



A Unified Platform for Seamless Hospitality Management

A groundbreaking platform for hotels, resorts, and gaming providers to elevate hospitality management and deliver innovative guest experiences.

A woman with long brown hair is lying on a wicker lounge chair with blue cushions, smiling and looking up. She is wearing a white top. The background shows a tropical setting with palm trees and a wooden pergola.

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With growing demand for experiential and personalized travel, the hospitality industry must innovate to inspire and delight guests in new ways. But that's difficult to do when business and customer data is siloed across multiple systems.

The shift to “beyond room bookings” requires a modern tech stack and simplified processes for increased flexibility and guest-centricity. Enter iStay – a unified platform for best-in-class hospitality management and guest engagement.

iStay drives greater business agility and insights by connecting core, mission-critical systems seamlessly, including sales, finance, operations, and loyalty. With holistic visibility across the organization, hospitality players can finally unlock unprecedented opportunities to impress guests, empower staff, and grow.

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Whether opting for individual modules or a unified platform, iStay stands ready to elevate your business and guest experience to new heights.



Benefits of a unified, cloud-native platform

- Full interoperability** • Seamless, same-logic systems & data synchronization
- Smarter strategic planning** • Accurate, holistic view of critical business operations
- Personalization** • Data-driven insights maximize conversion & guest satisfaction
- Profitability** • Complete inventory, revenue, channel, & touchpoint control
- Accelerated adoption** • An intuitive and consistent UI reduces training costs
- Innovation** • Extensive and Open APIs empower staff & partners
- Flexibility** • Fast SaaS deployment & modular implementation
- Technology simplification** • Increased efficiency & security, lower TCO
- Performance** • 100% uptime, no scheduled maintenance interruptions
- Futureproofing** • Platform scalability & continuous R&D investment

Central Reservation System (CRS)

The industry's fastest, most flexible, and intuitive CRS drives unprecedented revenue and distribution performance.

Capture record bookings by offering much more than rooms with attribute-based selling and an unlimited inventory model that can include shows, events, tours, rentals, golf, retail, and more.

Optimize pricing and yield in real-time with advanced in-line revenue management, either independently or with an incumbent revenue management system.

Build rate plans rapidly and enable highly targeted promotions with an intuitive yet powerful rules engine comprising 120+ configurable options that drive record conversion and revenues.

Increase group business with self-service workflows and extensive built-in functionality.

Enrich third-party distribution through centrally managed content, including rich content and descriptions.

Obtain instant performance visibility on any device with comprehensive analytics and intuitive dashboards, including competitor rates.



Property Management System (PMS)

The world's most advanced cloud-native PMS simplifies the software required to run hospitality businesses.



For premium hotels, resorts, and gaming organizations

We offer the first PMS, built from the ground up to enable properties to market and sell complete travel experiences, not just rooms. Achieve unprecedented guest engagement and grow share of wallet with on-property events, shows, retail, and services, resulting in record-breaking revenues.

For budget hotels in the economy segment

Achieve record yield by adjusting prices in real-time throughout the day with in-line revenue management. Boost conversion rates by pricing the core room product competitively, then upsell attributes and services during the booking process.

- **Boost employee productivity** with a simple and intuitive design available on any device. One login to run your entire hotel day-to-day.
- **Reduce training, boost employee morale, and free up time** to focus on delighting guests with easy-to-use software.
- **Enable guests and staff to communicate** in any language at each property or worldwide with real-time translation and messaging.
- **Capture guest profiles and track rewards** with integrated loyalty management. Enhance guest satisfaction and raise guest lifetime value.
- **Streamline housekeeping, guest management, and back-office operations** with highly configurable and gamified workflows, instant alerts, and real-time reporting and analytics.
- **Leverage Open APIs** to integrate seamlessly across mission-critical systems. Enjoy unprecedented peace of mind with 100% uptime and no maintenance interruptions.

Inline Revenue Management System (iRMS)

The industry's first in-line RMS that optimizes rates automatically and continuously throughout the day for any product, not just rooms.



Enable instant price adjustments to complete inventory 24/7.

Adjust pricing and availability automatically and in real time based on occupancy, seasonal trends, forecasts, booking pace, and competitive data.

Maximize TrevPAR and yield across channels through automated demand forecasts, availability, and comprehensive direct and intermediated distribution capabilities.

Deploy personalized revenue management strategies easily with a highly configurable business rules engine and automated workflows.

Make data-driven decisions with clear and intuitive dashboards.

Distribution

A highly scalable, cloud-native distribution platform enabling comprehensive, real-time connectivity between hotels, resorts, and gaming providers with travel sellers.

Expand sales channels by deploying, managing, and optimizing intermediated distribution strategies for core and ancillary products.

Integrate seamlessly with CRSs, PMSs, and RMSs for multiple properties and sales channels.

Maximize TrevPAR by managing content strategies dynamically across channels.

Simplify travel seller partnership management through a central platform.

Manage real-time demand through intuitive interfaces and user-centric dashboards.

Ensure commercial compliance and parity through a unified content platform.

Internet Booking Engine & Packaging

A revolutionary omnichannel retail solution that transforms how hotels, resorts, and gaming providers package, sell, manage, and service their guest experiences.

Optimize direct channel traffic acquisition and marketing spend by boosting conversion and increasing shopping cart value through a highly configurable and flexible booking engine.

Design shopping flows from the ground up, integrating upsell and cross-sell opportunities throughout, and test and learn from performance analytics.

Integrate owned and third-party ancillary products through Open APIs.

Package offers dynamically with flexible business rules and real-time analytics.

Personalize guest offers through historical, profile, and intent data.

Influence shopping behavior and optimize conversion through A/B testing.



Call Center

A cloud-native and data-driven call center booking system that integrates seamlessly with a property's CRS, CRM, and loyalty systems for increased conversion and a consistent guest experience across sales channels.

Accelerate the booking process and increase agent productivity with customizable workflows.

Boost booking, upsell, and cross-sell conversion through business and customer intelligence.

Deliver a consistent customer experience across booking channels. **Enable flexible customer servicing** through desktop or mobile devices.

Streamline operations with seamless front-, mid-, and back-office integration.

Loyalty

A highly configurable, cloud-based loyalty and customer engagement platform that redefines loyalty programs for the modern guest.

Manage multiple B2B and B2C loyalty programs from a single platform and accelerate go-to-market.

Drive value and relevance by segmenting benefits and rewards by audience, region, property, or brand.

Expand offering and increase cross-sell and upsell opportunities through Open APIs that enable seamless partner integration.

Leverage data for deeper guest engagement and increased conversion.

Launch and manage highly segmented and personalized campaigns.

Safeguard your business with advanced fraud prevention and control.

Analytics

An AI-driven business intelligence platform that converts market, customer, sales, channel, and operational data into instant value and insights for revenue and efficiency gains.

Increase revenue and yield with actionable, cross-channel insights.

Monitor distribution channel partner effectiveness and strategy alignment.

Manage real-time inventory availability against live search demand.

Boost conversion and inventory management with real-time search and booking data.

Optimize operations and reduce costs with transaction-level operational and error data.

Learn from multivariate (A/B) testing and experimentation.

Aggregate historical and real-time data from a single property or across the portfolio.

Simplify data visualization with intuitive and highly configurable user-centric dashboards.



Redefining the Future of Travel through Technology Innovation

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