



New Orleans Boutique Hotels

Case Study

Three independent boutique hotels located in New Orleans:

The Queen & Crescent, 196 guest rooms, 5,000 square feet of meeting space in seven rooms.

The Royal St. Charles, 143 guest rooms, 4,500 square feet of meeting space in five rooms.

The Garden District, 132 guest rooms, 2,100 square feet of meeting space in 3 rooms.



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Sales and Catering Staff :

Director of Sales
Senior Sales Manager
Sales Manager
(2) Sales Coordinators
Conference Manager
Catering Sales Manager



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Sales and Catering Operations:

Function space assignments maintained in a calendar dairy, tentative in pencil and definite in ink.

Sales files maintained all information, contacts, sales call activity, contracts, correspondence, etc.

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Reporting :

- Manually developed excel spreadsheets,
- PMS generated actual pick up reports.
- Reporting revenue by sales person and total for Sales Team.



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Reviewed the cost of software for a sales and catering system.

The Goal :

- Improve the ability to produce documents
- Access information when on sales calls or at tradeshow
- Share information between the properties
- Maintain up to date contact information

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Goals Continued,

- Possible staff reduction – Cost.
- Geographic account information.
- Market Segment information.
- Meeting room usage data.
- Make Meeting changes, dates, rooms , etc.



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All of the systems we reviewed would have required an investment of \$40,000 and up. Each property would have an independent system or we could have chosen to have one central system, but the properties would not have access. To network the properties and the corporate office is possible but at a another major cost.



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After reviewing the specialized systems and our property management systems add on software programs, we decide to look for a possible ASP application. We looked at three products.



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Our Concerns:

- Not having the “server” in our control
- Access
- Reliability
- Future enhancements
- Security



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Concerns cont'd:

- Cost
- Shared Information
- Reporting capability
- Support



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We selected [Delphi.Net](#) by Newmarket International. With the reputation of Newmarket International with its Delphi products we were comfortable with the product's reliability and support. But we ended up with a great deal of capability than we had not expected.



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What has the ASP [Delphi.Net](#) model delivered?

1. We have reduced staff.
2. Increased Sales.
3. Secured Ownership credibility in our group focus with the ability to educate the owners with our reports.



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What has the ASP [Delphi.Net](#) model delivered?

1. Reduced administrative time by 40%
2. Corporate office and properties have real time view of meeting space availability.
3. Increased our ability to close business on the first call by 60%.
4. We can access at the client's office.

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Our estimated cost savings is **\$33,500** annually.

Our increased sales revenue in three months has been **\$58,000**.

Delphi.net costs **\$150.00** per month per user.

There has already been an update release at an additional cost of **\$0.00**.

Thank You

If you have questions or a copy of my notes after the session or conference please feel free to contact me.

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