

STS CLOUD

Hospitality Ventures Management Group Continues on Path to Growth



The platform is exceptional!

KIM BROOKS-MARTIN, CORPORATE DIRECTOR OF SALES STRATEGY & DEVELOPMENT AT HVMG

Profiles in Success: Hospitality Ventures Management Group

What does it mean to set the hospitality industry standard of excellence? Look no further than [Hospitality Ventures Management Group](#). HVMG is led by a team of hospitality management and real estate experts who have successfully maximized results together for more than 15 years. With a fully integrated platform of hotel solutions ranging from third-party management to acquisitions, development, and project management, HVMG prides itself on being a key partner to an expansive portfolio of full-service hospitality brands, including Hyatt, Hilton, IHG, and Marriott.

HVMG's formula for growth & success is grounded in cultivating the industry's best talent, combined with a relentless commitment to their “Be Excellent” culture. Whether they are acting as a third-party manager, joint-venture partner, or just as an advisor, HVMG thrives on solving complex challenges with proven strategies that focus on maximizing value. HVMG is an entrepreneurial environment rooted in outstanding leadership, committed to providing hotel solutions with quality and integrity.

Over the years, a key part of HVMG's success has been its partnerships with hotel solutions that represent quality, integrity, and long-term value to their portfolio properties. To this effect, HVMG selected [STS Cloud](#) as their preferred sales and catering technology partner, migrating all hotels to STSR and, now, the STS Cloud platform. Currently, HVMG leverages STS Cloud and SalesandCatering.com's RFP form and Profit Sword application for their aggregator of property data.

“The platform is exceptional,” says Kim Brooks-Martin, Corporate Director of Sales Strategy and Development at HVMG. “When we began vetting prospective solutions, it became increasingly apparent that Salesandcatering.com's platforms offered the integration ease, accessibility, service quality, and comprehensive value that we needed to best serve our properties.”



HVMG + STS CLOUD

1. AFFORDABLE EXCELLENCE:

“The affordability of this technology is fantastic, in addition to the undeniable value of the product and service which has been extended to us by the Salesandcatering.com team. STS provides all of the necessary group/event booking components we need for enhanced sales management and easily interfaces to our company’s financial system platform, which is a huge bonus.”

2. MAINTAINING BRAND STANDARDS:

“STS Cloud has allowed us to manage multiple properties with ease via the reporting platform for individual hotels or a group portfolio. The ability to compare data, share information, and glean competitive insights has been an incredible advantage to HVMG. From a brand standard perspective, we can easily identify group business by lead source, commission information, etc., which helps in our business review and proactively manage all necessary compliance of brand standards and reporting across multiple properties.”

3. EASE OF MIGRATION:

“We formerly utilized SalesPro, which was later set to sunset. As a result, HVMG needed an immediate, affordable solution that could be easily implemented across over 13 hotels, requiring minimal training. The speed and ease of the transition through an experienced third-party vendor recommended by STS was incredible, and the installation and set-up of the platform could not have been easier. We experienced clear, concise, and supportive information throughout the process to ensure a successful transition. This experience prompted over 15 additional transitions to the STS platform for us in the following three years.”

4. ADAPTING AND THRIVING IN A CHANGED LANDSCAPE:

“In March of 2020, business in all but our beachside hotels suffered immediately as the global hospitality industry effectively came to a standstill. Even still, in May of 2020, HVMG successfully finalized a five property hotel acquisition intended to be stabilized and turned in 6 months for further sale. Since then, HVMG has continued to acquire eight more hotels. Despite the obvious challenges of the pandemic, our brand found great success in seeking and identifying those markets that were traveling and adjusting our service protocol, sales focus, and operational efficiency to what was currently happening versus what was waiting on the other side. To this effect, we have focused on forging our own path to the new normal.”

In the coming months, HVMG plans to learn and apply the critical insights gathered throughout the pandemic. From identifying what sustained our hotels, kept our associates whole to what differentiated our service and loyalty for our guests and all stakeholders over the last 15 months. “We know that solutions come from a careful blend of history, application, consistency, entrepreneurial thinking, and innovation. This, combined with our commitment to excellence in all we do - and of course our partnership with STS Cloud, will pave our way forward.