Marina Reservation Website Launched By DigitalRez

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DigitalRez is a digital reservations system provider with offices across the world. They opened their doors in 1993 and have since provided over 4,000 clients with reservation systems for the hospitality industry. Always keen to improve their services, they are now proud to announce that they have launched their marina reservation software website. This software comes with a range of modules and features designed explicitly for marinas. Full details are available at https://marina.rezexpert.com/.

"We are a company dedicated to customer service in the development, provision and servicing of the business technology requirements for the marina industry," explains Kevin Hall from DigitalRez. "With software solutions specifically designed to be fully integrated, easy to use and extremely reliable, we can cater to marinas of all types and sizes. Learn more about our software through our new website or contact us to request a demo."

DigitalRez offers the RezExpert system to allow hospitality businesses to manage reservations. This is a Java based property management system with the most advanced features available to date. It includes a grid interface that is incredibly easy to use and yet very powerful and can completely eliminate the need for the old fashioned use of the calendar. The system makes it possible to switch between different properties, showcasing the entire inventory in each cell. Kevin Hall explains: "Simply switch to the individual unit view for

a specific listing so you can see each unit in the property. Managing reservations couldn't be easier."

The new marina reservation system features a number of important modules. These include automated emails and point of sale (POS), as well as meters. It also comes with a branded app, which is one of the features that so many DigitalRez clients have come to love. Kevin Hall says: "Mobile apps are a must for every modern business. Vying for much sought after real-estate on a guest's phone cannot be underestimated. If you can incentivize a traveler enough to download your resort app then you have an uninterrupted marketing channel to that guest. Travelers are entrusting you to provide them with pertinent information and value, confirming that your business is an important app on their phone."

The mobile app, which is called eGuestConnect, is a branded app that each DigitalRez client will have access to. According to DigitalRez, it is a far more affordable solution than having a custom app designed. It includes advanced features, such as resort specific information, special coupons, geotargeting, and more. It is perfect for all types of guests, new and returning, and it enables the marina to stay in touch with guests all throughout. They can even offer competitions, deals, and other incentives.

Other modules included in the marina management system includes mapping, batch printing, document management, and credit card processing. Furthermore, it offers analytics, GL mapping, events, and data mining. "We have a powerful financial/analytics module," continues Kevin Hall. "Compare year on year, monthly or any desired date range. Know if your business is growing or shrinking based on past and present performance. View any delinquent accounts instantly, drill down into historical information and cross reference with any notes or tasks detailed in the CRM module. The unique RezExpert dynamic reporting panels allow managers to drill down and export data to csv, for easy manipulation in other products."

Other included features are auto optimization, membership management, a maintenance module, dynamic pace reporting, automated billing, employee end of shift, and inventory management. The CRM features are also highly advanced, and so with the night audit and security setup. Kevin Hall says: "Please visit our website to take a look at all the modules and features that are included with the marina reservation system. We have an easy to use Contact Us feature on the website as well, through which you can request for a demo."

One of the things that sets DigitalRez apart is that they offer rolling monthly contracts, which makes them more accessible to businesses of all sizes. They have committed themselves to being affordable yet technologically advanced, something that their customers have appreciated for over 20 years. Kevin Hall says: "The simple monthly fee also includes software support and maintenance. Additional modules are also available for the more complex businesses that need more features."

DigitalRez is always looking for ways to further improve the work that they do and the services that they

provide their clients. Hence, they have recently added a feature that focuses particularly on mobile optimization. This ensures that clients' websites can be accessed by customers on the go as well. Additionally, DigitalRez is considering adding further websites for specific verticals within the hospitality industry.

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DigitalRez

With offices in Canada, Barbados and Australia, DigitalRez has been supplying software, support and systems to the worldwide accommodation, camping and charter industries since 1993

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