

# Hotel Online

News for the Hospitality Executive

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## Tristar Hotel Group Offering Revenue Management and Online tools for Struggling Hotels

**Ownership and management company develops online 'RM<sup>3</sup>' revenue management service and 'HMOonline.com' training and resources for any hotel looking to increase revenues, improve operational efficiencies, and enhance guest satisfaction**

Phoenix —  
December 4, 2009  
— Amidst  
today's economy,  
hiring a  
management  
company to assist



with hotel operations may not be a viable option for all owners. Therefore Tristar Hotel Group, a hotel management and ownership group based in Phoenix, is offering its 50 years of experience in operating full and limited service properties to struggling hoteliers via a new subscription based revenue management service, **RM<sup>3</sup>**. An online resource, **HMOonline.com**, also is provided that includes a wide array of tools and services that have been combined and are delivered over the Internet at a fraction of the cost charged by typical management companies.

“The release of **RM<sup>3</sup>** and **HMOonline** marks a significant milestone in our efforts to provide all hotels with cost-effective, user friendly online management tools,” said Ken Edwards, managing partner of Tristar Hotel Group. “These solutions supply hoteliers with the competitive tools they need to increase revenue and improve property operations and guest retention. Trials of **RM<sup>3</sup>** and HMOonline have proven to increase occupancy, revenue, and guests’ satisfaction scores, while also improving the bottom line.

“With **RM<sup>3</sup>**, hotels will benefit from Tristar’s proven years of revenue management expertise via a cost-effective alternative to higher priced solutions,” he said. “Since its launch, **RM<sup>3</sup>** already is proving to increase revenues by at least 15 percent at hotels across the country who have subscribed to the service.”

- **RM<sup>3</sup>** provides real-time weekly reports of competitive set rate data with near/long-term visibility.
- Hands-on support and analysis assistance is offered through **RM<sup>3</sup>** with private recommendations on how best to generate additional

revenue.

- Monthly third-party Internet reporting identifies hotel ranking and customer review scores from various Internet sites.
- **RM<sup>3</sup>** offers easy access to online training resources focusing on how to use, analyze and develop strategies to increase revenues.

**HMOnline.com** is an online toolset, which includes detailed, interactive training for all hotel positions, a resource library of customized forms designed to provide quick access to a host of affordable operational and revenue management tools, plus access to Tristar's coveted consulting services. The site is ideal for properties of all sizes, from independently owned limited service hotels to five-star resorts, that are looking for single-property reports or consolidated reports for a multi-property environment.

- **HMOnline** includes easy to use tools, from checklists to online training for every staff position.
- Online forms in the Resource Library cover every activity in the hotel.
- All documents are totally customizable and can include each property's logo and information.
- Analytical reporting and the complete **RM<sup>3</sup>** services are included in this package. Accessing this site decreases a property's storage needs and reduces IT costs by offering the platform for storing, printing and updating forms.

"Today more than ever before, hotels need help with sales and marketing and revenue management," Edwards said. "This includes having access to rate reporting, training, and counseling sessions to review STAR reports with properties, as well as third-party Internet site placement and guest reviews. Based on immediate findings, we believe this comprehensive online service – especially when bundled with our consulting expertise – will provide measurable value to all owners."

For more information on either **RM<sup>3</sup>** or **HMOnline.com**, call directly at (602) 357-4756, or visit the website at [www.hmonline.com](http://www.hmonline.com).

### **About Tristar**

Tristar Hotel Group boasts 50+ years of hotel experience, operating both Full and Limited Service properties. Tristar currently manages more than 2,000 employees and their Hotels generate more than \$100 million USD annually in revenue.

Tristar currently operates hotels across the United States, with a number of hotels in development, and is a preferred vendor as a Hotel Management Company with InterContinental Hotel Group, Carlson Hospitality, Best Western, Choice Hotels, Hilton Corporation, Wyndham, and Independent Hotels.

Tristar Hotel Group is both an Owner and a Hotel Operator. They understand the concept of increasing the valuation of a Hotel by developing sales, which in-turn creates Net Operating Income. Tristar is a Sales & Marketing oriented Hotel Management Company that has

strengths in cost controls and employee development. Once the physical plant is improved, in conjunction with a concentration of direct sales effort, employees are trained to the highest standard to ensure that new and old business continues to repeat month after month. It is the experience and dedication of Tristar to the Hotel Industry that breeds success at all of their Hotels.

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