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Footbridge North Hotel

— WELLS, MAINE —

"IN A WORLD FILLED WITH HAMPTON INNS AND HILTONS, THE INDEPENDENT HOTEL OWNER CAN GET LOST. TOGETHER WITH WEBREZPRO, WE CREATED A PRESENCE IN THE HOSPITALITY MARKET. WE FEEL CONFIDENT THAT OUR SUCCESS WILL CONTINUE TO GROW AS WE GROW OUR HOTEL USING WEBREZPRO."

— **LISA GUIDI**, INNKEEPER



A stone's throw from the wide, sandy beaches of Wells, Maine, the 12-room [Footbridge North Hotel](#) welcomes summer vacationers to its quiet, friendly spot in the sun.

Open mid-May to mid-October, this small, seasonal property boasts a central location, a warm personality and wholehearted innkeepers — Lisa and Peter Guidi. The Guidis purchased the Footbridge North Hotel in early 2014, recognizing the potential of this relaxing, little hotel by the sea.

THE CHALLENGE

“When we purchased the hotel in 2014 we were literally starting from scratch. The hotel had been closed for two years and run sporadically before that,” explained Lisa.

Formerly run entirely via manual processes, the property had no online presence (or Internet connection), no credit card processing, and no automated reservation system.

“The previous owners wrote reservations down in a big calendar book and functioned mostly with

cash payments,” commented Lisa.

In order to put Footbridge North Hotel on the map, the Guidis quickly realized they needed an automated, [cloud-based property management system](#) (PMS) to improve day-to-day operational efficiency and to build and expand online reach through real-time reservation management.

“Our goal was to go paperless while bringing the business into the 21st Century. In a nutshell, we needed to get this business off the ground from the ground up!”

SOLUTION FOR SUCCESS

Lisa and Peter Guidi researched five PMS vendors, finally choosing WebRezPro for its attentive support staff and proficiency with small hotels.

“Other reservation companies looked at us as too small to give us the attention we needed. WebRezPro, from day one, treated us as if we had 100 rooms. Our needs and problem solving were as important to them as it was to us,” commented Lisa.

Using just one live online training session, the online user manual and video tutorials, the Guidis were up and running with WebRezPro within three weeks of signup.

WebRezPro provides Footbridge North Hotel with real-time room inventory, rate and reservation management across online and offline channels.

The rate management features are designed to be flexible for optimal yield management, yet user-friendly. "Setting up base rates within a date range is very easy. The system even reminds you if there is a gap in dates that require rates to be imputed," Lisa pointed out.

The commission-free online booking engine is customized to fit the look and feel of the property's website, is fully integrated with the reservation system for live rates and availability, and eliminates the need to enter website reservations into the PMS manually.

Footbridge North Hotel also enjoys centralized management of their Booking.com and Expedia inventory, rates and reservations directly through WebRezPro, via two-way integration with these channels.

"As GDS bookings come in I can trust the WebRezPro system messages and if I have a question, Support is always there. I can offer special rates or remove restrictions on rates with a simple click," said Lisa.

With WebRezPro's Custom Automated Email Module, Footbridge North Hotel automates reservation confirmations and post-stay emails



for increased guest engagement. Emails can be timed based on arrival and check-out dates, and templates can be created based on various parameters such as room and rate codes for further personalization.

WebRezPro offers comprehensive and flexible reporting on both reservation and accounting sides of the system, but Lisa particularly appreciates the system's tax reporting capabilities; "no one wants to take the time to determine what you owe the State at the beginning of each month. With the reporting features in WebRezPro I can trust that the tax collected and reported is correct. It makes inputting monthly state tax amounts easy."

Footbridge North Hotel also uses a PCI-compliant Shift4 interface with WebRezPro for secure credit card processing. Gone are the days of accepting cash-or-cheque-only payments and writing reservations down in a big calendar book!

SUCCESSFUL RESULTS

The Guidis have now been using WebRezPro PMS to manage their little hotel by the sea since February 2014.

In that time, WebRezPro has helped Footbridge North Hotel create a strong presence in today's competitive hospitality market through real-time reservation management.



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
- » Housekeeping
- » Invoices & Gift Certificates
- » Commission Tracking
- » Paperless Check-in
- » Anywhere Access
- » Optional GDS
- » Automatic Data Backup
- » Free Software Updates

Currently, 90 percent of the property's reservations come through OTA partners, but direct online bookings are rising as the property's online presence expands.

"GDS online bookings continue to be our lifeblood until we become more established for repeat guests. But with each year we are open, we gain more bookings directly through our website booking engine powered by WebRezPro," commented Lisa.

Integration with the property's OTA partners streamlines online distribution for maximum sales by automatically updating rate and inventory changes. "This gives me an advantage over other hotels in my area as my rates immediately appear within the GDS system," Lisa confirmed.

Integrated online bookings (both direct and via the property's OTA partners) save Lisa and Peter a lot of time behind the front desk. "Because of our real-time reservation capability, I spend very little time on the phone with potential guests and more time with guests who are here," reported Lisa. "I wouldn't have the success with online bookings if it wasn't for WebRezPro."

WebRezPro's flexible rate management features allow Lisa and Peter to make strategic pricing changes, fast — in order to maximize occupancy. They find the Quick Override feature particularly useful.

"The Quick Override feature is the one I use most frequently during the shoulder season. We are located in a New England seaside community and the weather can bring guests as well as

discourage them from coming. By using the Quick Overrides feature I can change conditions (such as a mandatory two-night stay) so as to capture more guests,” explained Lisa.

Lisa and Peter have significantly boosted their property’s online visibility using WebRezPro’s CustomAutomatedEmailModule. Their customized post-stay email template thanks departing guests and invites them to leave reviews on TripAdvisor. And it’s working — the inn currently has just over 50 (and counting) glowing reviews and is rated #4 of 12 inns in Wells on TripAdvisor.

Also testament to the Guidis’ hard work and passion for what they do, Footbridge North Hotel has been rated the enviable score of 8.9 out of 10 by guests on Booking.com, last year receiving their first Award of Excellence based on Booking.com guest reviews for 2014.

“In a world filled with Hampton Inns and Hiltons, the independent hotel owner can get lost. Together with WebRezPro, we created a presence in the hospitality market. We feel confident that our success will continue to grow as we grow our hotel using WebRezPro,” said Lisa.



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.