



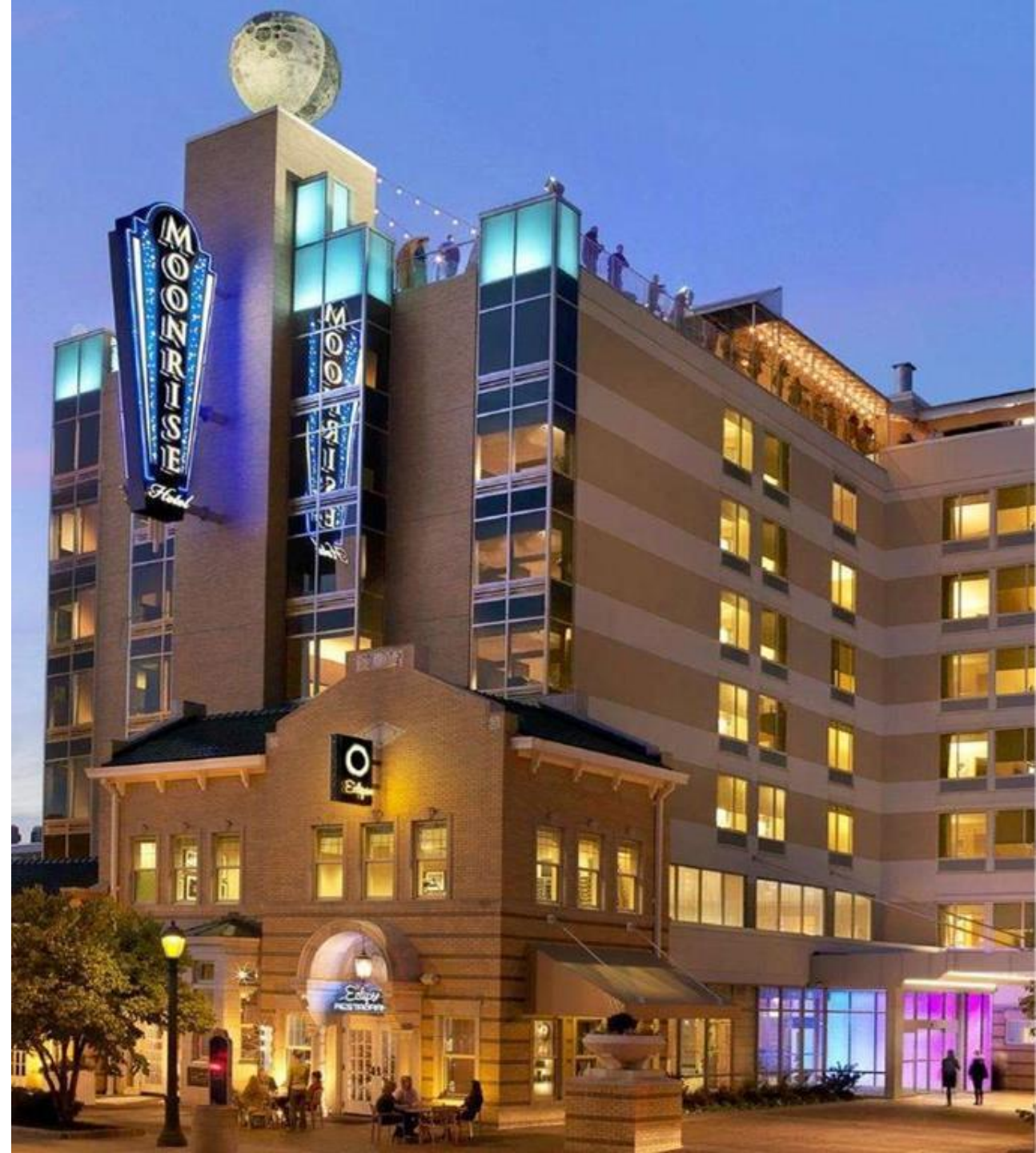
CRS | CRM | RMS

MOONRISE *Hotel*[®]

Moonrise Hotel

Moonrise Hotel in St. Louis is unique in nearly every way possible. A fully independent hotel, it boasts modern aesthetics and quirky sophistication, all lunar-themed, and capped off by a giant moon structure that sits atop the building's exterior.

SUCCESS STORY



CHALLENGES

Despite all its distinct characteristics, Moonrise is dealing with the same post pandemic trials many of its peer hotels are experiencing. It's finally welcoming transient guests again, while its leadership is starting over from scratch.

Lacking Revenue Insight

GM Jake Wescott needed a revenue system that would react automatically to changes in demand and push rates dynamically to the PMS and CRS without human oversight. The hotel has recently had little need for a sales team, marketing team or revenue management department.

Lacking Efficiency

The technology systems at Moonrise need to be highly user friendly and time-efficient, due to the lean staff at the property. Automation and simplified reporting is especially necessary.

Challenging Labor Market

Limited housekeeping staff meant Moonrise had to put some rooms out of order, which affected occupancy, because they relied on rate to drive RevPAR and profitability. But with no revenue management team, they weren't able to react to shifts in demand fast enough.

SOLUTIONS & RESULTS

When Moonrise Hotel GM Jake Wescott caught wind that SHR provided outsourced revenue management services in addition to the Wave RMS platform, he thought it might just be the right fit.

Deploy an RMS

Moonrise implemented SHR's Wave RMS in May 2021 and contracted with SHR's services team to oversee a more innovative and agile revenue strategy. The system is constantly monitoring reservations and adjusting accordingly.

Outsource Revenue Strategy

SHR's services team has pushed Moonrise to take a closer look at its distribution mix and drive more business to direct channels. The hotel is moving away from static-rate wholesalers and driving guests to channels where it can be more dynamic with rates.

Results Are In

Wave allows Moonrise to be much more precise with its pricing strategy. The hotel has also become more strategic and dynamic with room-type pricing; each room type is yielded based on occupancy and demand for that style of room. Reporting has become simpler, too.