

Shores of Panama by Resort Collection



The Problem

Resort Collection manages ten properties, ranging from 30 to 400 rooms. With 60 different unit types, the company needed a distribution and revenue management system that would allow them superior flexibility and substantial inventory control.

The Solution

Shores of Panama is among the smallest yet most competitive properties that Resort Collection handles, primarily because there are multiple management companies competing in the same building. Revenue management in this scenario necessitates a human element, which LeisureLink easily accommodates, because otherwise rates could plummet for the property.

Eve Phillips, Resort Collection's Director of Revenue Management, notes that LeisureLink is the "most efficient, most user-friendly technology available to her." In particular, she points out the auto-generated and reliable inventory alerts; the ability to look at larger spans of inventory—which can be loaded up to a year in advance—at one time; and mobile notifications.

She notes that as demand increases, she closes off other channels and uses LeisureLink as a strong final sales point for the last available inventory a day or so out.

"Our LeisureLink account manager is the most responsive market manager we work with. Earlier this year, when we brought a 300-room resort online overnight she said, 'I'm on it!' and she was. There's service within the service that I haven't found elsewhere."

- Eve Phillips, Director of Revenue Management
Resort Collection

The Results

Phillips's keen vision combined with the LeisureLink technology paid off for the competitive Shores of Panama last year. The property saw 115% gross booking growth from 2013-2014—an increase of \$118,000—as well as a 76% lift in occupancy and a \$22 jump in ADR.

