



Revenue Management for Hire

SHR also provides an outsourced revenue management service for properties of any size, dedicated to finding revenue solutions that work for your specific situation.

Industry Experience

Our Revenue Management team has worked with almost every major brand, as well as independent hotels and resorts, and can provide strategy support for long-range forecasting, and budgeting, through renovations, re-brandings, and grand openings, no matter the economic climate.

Revenue Expertise

Our team boasts a meaningful list of certifications, including HSMAI's Certified Revenue Management Executive and Hotel Revenue Management Certified from eCornell, so you can be sure you are getting not only dedication but quality. We also know that the industry is always changing, so we make ongoing training and industry engagement a priority.

Intelligent Reporting

By working with your hotel's existing systems and compiling only the most relevant data, we can create adaptable reporting that is tailored to your needs, providing a clearer picture of your unique revenue strategy.

For more information, please visit www.shr.global or call (713) 333-9944.

EXPERIENCE THE DIFFERENCE



"SHR's customer service is, you're not a number."

—Wendy Norris,
Corp. Director of RM
and E-Commerce,
Valencia Group

Why SHR?

You work hard for your hotel. You want to make the right choices. But there are so many questions, so much confusion swirling around modern hospitality technology, it can leave you feeling lost. Just another customer—just another number.

At SHR, we get this. Which is why for almost 20 years, we've offered hoteliers the world over one of the most complete and highly-configurable distribution and booking engine platforms in the industry, plus some of the best support people you'll ever meet to back it up. This means that when you go with SHR, you're not just buying great software, you're buying a better experience. Period.

Committed to Your Success

As former hoteliers, many of our people have faced the same challenges you face every day. This fact, combined with the technical maturity of SHR, ensures that no matter which way you need to go, we can pivot with you and do what it takes to keep you competitive.

"Year over year with Windsurfer, we've gone up about 20% in direct bookings, and our occupancy rate has soared from 50% to 80% as well."

—Hatta Othman, Manager of Corporate Sales and E-Commerce, Izumi Hotel Bukit Bintang

"Without a real revenue manager, we would have chaos. There are too many channels, group rates, and relationships out there to manage on our own. With SHR, it's all under control."

—Tim Reed, General Manager, El Tropicano Riverwalk Hotel



*Keeping Hotels
Competitive.*

CRS Your Way

With two CRS platforms to serve your needs, SHR has you covered.

Windsurfer® CRS Essentials

Empowering Independent Hotels.

In the complex world of distribution, small and independent properties can find it hard to reach the same target markets as their larger counterparts. You need a solution that fits your style and budget, while still helping you meet your long and short-term business goals.

Why Windsurfer Essentials?



Easy Onboarding to help get you up and running quickly.



Major OTA Connections such as Expedia, Booking.com, and many others so you can sell on multiple channels.



Streamlined Management via an engaging, intuitive interface tailored to your leaner business profile to easily track availability, rates, and inventory.



Snapshot Style Reports for quick evaluations and accurate tracking of reservations, revenue, and occupancy.



Subscription Pricing Model to keep you free from fluctuating monthly transaction fees, allowing you better budgeting.

Windsurfer® CRS Enterprise

An Enhanced CRS Experience.

A newer version of our original Windsurfer, Enterprise brings a fresh look and feel geared toward hotel groups and chains that require a full-service CRS experience. This includes professional account management on different levels and in multiple languages, tailored to each hotel's needs.

Why Windsurfer Enterprise?

In addition to the features in Essentials, Enterprise offers many additional options, including:



Chain and Hotel Group Management Features to allow regional and corporate users to add and update information that appears across multiple properties, including rooms, rates, segmentation, and preferences.



Blended Rates so users can link rates to an existing rate code for blending purposes, reducing disappointing non-availability messages.



Multiple Elements for Hotels and Guests so guests can shop across dates and properties while maintaining one itinerary.



Registered Guest to create special rates for those guests who sign-in on the hotel booking engine, further customizing their booking experience.



GDS Connections for a powerful global travel audience by connecting to GDS like Amadeus, Sabre, and Travelport, greatly increasing your visibility to guests, helping to increase bookings.

Windsurfer® Booking Engine

Crafting the Hotel Shopping Experience.

The Windsurfer Booking Engine includes many optimized features for single property independents, multi-property groups, and large hotel brands, all geared to allow cross-selling as well as suggestive selling prompts.

Why Windsurfer Booking Engine?



A Shopping Cart Experience so guests feel at ease when shopping for a room as they add or edit items in their cart.



Call to Continue™ to allow a guest who has searched and added reservation information to their cart the option to call to continue by simply touching a number on their mobile device for the call agent to pick up and complete the booking.



Save for Later to let guests save a cart for later by entering an e-mail address.



Enhanced Add-On Features so guest items can be added in the cart view—even if the itinerary is multi-room and multi-property.



Mobile-Only Rates to give mobile bookers unique rate offers while they enjoy the ease of Windsurfer's smooth, no-hassle booking experience.



Upgrade Feature to promote to guests what room upgrades are available, encouraging guests to upgrade their room selections, ultimately helping your hotel capture greater revenues.

“With Windsurfer’s varied reporting, we can do things across the entire chain now very quickly, and still see each individual hotel. I make one change, and it’s done for all.”

—Chuck Valentino, VP of Operations, Vagabond Inn

“To say that Windsurfer has been instrumental in our confidence level is an understatement. Just looking at 2015 to 2016, we’ve seen bookings grow 23% YOY, and revenue grow 28% YOY.”

—Niki Gross, Managing Director, Whitney Peak Hotel

“With the Windsurfer booking engine, you can manipulate things easily and quickly, and change things rapidly back and forth. It’s this kind of easy marketing element that’s really huge for us.”

—Dave Welliver, GM, The Georgetown Inn