



**Increased Revenue with Room
Upgrades at The Surfer Beach Hotel**

A Boutique Beach-Side Hotel in San Diego

Located in sunny California, the Surfer Beach Hotel provides breathtaking views of the Pacific Ocean, which is only steps away from the property. With many restaurants, bars, and shops located a short walk away from the hotel, the Surfer Beach Hotel is situated in an ideal location for guests looking to experience a relaxing getaway. Focusing on customer service, guests can expect a warm welcome each and every time they visit the Surfer Beach Hotel. With standard rooms, spacious suites, as well as stunning ocean views, the Surfer Beach Hotel is the perfect spot for a San Diego vacation.



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-Umit Corut, General Manager

Intuitive and Easy to Use Check-In Flow

With the seamless check-in process built into the Jonas Chorum property management system, the Surfer Beach Hotel is able to offer guests the ability to upgrade their room to one of their nicer ocean view suites with ease. “The check-in upgrade flow with Jonas Chorum is very easy and intuitive to use,” stated Umit Corut, General Manager at the Surfer Beach Hotel. “The process has become second nature for the front desk, and by offering commission to staff members who upsell a room and increase guest satisfaction, we have seen a real increase in revenue during check-in.” With about \$11,000.00 in upgrade revenue on 300 room upgrades already in the books, the Surfer Beach Hotel is on track to make over \$22,000.00 in incremental revenue annually, simply by upselling a guest at check-in using Jonas Chorum. With roughly 75% of guests accepting the room upgrade, the Surfer Beach Hotel is happy to have Jonas Chorum in place. As Umit stated, “With many guests opting to upgrade their room, combined with the easy-to-use nature of the check-in functionality with Jonas Chorum, we have essentially been able to cover the cost of the software, while allowing us to focus on enhancing guest satisfaction and maximizing revenue.”

Increased Guest Satisfaction and Positive Feedback

By having Jonas Chorum setup to easily allow room upgrades at a click of a button, the Surfer Beach Hotel has not only been able to increase revenue, they have also seen an improvement in overall guest satisfaction. “Most people who stay at our hotel do so because of the proximity to the beach and the ocean views from our property,” stated Umit. “Having said that, the Chorum property management software allows us to quickly and seamlessly upgrade guests checking in without making them stand around the lobby waiting, which has really had an impact on the feedback we have received from our guests.” In addition, by setting up the special request code for room upgrades during the initial implementation, the Surfer Beach Hotel is able to track and report on how many upgrades they are doing on a monthly basis by leveraging the built-in reporting capabilities within Jonas Chorum. Since they do incentivize the front desk staff for upgrading guests, the ability to report on this information is crucial. As Umit stated, “With Chorum, we can easily run reports on which staff member is performing the most upgrades, and in turn, we are able to follow up with each guest to ensure their stay was satisfactory and the upgrade was beneficial.”

About Jonas Chorum

Jonas Chorum is a suite of streamlined, intuitive and flexible property management software solutions, designed to provide hotels with everything they need to operate more efficiently and cost effectively, all while delivering a personalized guest experience. Product offerings include Chorum PMS, Chorum CRS, Chorum Mobile, and Chorum Sync. The cloud-based platform features a lineup of high-tech applications and user-friendly features, making it a superior software solution for independent hotels, chain hotels and hotel management companies.



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