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# Mid-Continent Hospitality: Achieving Operational Excellence with Actabl's ProfitSword and Hotel Effectiveness



**Phillip Casteel**  
CFO of  
Mid-Continent Hospitality



# 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.

**23**

PROPERTIES  
OPERATED IN U.S.

**3**

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.



# 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.

**ProfitSword** interface showing a table of Daily Revenue Extended - Total Department Sales for August 15, 2023. The table lists various departments and their financial performance metrics.

Department	Budget	Actual	Variance	Budget	Actual	Variance
Food & Beverage	1,000.00	1,000.00	0.00	1,000.00	1,000.00	0.00
Rooms	1,000.00	1,000.00	0.00	1,000.00	1,000.00	0.00
Laundry	1,000.00	1,000.00	0.00	1,000.00	1,000.00	0.00

**Hotel Effectiveness (HE)** interface showing a 5-Minute Daily Labor Check-In summary for 8/14 Sun. The interface displays key metrics and a detailed breakdown of labor costs.

Metric	Value
Total Hours	1,000.00
Total Cost	1,000.00
Total Payroll	1,000.00

# 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

#### Total Room Revenue

PTD - January 1, 2023

Mira Hospitality Group	January 17, 2023				Primary Forecast			
	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
Happy Mornings Hotel	63	108.84	6,857	89.1	980	103.80	101,726	88.4
Hotel Anna	20	133.85	2,677	97.0	251	108.72	27,290	95.9
Hotel Motel	67	108.41	9,432	92.9	1,314	96.15	128,268	91.2

“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.



“

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.”

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



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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](#)



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profitsword



hotel effectiveness



alice



transcendent