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Mid-Continent Hospitality:

Achieving Operational Excellence with Actabl's ProfitSword and Hotel Effectiveness



Phillip Casteel
CFO of
Mid-Continent Hospitality



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Company with a Proven Record of Excellence



Mid-Continent Hospitality, headquartered in Lewisville, Texas, manages 23 hotels under the Marriott, Hilton, and IHG brands, totaling 2526 keys.

The company has a long-standing reputation for excellence in hospitality, and its commitment to operational efficiency led to the adoption of Actabl's ProfitSword in 2021 and Hotel Effectiveness (HE) in 2023.

PROPERTIES OPERATED IN U.S.

HOTEL BRANDS IN THE PORTFOLIO

2526

TOTAL NUMBER OF KEYS
ASSOCIATED WITH PROPERTIES





















The Challenge

Before adding Actabl to their operations portfolio, Mid-Continent's financial reporting and labor management processes were manual and fragmented, which often led to inefficiencies and errors. General Managers were calculating key performance metrics manually, which resulted in inconsistent labor standards and reporting processes across properties.

Manual Process

Financial reporting and labor management relied on manual data entry, resulting in inefficiencies and frequent errors.

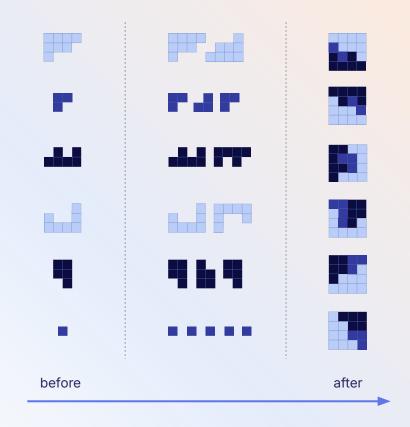
Fragmented Data Systems

Each property was using disparate systems that didn't integrate well, resulting in a fragmented view of operations and hindering the ability to make informed decisions in real-time.

Inconsistent Labor Standards

General Managers (GMs) calculated labor metrics manually, which drove to inconsistencies and inefficiencies across properties.

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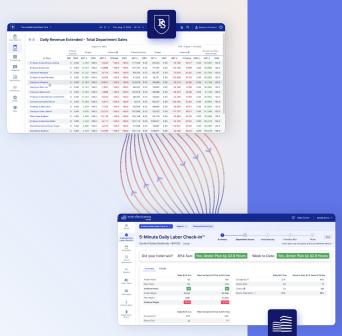
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The Solution

TWO-WAY INTEGRATION ProfitSword + Hotel Effectiveness

In response to these challenges, Mid-Continent implemented two solutions provided by Actabl technology:

- → ProfitSword: The industry leader in centralized financial reporting, replaced multiple manual processes, seamlessly integrated disparate systems, and introduced advanced forecasting capabilities.
 - Streamlined financial reporting enabled Mid-Continent's accounting team to focus on strategic tasks rather than data entry.
 - ♦ It also gave the leadership team a 360-degree view of financial operations with a single source of automated truth across all properties.
- → Hotel Effectiveness (HE): Another leading technology, providing real-time labor management insights, which enabled Mid-Continent GMs to make data-driven decisions and improved accountability across the organization.
 - This tool revolutionized labor management at Mid-Continent by providing real-time insights into labor costs, occupancy rates, and payroll efficiency. It enabled GMs to make data-driven decisions and fostered a culture of accountability across the organization.



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The Solution

AUTOMATED, CENTRALIZED LABOR & BUSINESS INTELLIGENCE

With features like income journal and forecasting & budgeting, Mid-Continent enjoys:



An accurate, automatic view of pertinent financial data with a standardized system of record



Quick access to important metrics to ensure alignment across portfolio of locations



Increased visibility across senior leadership teams to streamline budgeting efficiencies.

Daily Statics					PTD - January 1.17, 2023			
Total Room Revenue	January 17, 2023				Primary Forecast			
Mira Hospitality Group	Stat	Rate	AMT	%REV	Stat	Rate	AMT	%REV
Autumn Bliss Resort	29	143.67	4,167	60.0	505	149.76	75,628	68.1
Century Inn Express	67	89.56	6,001	99.3	785	78.36	61,515	98.7
Edgewater Resort	71	120.63	8,565	92.3	1,375	112.64	154,882	94.4
Fairhaven Inn	69	105.06	7,249	99.1	1,277	109.93	140,384	96.9
Golden Hotel	59	128.98	7,610	88.6	618	120.69	74,586	89.9
Hampshire Inn	96	126.33	12,128	95.7	996	106.57	106,148	94.4
	63	108.84	6,857	89.1	980	103.80		88.4



ProfitSword has significantly improved our efficiency and accuracy in reporting."

Phillip Casteel
CFO of Mid-Continent Hospitality



The Solution

REAL-TIME TRACKING OF OCCUPANCY RATES, LABOR USAGE & PAYROLL EFFICIENCY

With Hotel Effectiveness, Mid-Continent can accurately track labor hours and rates, enabling automated reporting for managers to:

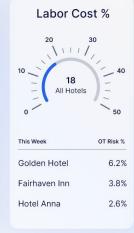
- → Compare hotels in a portfolio or hotel departments side-by-side to see your full Labor usage
- See where opportunities for improvement have surfaced
- → Identify where to invest dollars that can maximize ROI

Labor Snapshot

All Hotels -









The Results

POWERFUL OPERATIONAL ALIGNMENT TO INCREASE SAVINGS

These two technologies provide Mid-Continent a real-time view of labor costs, occupancy rates and payroll efficiencies.

\$350,000+ SAVED IN LABOR COSTS

Within 5 months of using Hotel Effectiveness, Mid-Continent reduced labor costs in the rooms department versus the prior year while increasing room occupied by 5,000 year-over-year.

PROJECTED ANNUAL SAVINGS OF \$600,000-\$700,000

The ongoing use of Actabl's tools continues to drive financial savings across Mid-Continent's organizations.

ENHANCED TEAM ALIGNMENT

Enhanced Team Alignment: The consistent data provided by Actabl's tools has improved team alignment, leading to better decision-making and operational efficiency.



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Phillip Casteel
CFO of Mid-Continent Hospitality



The Results

ACTIONABLE INSIGHTS
INFORMING DATA-DRIVEN DECISIONS





Actabl's support has been exceptional. They don't just sell a product; they provide real, personalized assistance.

Phillip Casteel
CFO of Mid-Continent Hospitality



Mid-Continent's collaboration with Actabl has been marked by strong, personalized support. Unlike other software providers, Actabl has ensured that the implementation process was smooth and that the Mid-Continent team received timely assistance whenever needed. Utilizing Actabl, Mid-Continent saw:

- → Decreased Labor Costs,
- Increased Accountability,
- → Strategic Business Growth, and
- → Operational Efficiencies

ROI in Time and Money By automating and integrating key processes, Mid-Continent has not only saved significant amounts of money but has also freed up time for the team to focus on strategic priorities. The ROI is evident in the improved operational efficiency and substantial financial savings.

100% MID-CONTINENT PORTFOLIO WITH ACTABL:



23

PROPERTIES USING
HOTEL EFFECTIVENESS + PROFITSWORD



2526

KEYS IN MCH PORTFOLIO

ARE YOU EVALUATING YOUR **HOTEL'S TECHNOLOGY?**

LET US HELP YOU GET STARTED.

Actabl's integrated solutions include:

- **ProfitSword** business intelligence technology
- **Hotel Effectiveness** complete labor optimization
- **Alice** hotel operations management platform
- **Transcendent** asset management and CapEx •

We look forward to speaking with you,



REQUEST A DEMO







