SalesAndCatering.com
STS Cloud - ProposalPath







A Collection of Case Studies:

How Hotels Win More Groups, Streamline Events, and Exceed Planner Expectations

CONTENTS

INTRO	1
CASE STUDY: MANAGEMENT COMPANY	2
CASE STUDY: INDEPENDENT HOTEL	7
CASE STUDY: REVENUE & PERFORMANCE SPECIALIST	10
CASE STUDY: BRANDED HOTEL	14
CASE STUDY: LARGE ASSET PORTFOLIO	18
CASE STUDY: GOLF RESORT & CLUB	22
COMPETITIVE ADVANTAGE	26

INTRODUCTION

Hospitality has always been a people-first business. The memories that stay with us are moments of connection, discovery, inspiration that are created by people delivering exceptional experiences.

Yet behind every remarkable guest moment lies an operational engine that must work flawlessly. To deliver memorable experiences at scale, hospitality leaders must embrace technology that elevates not replaces the human touch. No where is this more critical than in hotel sales and catering, where outdated systems and legacy workflows still burden many teams with hours of manual work.

Every minute spent chasing scattered leads, re-entering data, or building proposals from scratch is time taken away from building relationships and closing high-value group business. Meanwhile, guest and planner expectations have never been higher. Speed matters. Personalization matters. Efficiency matters.

Across the industry, from iconic brands to independent boutiques, golf resorts to multi-property portfolios, leaders are recognizing the high cost of fragmented tools and the competitive advantage of streamlined, connected sales technology.

Driving more group business is not just about volume. It's about removing bottlenecks, empowering teams with automation, and ensuring every qualified lead receives a personalized, timely, and professional response.

This is where SalesAndCatering.com makes an impact.

Sales teams are at their best when they're connecting with planners and showcasing what makes their property unforgettable, not when they're stuck rebuilding proposals, chasing down signatures, or piecing together reports.

That's why STS Cloud, ProposalPath, Data Intelligence, E-Signature, and the full suite of integrated modules from SalesAndCatering.com lift the operational weight off the team, automate the tasks no one has time for, and bring every part of the sales journey into one seamless workflow.

The following case studies highlight clients that were able to create efficiency, increase performance levels and win more high value business to secure a competitive advantage in their market.



Case Study Property Type:

MANAGEMENT COMPANY

CASE STUDY: MANAGEMENT COMPANY

ARK Hospitality

ARK Hospitality is a Dallas-based hotel development and management company partnered with 43 North American hotels, both branded and independent. Known for its portfolio-wide approach and commitment to proven systems and standardized, tech-forward operations, ARK is a benchmark for operational excellence.

THE CHALLENGE

Before partnering with SalesAndCatering.com, ARK Hospitality's growing portfolio faced frustrations with fragmented systems, inconsistent reporting, and staffing/budget constraints post-pandemic. They needed to centralize and streamline all sales and catering operations for greater control, automation, and actionable business intelligence.

THE SOLUTION & RESULTS

Implementing STS Cloud across all properties delivered immediate and measurable results. Standardization replaced inconsistency, automation cut manual work by up to 40%, and team collaboration improved significantly. Leadership gained unified, real-time portfolio analytics—transforming decision-making across their business. The system proved to be 3–5x more affordable than alternatives, with ROI achieved in under six months.



PRODUCTS USED:
STS Cloud



HQ:
Dallas, Texas



COMPANY TYPE:
Management Company



PROPERTIES:
43

STAND-OUT HIGHLIGHTS

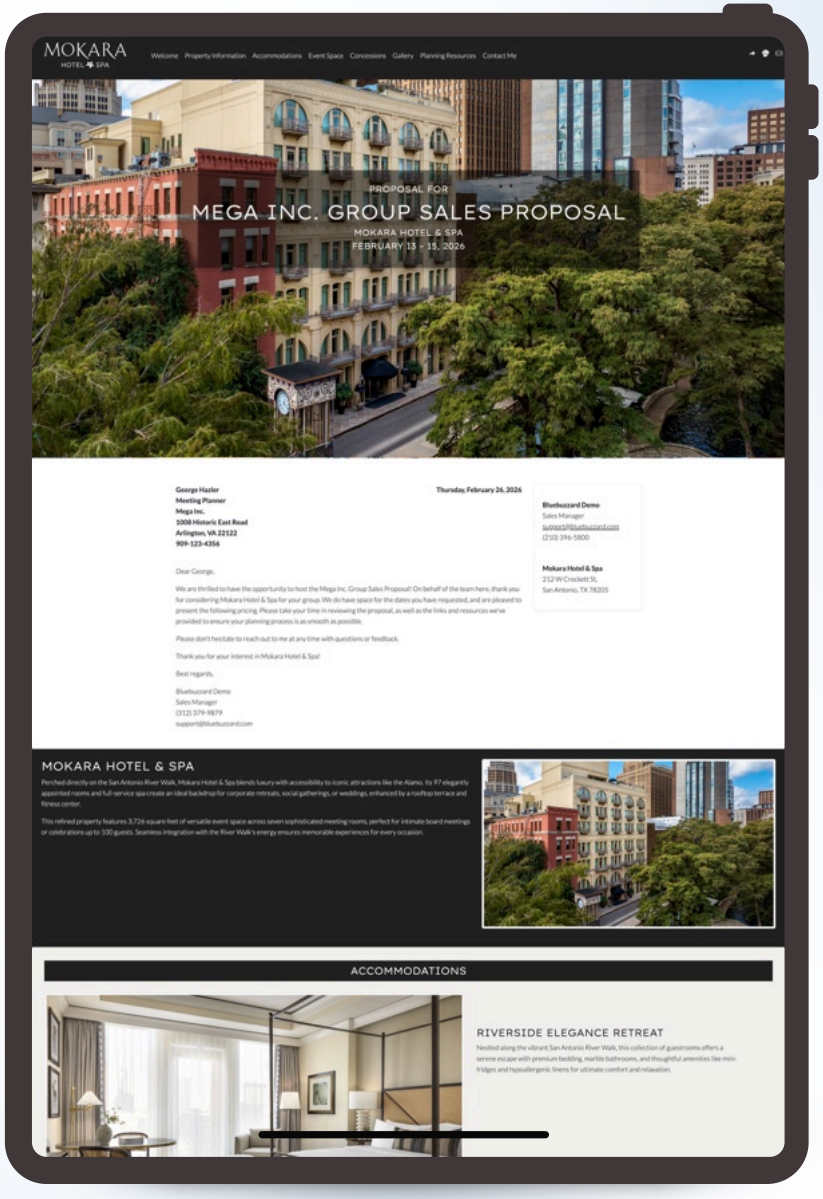
- Centralized sales processes across **43 properties**
- Portfolio-wide automation & unified reporting
- Strong efficiency gains and leadership oversight
- Fast ROI and meaningful cost savings



STS Cloud by SalesAndCatering.com empowers our sales teams with unprecedented mobility, while providing leadership with consistent, real-time analytics across all properties. What truly sets STS Cloud apart is how it delivers enterprise-level functionality at a price point that makes financial sense in today's challenging economic environment. The automation features have allowed us to redistribute team resources toward high-value guest interactions rather than administrative tasks.

– **Heather Condeluci**, VP of Commercial Sales, ARK Hospitality Group





STAND-OUT HIGHLIGHTS

Create engaging and effective proposals for the variety of industries and market segments you serve.

Professionally Designed

Our design staff will work with you to build a custom proposal that wins business.

Mobile Friendly

Desktop or mobile? Our digital sales proposals look beautiful on any device.

Detailed Analytics

Organize, track, and report on your team's outbound sales effort.

All Your Sales Collateral In One Place

Your catering menus, A/V pricing, fact sheets, and other sales collateral are securing hosted and easily hosted and easily sharable.

Videos & Site Tours

Quickly add personalized video messages or build custom narrated tours.



Case Study Property Type:

INDEPENDENT BOUTIQUE HOTEL

CASE STUDY: INDEPENDENT BOUTIQUE HOTEL

The Iron Horse Hotel

The Iron Horse Hotel, an award-winning independent boutique in Milwaukee, is known for its distinctive guest experience and strong sense of place.

THE CHALLENGE

Their sales & catering system couldn't keep up with the growing demand for faster responses, seamless event management, and consistent proposal/contract delivery.

THE SOLUTION & RESULTS

Following a smooth transition from the Ivvy system to SalesAndCatering.com's STS Cloud, ProposalPath, and e-Signature, the team saw immediate efficiency gains. Automation significantly reduced administrative burden, onboarding was fast and intuitive, and response times improved dramatically—allowing staff to focus on personalized service that enhances group business conversion.



PRODUCTS USED:
STS Cloud, ProposalPath, e-Signature



HQ:
Milwaukee, Wisconsin



COMPANY TYPE:
Independent Boutique Hotel



PROPERTIES:
1

STAND-OUT HIGHLIGHTS

- Automation that frees staff for high-value interactions
- Purpose-built tools that support boutique hotel needs
- No-cost PMS integration



Implementing STS Cloud and ProposalPath by SalesAndCatering.com has been a game-changer for our team. The tools have made it easier than ever to manage group sales efficiently and respond quickly to client needs.

– **Andrew Shirk**, Senior Sales Manager, The Iron Horse Hotel





Case Study Property Type:

REVENUE & PERFORMANCE OPTIMIZATION SPECIALIST

ELEVAT3

ELEVAT3 is a performance-focused hotel services company supporting both branded and independent properties.

THE CHALLENGE

They needed a unified sales solution that could work seamlessly across in-house, hybrid, and fully virtual sales operations.

THE SOLUTION & RESULTS

By standardizing on STS Cloud and adding in enhanced Data Intelligence and online RFP Lead forms, ELEVAT3 boosted conversions through automation, enhanced reporting, and more efficient lead capture. Teams were able to redirect time from administrative tasks to meaningful client engagement—while owners benefited from greater visibility and performance consistency across properties.

PRODUCTS USED:
STS Cloud, Data Intelligence, RFP Lead Form

HQ:
Dallas, Texas

COMPANY TYPE:
Revenue & Performance Optimization

PROPERTIES:
Multiple

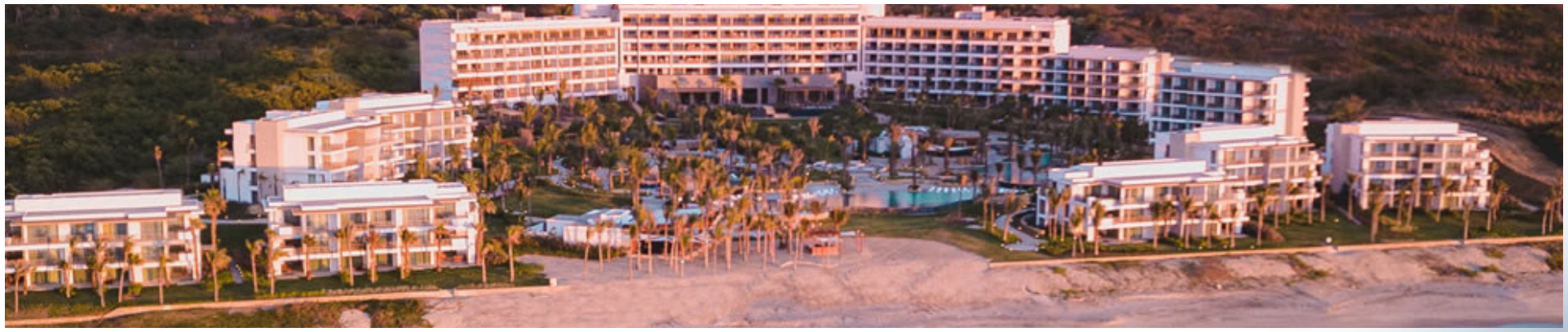
STAND-OUT HIGHLIGHTS

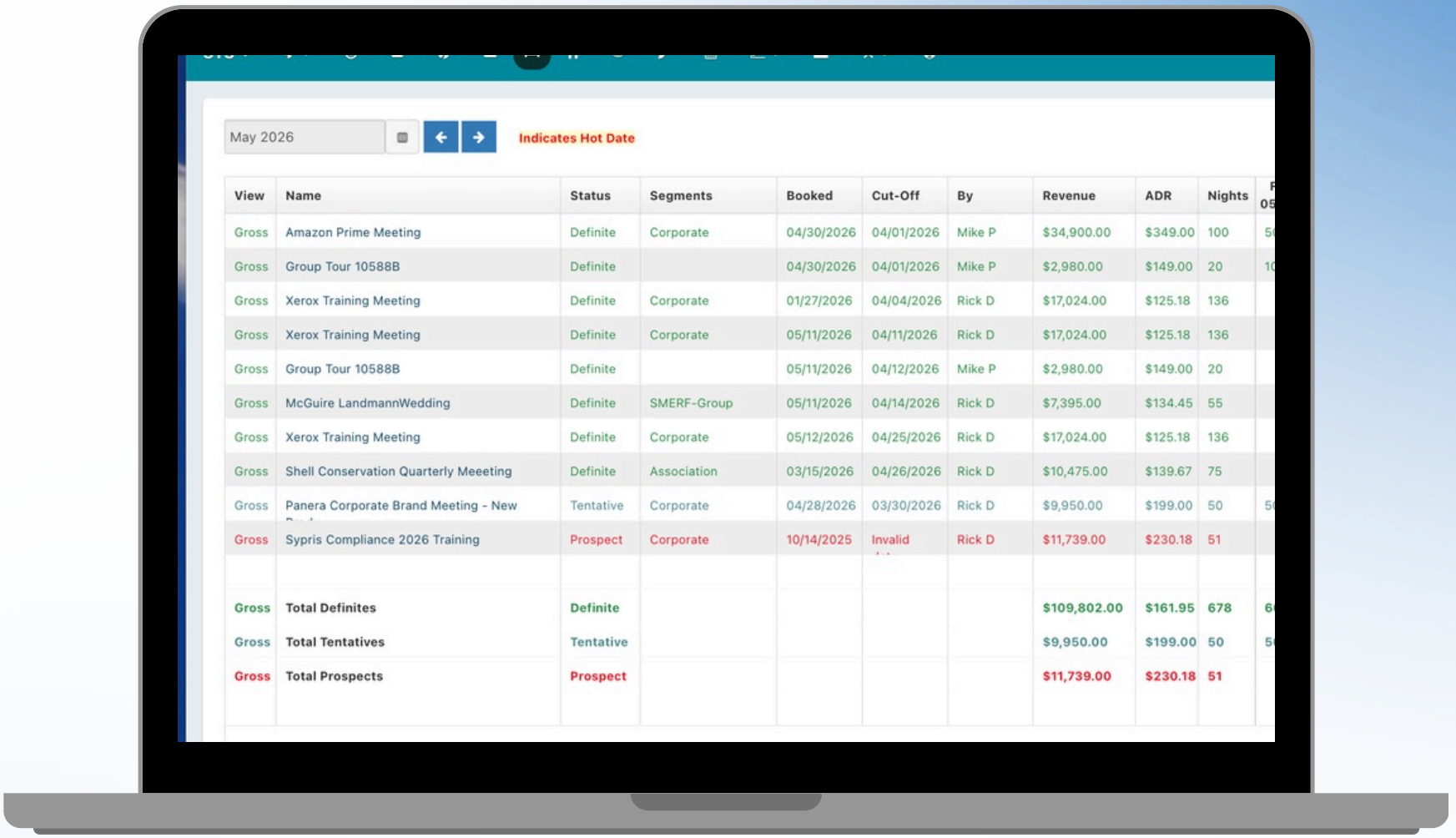
- Scalability for branded and independent properties
- Strong support for virtual and hybrid sales models
- Real-time reporting that drives performance



STS Cloud is exactly what our teams needed. Real-time insights and enhanced organizational tools have not only saved us time but also improved communication across departments, leading to stronger client relationships and increased revenue... helps us scale smarter and close faster—while also being cost-effective for our owners.

– **Beth Barris**, EVP of Sales & Marketing, ELEVAT3





View	Name	Status	Segments	Booked	Cut-Off	By	Revenue	ADR	Nights
Gross	Amazon Prime Meeting	Definite	Corporate	04/30/2026	04/01/2026	Mike P	$34,900.00	$349.00	100
Gross	Group Tour 10588B	Definite		04/30/2026	04/01/2026	Mike P	$2,980.00	$149.00	20
Gross	Xerox Training Meeting	Definite	Corporate	01/27/2026	04/04/2026	Rick D	$17,024.00	$125.18	136
Gross	Xerox Training Meeting	Definite	Corporate	05/11/2026	04/11/2026	Rick D	$17,024.00	$125.18	136
Gross	Group Tour 10588B	Definite		05/11/2026	04/12/2026	Mike P	$2,980.00	$149.00	20
Gross	McGuire LandmannWedding	Definite	SMERF-Group	05/11/2026	04/14/2026	Rick D	$7,395.00	$134.45	55
Gross	Xerox Training Meeting	Definite	Corporate	05/12/2026	04/25/2026	Rick D	$17,024.00	$125.18	136
Gross	Shell Conservation Quarterly Meeeting	Definite	Association	03/15/2026	04/26/2026	Rick D	$10,475.00	$139.67	75
Gross	Panera Corporate Brand Meeting - New	Tentative	Corporate	04/28/2026	03/30/2026	Rick D	$9,950.00	$199.00	50
Gross	Sypris Compliance 2026 Training	Prospect	Corporate	10/14/2025	Invalid	Rick D	$11,739.00	$230.18	51
Gross	**Total Definites**	**Definite**					**$109,802.00**	**$161.95**	**678**
Gross	**Total Tentatives**	Tentative					$9,950.00	$199.00	50
Gross	**Total Prospects**	**Prospect**					**$11,739.00**	**$230.18**	**51**



Case Study Property Type:

BRANDED HOTEL PORTFOLIO

CASE STUDY: BRANDED HOTEL PORTFOLIO

Champion Hotels

Champion Hotels, headquartered in Oklahoma, is the largest privately-owned hotel operator in the United States, with over 40 years of experience in the hospitality sector. Managing over 150 properties nationwide, Champion Hotels operates a mix of luxury full-service and limited-service hotels, consistently delivering exceptional guest experiences across its portfolio.

THE CHALLENGE

Their challenge: unify group sales processes, improve visibility, and empower property teams with modern automation.

THE SOLUTION & RESULTS

Standardizing on STS Cloud and adding in Data Intelligence and online RFP Lead Forms allowed Champion Hotels to dramatically increase staff productivity and conversion rates. Automation reduced repetitive work, analytics facilitated smarter, faster decisions, and properties without dedicated sales teams benefited from portfolio-level support.



PRODUCTS USED:
STS Cloud, Data Intelligence, RFP Lead Form



HQ:
Oklahoma City, Oklahoma



COMPANY TYPE:
Branded Hotel Operator



PROPERTIES:
150+

STAND-OUT HIGHLIGHTS

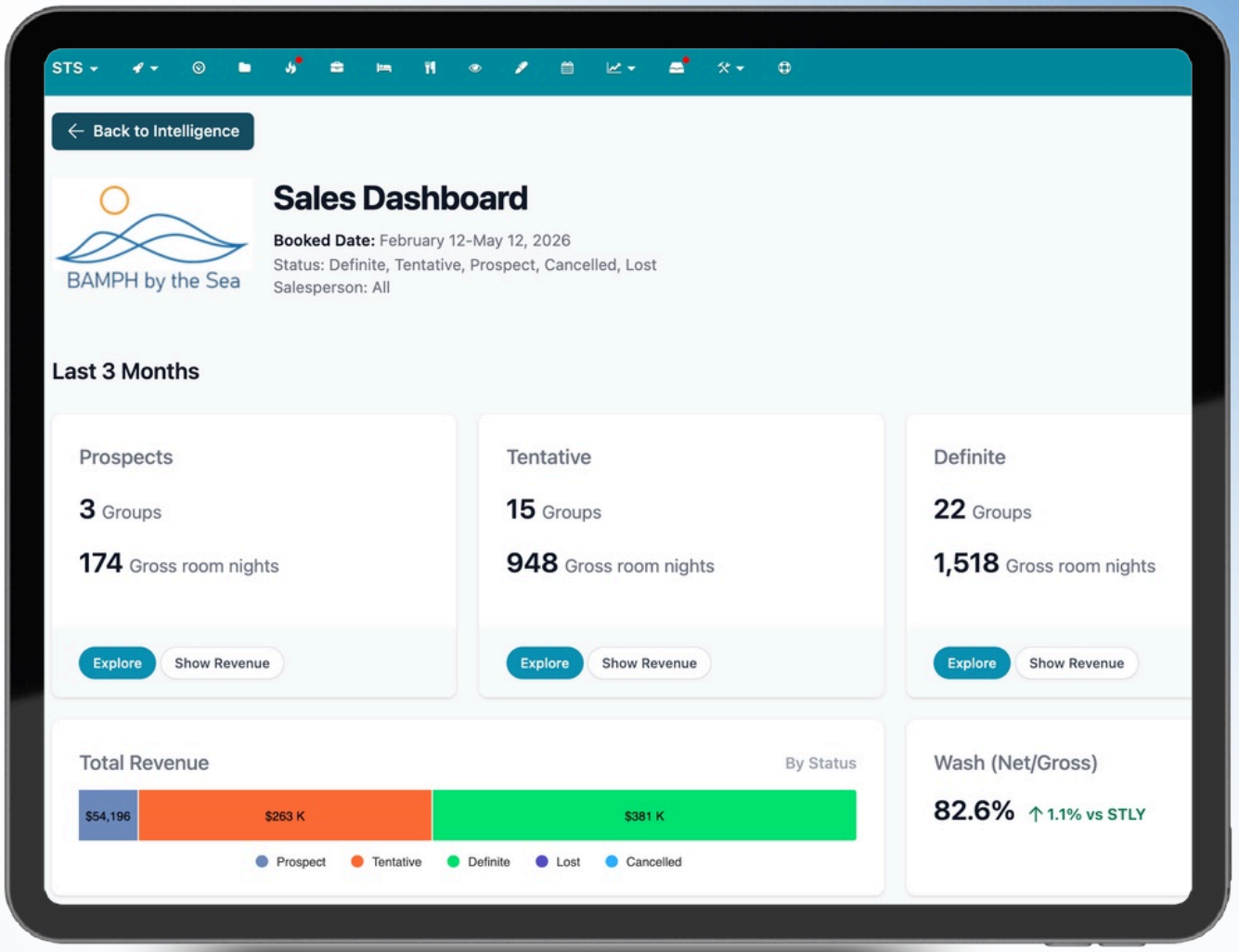
- Scalable solutions for large, diverse portfolios
- Robust virtual sales support
- Real-time performance visibility



STS Cloud stood out as the right choice for our growing portfolio because of its intuitive design, comprehensive reporting, and real-time accessibility across departments. We're confident this platform will not only streamline our group sales and catering operations, but also support better communication and faster decision-making across all 21 properties.

– **Mike Farney**, Area Director of Sales, Champion Hotels Management & Development




STS
Back to Intelligence
BAMPH by the Sea
Sales Dashboard
Booked Date: February 12-May 12, 2026
Status: Definite, Tentative, Prospect, Cancelled, Lost
Salesperson: All
Last 3 Months
Prospects
3 Groups
174 Gross room nights
Explore
Show Revenue
Tentative
15 Groups
948 Gross room nights
Explore
Show Revenue
Definite
22 Groups
1,518 Gross room nights
Explore
Show Revenue
Total Revenue
By Status
$54,196
$263 K
$381 K
Prospect
Tentative
Definite
Lost
Cancelled
Wash (Net/Gross)
82.6%
↑ 1.1% vs STLY



Case Study Property Type:

LARGE ASSET PORTFOLIO

CASE STUDY: LARGE ASSET PORTFOLIO

Sightline Hospitality / PM Hotel Group

Operator of a hotel management company based in San Francisco, California, oversees more than $8B in hotel assets nationwide. The company specializes in branded, soft-branded, independent hotels and boutique properties and offers services ranging from daily operations to building adaptive reuse projects.

THE CHALLENGE

They required a sophisticated analytics solution to highlight pipeline opportunities, track KPIs, and support data-driven sales optimization across a complex portfolio.

THE SOLUTION & RESULTS

Integrating the Data Intelligence Suite along with STS Cloud and ProposalPath gave Sightline the visibility and insight required to accelerate revenue performance. Property and corporate teams used visual dashboards to identify trends, adjust strategy, and continually refine their sales approach.



PRODUCTS USED:
STS Cloud, Data Intelligence, ProposalPath



HQ:
Chevy Chase, Maryland



COMPANY TYPE:
Large Asset Portfolio Operator



PROPERTIES:
Multiple

STAND-OUT HIGHLIGHTS

- Enterprise-grade analytics for multi-property operators
- Consistent outperformance of sales forecasts
- Elevated strategic insight at every level



By harnessing the power of data, we can unlock valuable insights that can drive strategic decision-making and improve business outcomes — ultimately leading to increased efficiency, revenue, and profitability for our clients.

– **Ryan Toro**, Vice President of Sales, Sightline Hospitality



STAND-OUT HIGHLIGHTS

Create engaging and effective proposals for the variety of industries and market segments you serve.





Case Study Property Type:

GOLF RESORT & CLUB OPERATIONS

CASE STUDY: GOLF RESORT & CLUB OPERATIONS

Troon®

Troon®, the world's largest third-party manager of golf and club operations, manages hundreds of facilities globally and is recognized for exceptional guest and member experiences.

THE CHALLENGE

Their proposal and contracting processes were manual, slow, and inconsistent—far from the premium standard their brand represents.

THE SOLUTION & RESULTS

With ProposalPath deployed across the network, Troon's teams now build, send, and manage proposals and agreements in a polished, mobile-optimized format aligned with each property's brand identity. E-signatures eliminate print-scan cycles, accelerate close times, while engagement analytics help teams prioritize and act on leads more strategically.

PRODUCTS USED:
ProposalPath

HQ:
Scottsdale, Arizona

COMPANY TYPE:
Golf Resort & Club Management

PROPERTIES:
950+

STAND-OUT HIGHLIGHTS

- Faster close from proposal to contract to signature
- Better pipeline management with actionable insights
- Brand consistency across hundreds of locations
- A single, easy workflow for teams and clients



The days of sending golf tournaments, catering, membership agreements, and the like via email, and having them printed, signed, scanned, and then emailed back are finally over. ProposalPath allows our facilities to seamlessly create and send proposals and agreements, and collect e-signatures with unparalleled efficiency.

– **Kris Strauss**, Executive Vice President of Global Sales & Marketing, Troon



YOUR COMPETITIVE ADVANTAGE

Response time matters.

Eliminating inefficiency to ensure leads receive personalized, professional responses in minutes, not days, create a necessary competitive advantage.

Performance insight matters.

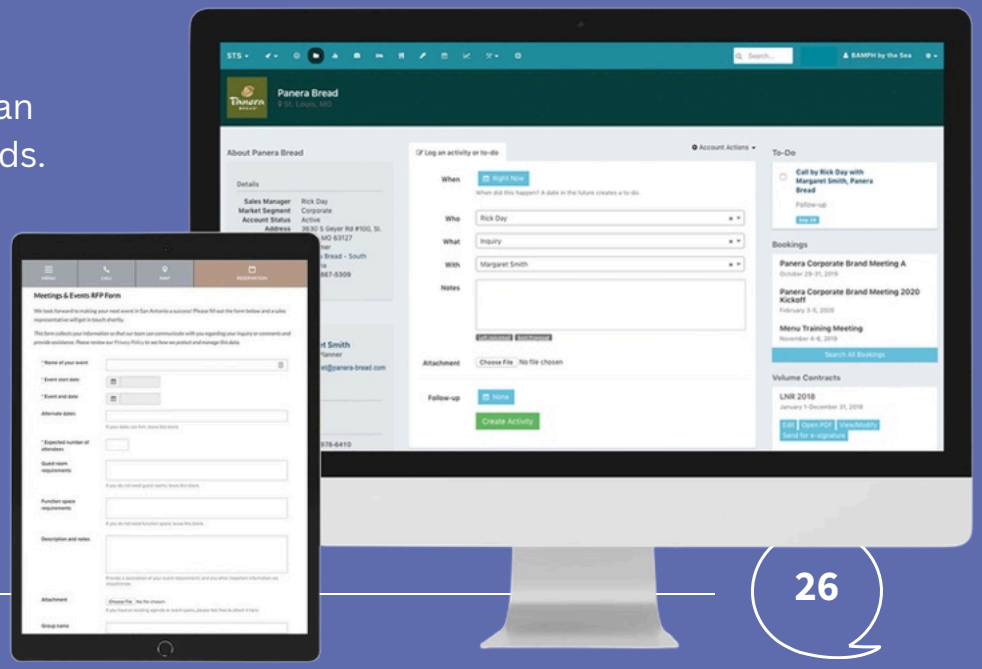
Data is no longer a report at month-end; it’s a real-time advantage that empowers better decisions every day.

Consistency matters.

Every proposal, menu, contract, and floor plan should reflect a brand’s identity and standards.

ROI matters.

Across every segment of hospitality—one theme is clear: modern technology must deliver ROI.





All types of companies specializing in hospitality have partnered with SalesAndCatering.com to reimagine their entire group sales journey, from digital discovery to proposal creation, contracting, event planning, and reporting.

The results are measurable: higher conversion rates, more productive teams, stronger planner satisfaction, and new revenue opportunities unlocked at scale.

Over the last 3 decades, and thousands of properties later, we've seen every type of hospitality operation create success stories for their customers and sales teams.

The success stories are endless. These are just a few - and the next ones are already underway.

SalesAndCatering.com
STS Cloud - ProposalPath

SalesAndCatering.com's STS Cloud continues to innovate with powerful enhancements that make selling group business easier, faster, and more effective:

- ProposalPath digital proposals
- Custom RFP web forms
- Banquet & online menu management
- 3D floor plans & space visualization
- Secure e-signatures
- Portfolio-wide reporting and analytics with Data Intelligence

When these work together, every part of the sales process becomes connected and friction-free, giving your team more time to do what hospitality does best: build relationships and create unforgettable experiences.