

## Kiawah Island Golf Resort Achieves Its Record Bookings by Innovating Their Online Reservations

### Executive Summary

The luxurious Kiawah Island Golf Resort offers unforgettable experiences for its guests. The demand for their villa properties grew rapidly over the last few decades, yet their online reservations were impeded by the limitations of their existing booking system. The team identified this as an opportunity to leverage an interactive online reservations technology to better manage guest demand, and to increase bookings. Kiawah Island Golf Resort selected Agilysys rGuest® Book to help grow online reservations. Since deployment, the team has achieved outstanding results.

» More than **3X Bookings** Increase Inside 30 days

» Bookings Revenue for the **Next 90 Days**

Watch the  
Kiawah Island Golf Resort  
Story



“ This is just the beginning. We expect to see even more bookings as we approach our busiest periods during summer months.

Guests want to see pics of the exact location and room they are booking. Agilysys rGuest Book makes it possible, and it's a lot more user friendly than the previous online reservations tool. ”

Mark McKellar, Director of Revenue

### Challenges

For more than 30 years, the demand for their exquisite villas and amenities continued to grow, outpacing the capabilities of the resort's existing online bookings capabilities. Unable to reserve one of their more than 500 villas and 2700 guest rooms via the website, guests were required to call resort staff for property details and to make a booking. Dissatisfied with this situation, the leadership at Kiawah Island Golf Resort began looking for online reservation tools to address this challenge.



Kiawah Island  
C L U B



## The Solution

The leadership team selected Agilysys rGuest® Book to replace the incumbent solution. rGuest® Book allows Kiawah to deliver greater convenience for prospective and returning guests with an appealing presentation of all the villa choices and amenities available.

The team also looked at other solutions as part of their selection process, even considering a custom solution that would provide everything they need. There simply weren't other solutions with the comprehensive feature and PMS integration capabilities available like rGuest® Book.

Real-time villa and room availability makes it easier for the leadership team to understand their current availability and to boost the overall value of their properties by promoting every single room.

“ The Agilysys Team members were not only a joy, but they also got us into deployment inside 3 weeks. They were so accommodating, always available to us and making every effort to solve our challenges at every step.

With over 500 properties and 2700 rooms, being able to see the room features, amenities and appearance is going to make a positive difference in continuing to increase our bookings. ”

—Missy Wurthmann, General Manager, Villa Resort



## The Results

- ✓ The rGuest® Book solution was deployed throughout the resort's properties. Within the first **90 days of deployment**, Kiawah Island Golf Resort grew bookings **nearly 4X** more than the resort's anticipated bookings.
- ✓ Guests enjoy the **convenience** of a digital booking solution that answers questions about a specific property's activities, amenities, dining, entertainment and other options, all through an **interactive interface**

## About Kiawah

Where unspoiled nature sets the stage for gracious luxury living, Kiawah Island Golf Resort provides the finest comforts of home whether guests are looking for golf getaways or family vacations. Lavish accommodations, amenities and a variety of entertainment options amid a beautiful natural environment make Kiawah an unforgettable destination.

### ABOUT AGILYSYS

Agilysys has been a leader in hospitality software for more than 40 years, delivering innovative guest-centric technology solutions for gaming, hotels, resorts and cruise, corporate foodservice management, restaurants, universities, stadia and healthcare. Agilysys offers the most comprehensive software solutions in the industry, including point-of-sale (POS), property management (PMS), inventory and procurement, payments, and related applications, to manage the entire guest journey. Agilysys is known for its leadership in hospitality, its broad product offerings and its customer-centric service. Some of the largest hospitality companies around the world use Agilysys solutions to help improve guest loyalty, drive revenue growth and increase operational efficiencies. Agilysys operates across North America, Europe, Asia-Pacific, and India with headquarters located in Alpharetta, GA. For more information visit [Agilysys.com](http://Agilysys.com).

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