



SMITHFIELD STATION

— WATERFRONT INN, RESTAURANT & MARINA —

THE PACK FAMILY OPENED SMITHFIELD STATION — WITH 15 HOTEL ROOMS, A 150-SEAT RESTAURANT AND 27 MARINA SLIPS — ON THE BANKS OF THE PAGAN RIVER IN HISTORIC SMITHFIELD, VIRGINIA IN 1986, WITH THE VISION OF PROVIDING VISITORS A TRULY EXCEPTIONAL EXPERIENCE. SINCE THEN, THE WATERFRONT PROPERTY HAS CONTINUED TO GROW AND EVOLVE, NOW BOASTING 44 UPSCALE GUESTROOMS, VIRGINIA'S ONLY LIGHTHOUSE ACCOMMODATIONS, AN AWARD-WINNING RESTAURANT, CONFERENCE SPACE, A STATE-OF-THE-ART FITNESS CENTER, BOARDWALK SHOPS AND A FULLY EQUIPPED MARINA.

www.smithfieldstation.com



In an increasingly online world of travel, where most travelers research, book and share their travel experiences on the Web, the Pack family realized they needed to modernize operational systems in order to continue to deliver optimal experiences for their guests. Running their property with a system that did not automate online distribution or guest email communications was tying up staff and slowing down sales.

To thrive in the digital age, Smithfield Station management sought a modern, [cloud-based property management system](#) (PMS) that would streamline inventory and reservation management across all channels, and support and enhance guest engagement.

SOLUTION FOR SUCCESS

Spearheading the search for a new PMS, Randy Pack, Vice President of Smithfield Station, looked for a system with strengths in online sales — including

GDS integration — and guest communications. WebRezPro PMS offered the tools that promised to empower Smithfield Station to succeed in the online environment and to augment the high level of personalized guest service the property is known for:

- » Real-time room inventory management and sales
- » Fully integrated online distribution via direct online bookings and GDS/OTA interfaces
- » Automated guest communications
- » Rich guest profiles for service personalization

After four live online training sessions (utilizing screen-sharing software) with Smithfield Station management and staff, conducted over the course of one month — during which time data imports for future reservations and guest profiles were also completed — WebRezPro PMS was live at the property.



“The system is easy to learn and customer support is fantastic and quick to answer questions as they arise,” commented Pack.

Smithfield Station’s WebRezPro PMS provides inventory and reservation management for 44 guestrooms and 15 marina slips.

The commission-free direct online booking engine is fully integrated with the PMS and provides a seamless user experience, customized to the look and feel of the property’s website. Various booking options allow customers booking online to easily add extras to their reservation during the room booking process — such as roses, wine, gourmet snacks, kayak rental and gift cards — to personalize their stay. Smithfield Station’s special romance, culinary and activity packages can also be sold online.

The reservation system also powers real-time availability calendars displayed on each room

type’s webpage, making it easy for website visitors to see availability at a glance and book their desired room without having to go back through the site in search of the booking widget.

WebRezPro PMS offers two-way integration with numerous GDS and OTA providers to streamline online distribution across all channels; Smithfield Station enjoys centralized management of their Genares GDS and TripConnect Instant Booking inventory and reservations directly through the PMS. These direct-connect GDS/OTA interfaces automate the process of coordinating real-time reservation data, availability and rates between WebRezPro and the third-party channels.

A high level of guest service has always been important to the staff at Smithfield Station and now, more than ever, top-notch service hinges on personalization. In a competitive market, it’s increasingly important to know your guests. WebRezPro allows Smithfield Station to gather and store guest data and notes in comprehensive profiles that can be used to personalize service and offers while guests are on and off property.

The Custom Automated Email Module allows Smithfield Station to communicate more efficiently and effectively with their guests pre- and post-stay, increasing guest engagement at these key touch points. Automating the delivery of confirmation and reminder emails (customized to Smithfield’s branding and guests), the Custom Automated Email Module enables the property to increase guest engagement with little to no effort.

WebRezPro also provides Smithfield Station with payment processing integration, which securely facilitates credit card payments directly through the PMS, for speedy check-ins and check-outs.



WEBREZPRO'S STANDARD FEATURES

- » Rate Overrides
- » Packages & Discounts
- » Reserved Allocations
- » Group Bookings
- » Back-Office Accounting
- » Drag & Drop Calendar
- » Website Booking Engine
- » Confirmation Emails
- » Full Reporting
- » Invoices & Gift Certificates
- » Commission Tracking
- » Paperless Check-in
- » Anywhere Access
- » Optional GDS
- » Automatic Data Backup
- » Free Software Updates

SUCCESSFUL RESULTS

The Pack family have now been using WebRezPro PMS to manage inventory and reservations for their guestrooms and marina slips since April 2014.

In that time, direct online bookings through the property's website have climbed to 40 percent — a "huge increase," says Randy Pack. That increase can partly be attributed to the ease-of-use and mobile friendliness of the online booking engine, as well as better customer engagement through timely, automated guest communications.

Through the fully integrated direct online booking engine and Genares and TripConnect interfaces, WebRezPro has streamlined inventory and reservations management across all channels for Smithfield Station. No longer having to add online bookings to the reservation system manually saves staff significant time, and real-time availability across all channels has increased sales and eliminated booking errors.

"Online bookings, automated guest emails, anywhere access, interfaces... It's the whole package that makes this software so enjoyable," commented Pack.

But perhaps the most impactful benefit to productivity for the staff at Smithfield Station is anywhere access. "We have much better access to the PMS now that it's Web-based," said Pack. "I can work with my revenue manager who is based six hours away with total ease."

"I absolutely recommend WebRezPro to other boutique properties," concluded Pack. "WebRezPro



has all the features you need and few that you don't. They are willing to make the product work for your unique property."

IN SUMMARY

- » Automated management for guestrooms and marina slips since April 2014
- » Increased direct online bookings
- » Integrated online distribution saves staff time, eliminates booking errors and increased sales
- » Anywhere/mobile access improved productivity
- » Flexible system to fit the unique needs of the property

WebRezPro™ is a cloud property management system designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rental management, inns, campgrounds and hostels. Serving hundreds of clients in 30 countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the tourism and hospitality industries since 1994.

Visit webrezpro.com or call **1-800-221-3429** for more information and a free demonstration.