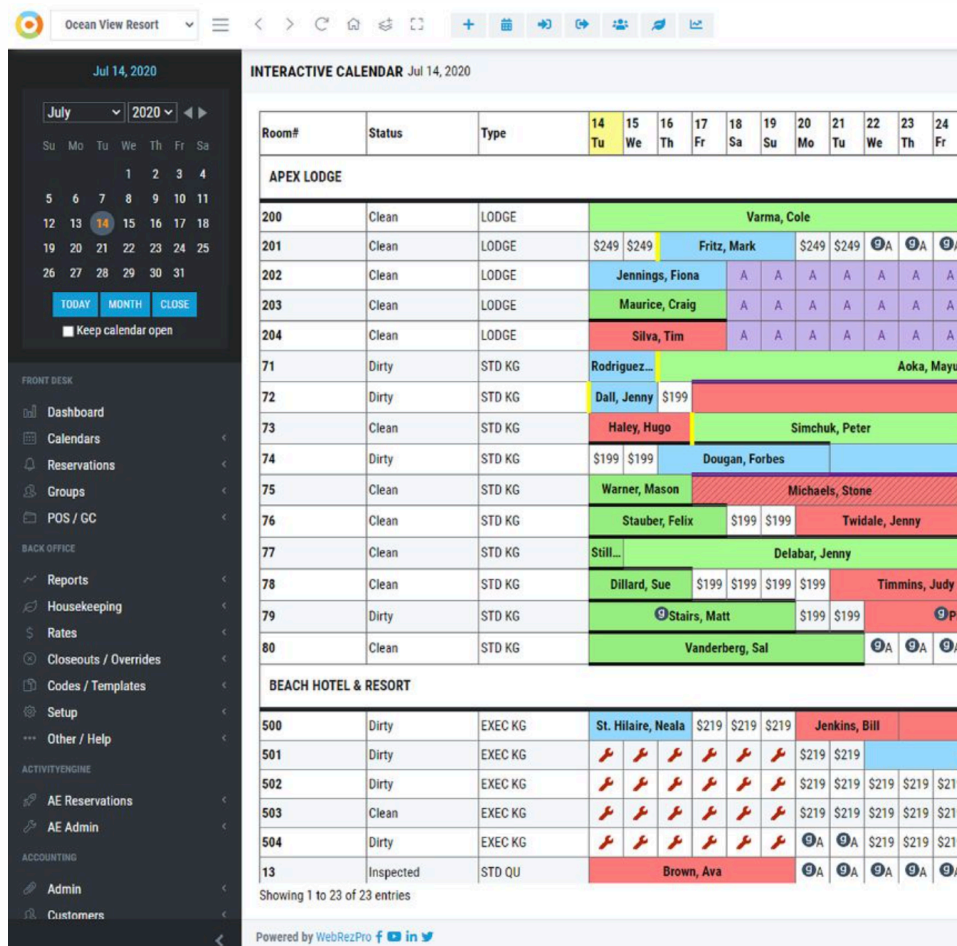


# The Ultimate Guide to Property Management Systems

2022 EDITION




Sponsored by  WEBREZPRO



The screenshot displays the WebRezPro interface for 'Ocean View Resort'. On the left is a sidebar with navigation links for Front Desk, Back Office, and Activity Engine. The main area features an 'INTERACTIVE CALENDAR' for July 14, 2020, showing a grid of room statuses. Below the calendar is a detailed table of room reservations.

Room#	Status	Type	14 Tu	15 We	16 Th	17 Fr	18 Sa	19 Su	20 Mo	21 Tu	22 We	23 Th	24 Fr
<b>APEX LODGE</b>													
200	Clean	LODGE	Varma, Cole										
201	Clean	LODGE	\$249	\$249	Fritz, Mark		\$249	\$249	ⓂA	ⓂA	ⓂA	ⓂA	ⓂA
202	Clean	LODGE	Jennings, Fiona		A	A	A	A	A	A	A	A	A
203	Clean	LODGE	Maurice, Craig		A	A	A	A	A	A	A	A	A
204	Clean	LODGE	Silva, Tim		A	A	A	A	A	A	A	A	A
71	Dirty	STD KG	Rodriguez...		Aoka, Mayu								
72	Dirty	STD KG	Dall, Jenny	\$199									
73	Clean	STD KG	Haley, Hugo		Simchuk, Peter								
74	Dirty	STD KG	\$199	\$199	Dougan, Forbes								
75	Clean	STD KG	Warner, Mason		Michaels, Stone								
76	Clean	STD KG	Stauber, Felix		\$199	\$199	Twidale, Jenny						
77	Clean	STD KG	Still...		Delabar, Jenny								
78	Clean	STD KG	Dillard, Sue		\$199	\$199	\$199	\$199	Timmins, Judy				
79	Dirty	STD KG	Stairs, Matt		\$199	\$199	ⓂP						
80	Clean	STD KG	Vanderberg, Sal										
<b>BEACH HOTEL &amp; RESORT</b>													
500	Dirty	EXEC KG	St. Hilaire, Neala		\$219	\$219	\$219	Jenkins, Bill					
501	Dirty	EXEC KG	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	\$219	\$219			
502	Dirty	EXEC KG	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	\$219	\$219	\$219	\$219	\$219
503	Clean	EXEC KG	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	\$219	\$219	\$219	\$219	\$219
504	Dirty	EXEC KG	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	ⓂA	ⓂA	\$219	\$219	\$219
13	Inspected	STD QU	Brown, Ava		ⓂA	ⓂA	ⓂA	ⓂA	ⓂA	ⓂA	ⓂA	ⓂA	ⓂA

Showing 1 to 23 of 23 entries

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# What is a Property Management System?



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A property management system (PMS) is a software suite that property owners use to manage their business by coordinating reservations, availability, payments, and reporting in one central place. The PMS allows property owners to check-in and check-out guests, see room availability, make adjustments to existing reservations, manage rates, and schedule housekeeping or maintenance events. With a central system, hoteliers can better manage and monitor the key metrics needed to run their business (e.g. average daily rate, occupancy, and RevPAR).

## What's inside this buyers' guide?

- ▶ Introduction
- ▶ Key Benefits
- ▶ Trends & Developments
- ▶ Key Features
- ▶ Critical Integrations
- ▶ Pricing & Implementation
- ▶ Questions to Ask Vendors
- ▶ ROI Calculator
- ▶ Curated Resources

# Property Management System Benefits and Business Value

## What it does

**1**

### Reduce Guest Friction

A PMS improves your relationship with your guests by helping you remember customer preferences, accommodate customer requests (eg. splitting folios), and communicate with your guests before and after their stay. The right PMS can improve the customer experience by reducing errors like overbookings, and improve occupancy rates by connecting your available inventory to your booking engine and channel managers.

**2**

### Grow Revenue

A PMS makes you more money by letting you adjust your rates quickly across all of your channels based on market conditions.

**3**

### Save Time, Increase Efficiency

If you are using multiple systems that don't talk to each other very well, an integrated PMS will save you valuable hours of time each week and save you from costly or embarrassing mistakes.

Digital direct bookings jumped 7% from 2019 to 2020, and the voice/walk in channel also jumped 5%. All other channels lost ground.

## How it adds value

- **Inventory Management.** A PMS helps you accurately keep track of guest reservations, rates and availability, and will speak to your channel manager and booking engine - you can list all of your available inventory all of the time and any inventory changes can be automatically updated across all of your channels.
- **Reduce staff hours at the front desk.** In addition to preventing mistakes that can ruin a guest's experience, a PMS can also enable hotel owners to focus more on their guests and spend less time on manual or administrative tasks.
- **Connected Apps.** The PMS is essentially the core operating system of the hotel industry. It's the central source of truth that powers all other 3rd party applications such as guest messaging software, revenue management systems and accounting/reporting software. The PMS is the glue that makes all other apps work.

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## WebRezPro

Property Management System

Reviews

**108**

Recommend

**94%**

Integrations

**81**

Visit Website

Read reviews

### EXECUTIVE LETTER

## COVID Focuses Hoteliers on Process Automation & Demand Generation

Presented by  **WEBREZPRO**

COVID-19 pushed hoteliers to do more with less, and so they turned to hotel tech to help automate processes, create new demand, and provide a safe, contactless guest experience. Going forward, guest expectations and hotel operations have changed permanently, and will continue to evolve in a digital direction. Hotel tech providers have a responsibility to help hoteliers future-proof operations by responding to the needs and insights of the lodging operators they serve, innovating their feature set to drive hotel efficiency and revenue, supporting connectivity between hotel systems for further automation and innovation, and providing flexible functionality for quick pivots when needed. WebRezPro has helped hotels adapt during the pandemic by allowing the management team to oversee operations from off-site, providing the ability to implement new reservation, rate and inventory strategies quickly, automating cross-system processes for maximum efficiency, facilitating contactless check-ins and communications, and providing real-time, actionable data.

President, WebRezPro



# Trends & Future Predictions for Property Management Systems

Brought to you by



## 2021-2022 Trends

**Automation & doing more with less.** The need for hotels to achieve more with fewer resources has propelled hoteliers and hotel tech providers alike toward more automated, connected, and versatile solutions that improve efficiency and inspire innovation. Improved software versatility and connectivity between hotel systems is key to managing changing operations and helping hotels unlock revenue potential in a recovering and evolving industry.

**Mobile guest journey.** The need for contactless check-ins and communication during the pandemic has accelerated the adoption of mobile guest-facing technology to support an increasingly mobile guest journey. From booking to check-out, today's (and tomorrow's) guests demand safe, personalized, self-serve opportunities to navigate their stay. Hotel tech must facilitate a personalized and seamless mobile guest journey that is fully integrated with operations.

**Personalization.** Directly dependent on system integration and enhanced mobility, service personalization will be essential to remaining relevant in an increasingly contactless world. From personalized communications and amenities, modern travel consumers expect a customizable stay experience, right from the moment of booking.

**Growth in direct business.** Due in part to travel restrictions, unpleasant third-party booking cancellation experiences, and the rise of road tripping, COVID-19 has shuffled hotel distribution as travelers look to direct booking channels for improved communication and service. An integrated, user-friendly direct online booking experience that allows guests to customize their stay is crucial to maintaining this momentum, maximizing conversions and boosting the bottom line.



# Key features to look for when choosing a property management system solution

## 1 Easy-to-use interface

Train your staff quickly and reduce the likelihood of errors.

## 2 Centralized dashboard

See what is happening, what needs to be done today, and monitor your key metrics.

## 3 Government compliance

Comply with local tax reporting requirements and regulations.

## 4 Reporting suite

Generate detailed production and financial reports to improve business operations.

## 5 Reservation modifications

Easily modify and move bookings as needed, keeping track of your reservations and reducing the likelihood of overbooking.

## 6 Personalized taxes & fees

Customize taxes, fees, and cancellation policies in the combination that best suits your business.

## 7 Guest communications

Improve the guest experience with automated pre- and post-stay communications.

## 8 Channel availability

Ability to sync availability to multiple channels in real time. Look for an all-in-one solution that reduces the overhead of managing and learning multiple systems.

## 9 Mobile accessibility

COVID-19 made every industry rethink the way they work. Gone are the days where managers are always at the front desk or in the physical back office. A modern PMS should support managers wherever they are.

## FEATURES CONTINUED

### 9 Customer support

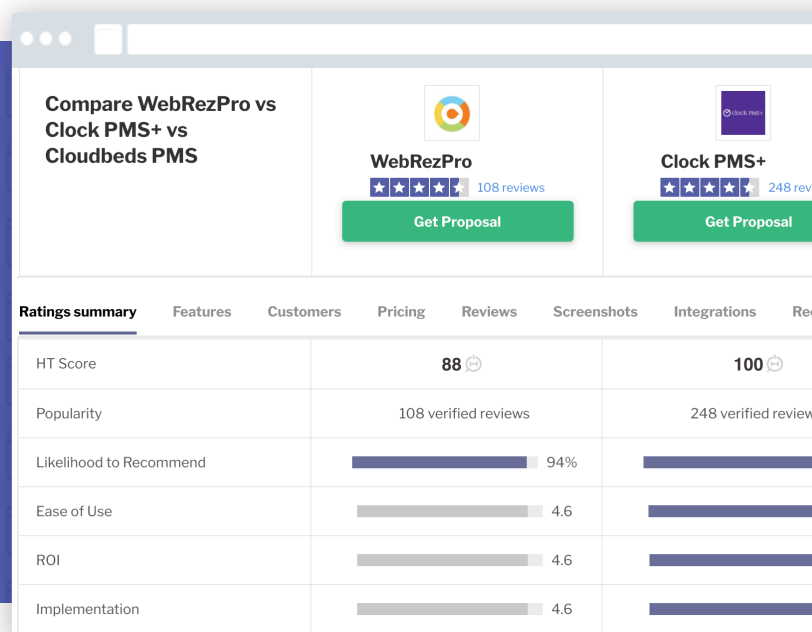
A PMS is the lifeblood of your hotel. It's the record of truth for reservations and inventory availability. It connects all aspects of your hotel operation. If your PMS goes down, there can be big problems. That's when a killer customer support team comes to the rescue.

### 10 Integrations & scalability

What do critical systems like revenue management software, CRM and booking engine all have in common? They all need data from your PMS. Having strong connections with your other key systems is critical to the success of your hotel operation.


Want to easily compare features of top property management system products side by side?

Launch Comparison →




# Top Rated Property Management System Products

**FEATURED**

**WebRezPro**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>108</b>	<b>94%</b>	<b>81</b>

[Demo](#)  
[Read Reviews](#)



**Clock PMS+**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>248</b>	<b>94%</b>	<b>64</b>




**Cloudbeds PMS**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>433</b>	<b>91%</b>	<b>95</b>



**HotelTime PMS**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>260</b>	<b>94%</b>	<b>51</b>




**Mews**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>229</b>	<b>91%</b>	<b>289</b>



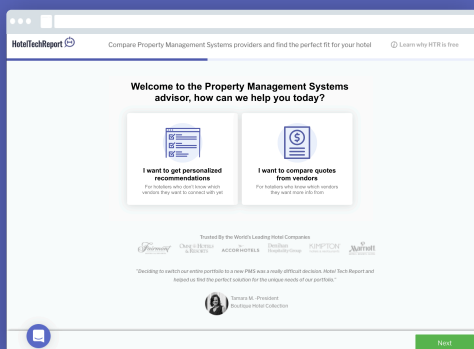
**StayNTouch**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>118</b>	<b>91%</b>	<b>95</b>



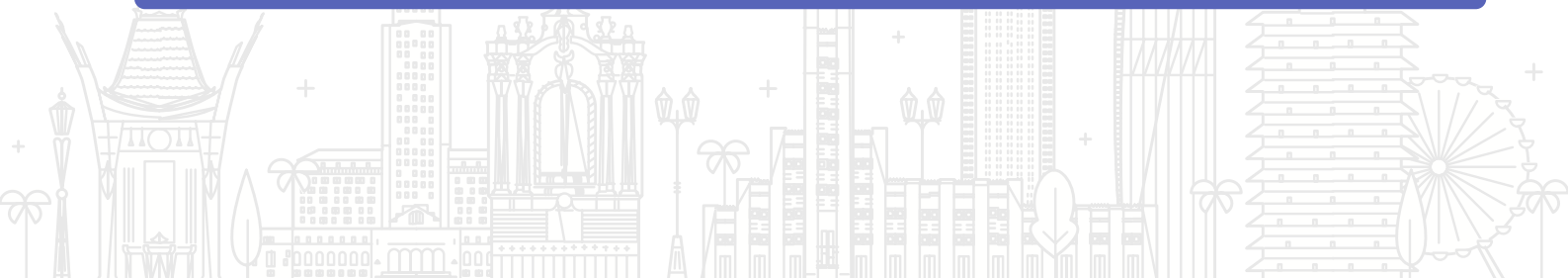
**Oracle OPERA PMS**  
Top Rated Property Management System

Reviews	Recommend	Integrations
<b>121</b>	<b>82%</b>	<b>283</b>



Want to find out which property management system solution is best for your hotel in under 2 minutes?

[Take the quiz →](#)



# What hoteliers are saying about their property management system providers



Review of  WebRezPro

**Financial Controller** from **Hotel in Miami Beach**

"One of the most important parts of WebRezPro for me is the Owner section in Accounting since all my hotels have individual owners. Another great thing is the Reports section, they are so good and elaborated, I am able to run accurate reports that are integrated afterwards in my automated excel spreadsheets that create KPI, analysis, end of the month results."



## Best Choice WRP!

Customer service is top-notch. They are always quick to respond and very

Assistant General Manager  
Hotel in Mackinac Island



## Lifesaver

Our company was doing things "old school" for years, dealing with paper.

Vice President  
Resort in Hillman



## The best system out

The ease of use is amazing. It is there at your finger tip

Manager  
Hostel in Rossland

## Customer service

representatives  
on / concern.

ducah



## Easy to learn and very intuitive

They have been friendly and knowledgeable. I like dealing with

Director  
Hotel in Leland



## Best PMS

Great customer service, always very helpful whenever we call. So easy to

Owner  
Resort in Salem

[Read more reviews on www.hoteltechreport.com](http://www.hoteltechreport.com)



# Pointers from industry experts

**Jill Mason**  
CEO, VRScheduler

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“WebRezPro is an easy to use and proven system for hotels, resorts and vacation rental managers to manage guests, bookings, accounting, rate management and more. They are the best solution if you are looking for a full suite of services.”



**Laurent Cardot**  
Founder & CEO, Ariane Systems North America

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“One thing I know: our clients love WebRezPro! WebRezPro combines the simplicity and efficiency of a great PMS with a great pricing. Ideal for independent hotels, WebRezPro offers great integrations to our self-check-in products. Great service and support completes the company's offering.”



**Olga Tolle-Rodrigues**  
Sr. Manager, Global Alliances, IDEaS

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“WebRezPro property management system is trusted by 1500+ properties in 40+ countries around the globe. Its solutions service hotels, campgrounds, hostels and vacation rentals that have moved to the cloud with WebRezPro.”

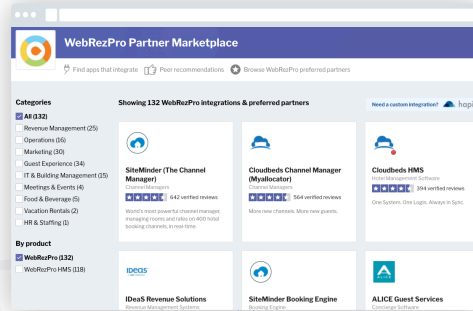


● Want to save time and money on integrations?

Learn more about  hapi

# Critical integrations

Without the right integrations, even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.



- **Channel Manager.** Without a proper PMS to Channel Manager 2-way integration, your hotel could risk overbookings by not syncing inventory properly across 1st- and 3rd-party booking channels.
- **Revenue Management System.** If you're pricing rooms on a spreadsheet, your hotel is at a massive disadvantage. Revenue management systems pull structured historical data from your PMS to make real-time price recommendations. Without this integration, your RMS is prone to error and failure.
- **CRM.** The PMS is your "room centric" (or inventory centric) source of truth. The CRM is your guest centered source of truth powered by rich profiles populated with PMS data like recency, frequency and monetary value of bookings. Without a tight integration, your CRM will not function properly.



# What questions should smart buyers ask vendors?



## #1 How quickly can I train new staff with this system?

Almost every staff member at your hotel will use the PMS at one point or another. If you're using a clunky system that's hard to learn, it will dramatically increase your staff ramp-up time and increase training costs. Nobody needed to teach you how to use your iPhone and to some extent the same should be true of a great PMS.

## #2 Which channels and/or channel managers do you connect to?

Depending on your region you'll rely on different demand channels. If you're in China you'll likely need CTrip connectivity, in Europe you may need Booking.com and in the U.S. you'll want Expedia. Aside from "the majors" you'll also need the right connectivity to dozens of niche channels that can provide substantial business value and bookings.

## #3 How does your platform help me comply with the regulations in my region?

Every region has different tax codes and regulations so you'll need a PMS provider that can actually service your region. All of the tedious paperwork and bureaucracy should be automated and made easy by your next PMS partner.

## #4 How open is your system to support 3rd-party software integrations?

30 years ago we used monolithic systems, which means one giant piece of software to run all facets of a hotel. Today, the average hotel runs on 20-30 different systems working in unison. The PMS is at the core of all these systems and without the right integrations your hotel operations will become unnecessarily complex.

## What success metrics (KPIs) should you focus on?

- ▶ **Occupancy Rate.** A PMS helps you accurately keep track of occupancy and bookings and will speak to your channel manager and booking engine - you can list all of your available inventory all of the time and any inventory changes can be automatically updated across all of your channels.
- ▶ **Guest Satisfaction.** In addition to preventing mistakes that can ruin a guest's experience, a PMS can also enable hotel owners to focus more on their guests and spend less time on manual or administrative tasks.
- ▶ **RevPAR.** With advanced analytics and market updates, some PMS systems will help you plan and adjust your pricing strategy to help you optimize your yield.

# Pricing & implementation guidance



## PRICING

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

- **Implementation Expense.** Implementation expense depends on integrations required. Additionally, an on-site implementation (vs. remote) will incur expense.
- **Monthly Subscription.** Pricing for cloud-based PMS products are typically based on how many rooms or properties utilize that system. Many PMS products have calculators on their website that will help you better understand what to expect for pricing.



## IMPLEMENTATION

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

- **2-3 Weeks.** For most cloud-based systems, implementation can take one to three weeks depending on: how many reservations need to be imported and who is importing the data (some PMS will offer services to do this for you), the number of properties and rooms you have and any customizations you would like to add. Implementation will typically start by setting up the application - setting up rooms, room types, adding rates, and importing/adding existing and future reservations. An implementation coach or representative may work with you through the setup process, and verify your setup. Finally, you will connect your channels or channel manager to start taking reservations. Done correctly, there is no downtime between switching systems. A good PMS will also provide access to a video training library and knowledge base of its features to help new users get started.

# Further Reading

Read real stories from hoteliers like you about how they leveraged property management systems to grow their businesses.

## SUCCESS STORIES



**Selling packages the way they want and growing revenue with WebRezPro**



**Providing campers with seamless online bookings to maximize inventory**



**WebRezPro helps automate reservations and increase direct bookings**



**WebRezPro makes managing group bookings and complex packages easy**

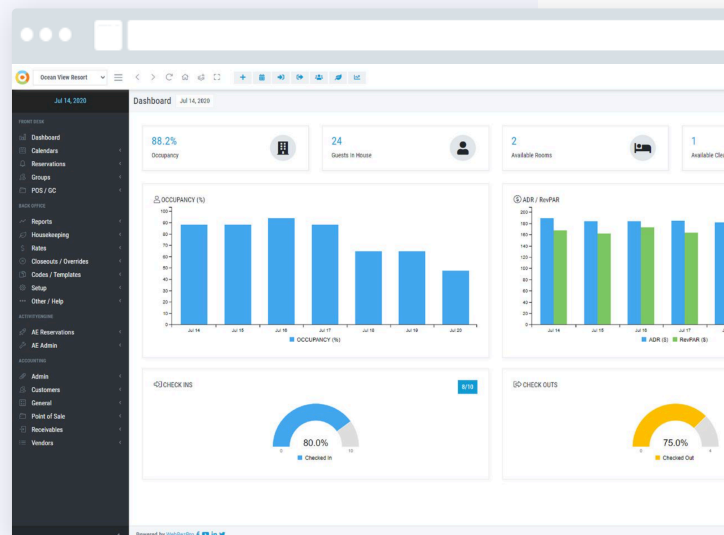
## FURTHER READING

- [Here's Why You Should Upgrade to a Cloud PMS](#)
- [Hotel Operations: 5 Practical Ways to Improve in 2021](#)
- [Hotel Technology: 8 Trends to Watch in 2021](#)
- [Buying a New PMS: It's Not as Difficult as You Think](#)

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE



WebRezPro is a complete, automated and flexible cloud property management system designed to increase productivity and revenue for all types of accommodations. From reservation and inventory management to accounting and reporting, the full-featured yet easy-to-use solution modernizes and streamlines front desk and back office operations. WebRezPro provides lodging operators with an innovative, secure and affordable solution that includes a fully integrated, commission-free online booking engine, connects with other hotel systems, is optimized for mobile devices, and is backed by a helpful and responsive technical support team every step of the way.



# About Hotel Tech Report

HotelTechReport.com is a next gen B2B media platform that empowers hotel owners and operators from the world's leading hotel companies to find the best digital products to run and grow their businesses.

Each month 140,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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