

Elina PMS to distribute and support Outperform RMS in the UK

A strategic alliance has been formed between Elina PMS, a platform for accommodation providers with a property management system at its core and Outperform RMS, a cutting edge algorithm powered revenue management system with a price optimiser.

The relationship starts with the integration, which enables reservations data to be sent from Elina PMS to Outperform RMS for the customer, which in turn sends price recommendations back.

Outperform RMS is one of just a few tools in the world that brings together price optimising, rate shopping and revenue reporting into one place, using algorithms to harness past, current and future data from the accommodation, competitors, the marketplace, events and more to optimise revenue earned per room or apartment per day.

Duncan Chappell, Commercial Director at Elina PMS, shares:

“We have invested time and enthusiasm into this key future relationship. Price optimising is becoming increasingly popular and we are always seeking to add value and find tools that help customers save time or increase revenue. This is a core part of our 2018 strategy in building out the Elina platform.”

Elina PMS is owned by Vestibule Marketing Ltd and Outperform RMS is owned by Next Gen Opti Ltd.