

5 SIGNS YOUR PROPERTY'S PMS IS IN THE STONE AGES

The success of your park greatly depends on how well your Park Management System (PMS) functions in today's modern world. You need cutting-edge technology, convenient flexibility, reliable support and tools that will attract customers and keep them coming back. If your current PMS is not keeping up with the times, it could be affecting your property's success. Here's a list to help you evaluate your software to ensure that you're not in the stone ages.





1 MOBILE FRIENDLINESS IS M.I.A.

With more than two-thirds of digital media time spent on smart phones and tablets*, mobile clearly leads the pack when it comes to online platforms.

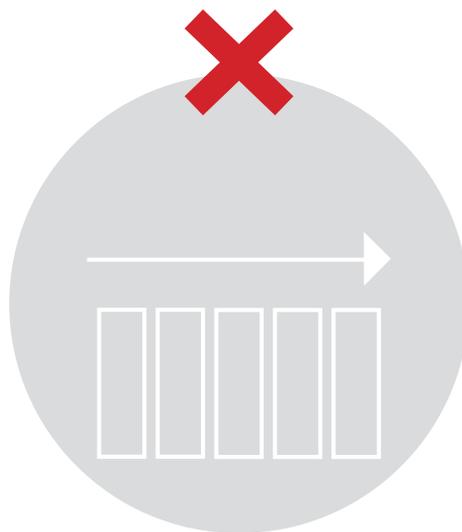
The reason? People are on the go more than ever before and they need a digital platform that can keep up. That's why it's so important for busy property managers like you to have a PMS that's mobile friendly, giving you the freedom to manage reservations, billings, vacancies, reports and more from any mobile device, anywhere and anytime. This is the path to success – don't miss it.

**Source: Comscore.com*



2 FLAT PRICING IS ALL YOU'VE GOT

Campgrounds and parks are just like any other accommodation business – there are slow seasons and busy seasons. The smart way to maximize your revenue is to pay attention to these trends and adjust your rates accordingly. In other words, reconsider your current “flat price” route. Dynamic pricing gives you the freedom to automatically increase rates during high-occupancy seasons and lower them during seasons when you need an occupancy boost. It’s a strategy that works and can be simple to implement.



3 MISSING SITE MAPS

In the past, guests simply booked reservations by dates and hoped for the best when it came to site locations. But today's customers are savvier and expect to have more control with their choices. Thanks to Interactive Site Map technology, they can – and looking into this great tool is crucial to your customers' satisfaction.

Essentially, you're offering them an interactive map visual where they can select specific sites near recreation, playgrounds, showers or whatever amenity is most important to them.

It's an unbeatable feature that can benefit your bookings and ultimately enhance your bottom line.



4 MONEY IS WASTED ON CHANNEL MANAGERS

Most parks have a love-hate relationship with third-party booking channels. Managers love that they can reach more customers but they hate the time it takes to manage all of them. That's when third-party channel managers often step in, adding more costs to your bottom line. But here's a secret — if you had the right PMS system, you wouldn't need them. The right system allows you to set all of your rates and rules, then click the mouse (or tap your screen), and every linked channel updates automatically. It's kind of like magic, only smarter.



5 SUPPORT IS HIT OR MISS

It doesn't matter if you're in the midst of the busy season or a slow period, dependable support for your Property Management System is always a priority. Unfortunately, too many "support" teams have you playing the waiting game: you submit a help ticket and then spend the next few hours (or days) hoping for a call back. Quite simply, that's not acceptable.

To keep a property thriving, responsive support, 24 hours a day / 7 days a week is critical — and thankfully, it does exist.

Support that actually supports — that's true peace of mind.



Get on the path to smarter management

If these 5 significant issues are holding you back then consider your easiest solution – upgrading to RMS. Call or email today to learn more about these features and schedule your free demo.

858-427-1200

RMSNorthAmerica.com

