

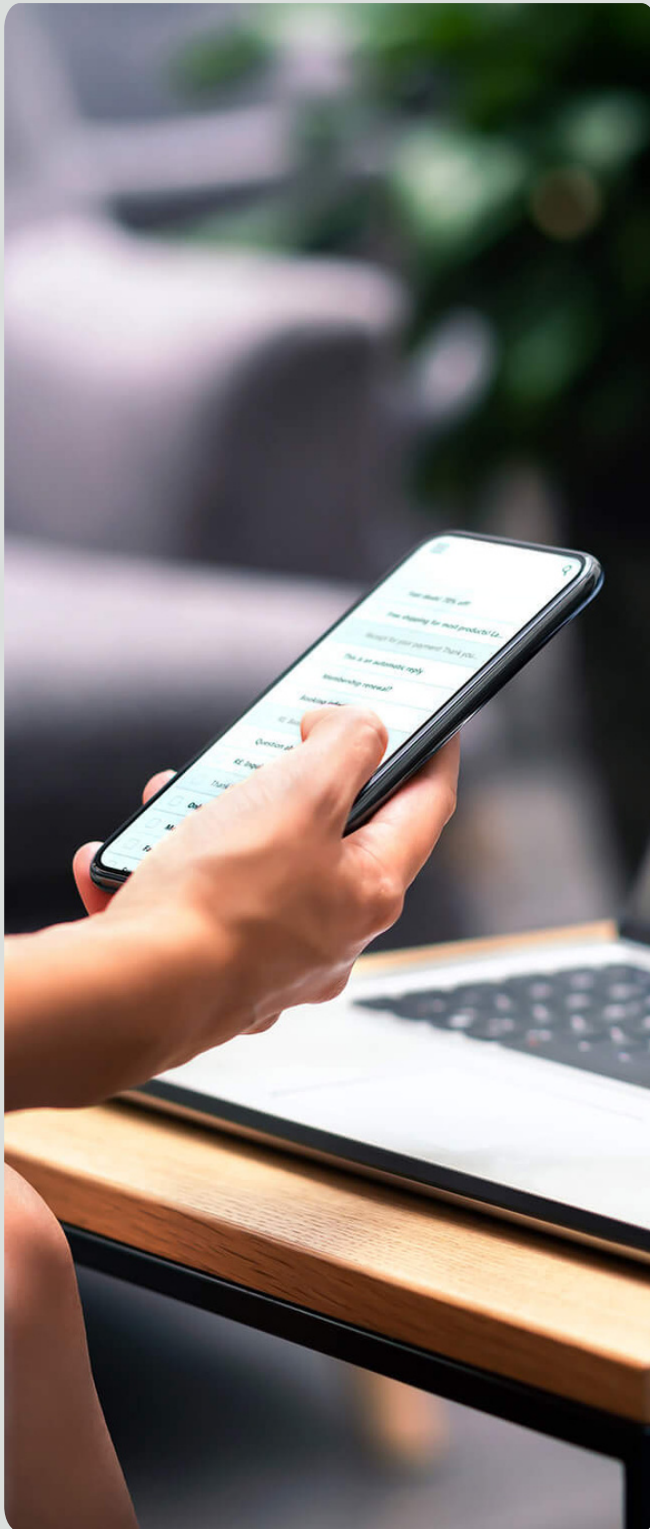
How a Small Coastal Motel Escaped Legacy Systems — and Doubled Revenue

Park Motel & Cabins

A Think Simplicity and Cloudbeds Case Study



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A CLASSIC MOTEL WITH A GROWING PROBLEM

Running a hotel should **not feel like fighting your own technology**. But for Clancy Fort at Park Motels & Cabins, it did.

Phones didn't always work. Systems didn't talk to each other. **Simple tasks took too long**. And when something broke, getting help meant waiting days — *sometimes weeks*.

Behind the scenes of this charming 1960s coastal motel, operations were stuck in the past. Communication failures quietly drove up labor costs, slowed reservations, and made it *harder for staff to do their jobs with confidence*.

To move forward without losing what made the property special, the owners needed more than *just* new hardware. Starting with systems that work together reliably, without adding complexity, staff stress, or risk.

This is how they did it.

WHAT MAKES PARK MOTEL & CABINS DIFFERENT

Park Motel & Cabins is a **retro coastal motel** originally built in 1965, located along the Oregon coast.

What began as a small, seven-room, mom-and-pop property has grown into a 15-room motel with five standalone cabins, spread across a forested, beach-adjacent property.

The owners intentionally preserved the motel's classic charm — pine-plank walls,

drive-up rooms, cabins with fire pits — creating what international travelers have described as the

“quintessential American motel experience.”

But behind the scenes, the systems running the business had not kept up.



WHAT WAS HOLDING THE MOTEL BACK

When the current owners took over, **almost everything was manual**. Reservations were tracked with paper calendars and handwritten notes. Pricing changes were slow and inconsistent. Housekeeping workflows lacked structure.

There was no modern PMS — and no reliable way for systems or staff to stay in sync.

Everything required extra time and workarounds:

- **Phone reservations often took 20 minutes**
- **Housekeeping workflows were unstructured**
- **Pricing adjustments relied on guesswork**
- **Staff time was consumed by manual fixes and workarounds**



On top of that, the motel was paying nearly \$1,000 per month for phone and TV services, **plus \$1,000 per technician visit** whenever something broke. Repairs took weeks.

For a small, independent property, these communication failures didn't just slow operations — they quietly increased labor costs, frustrated guests, and limited growth.



WHY THE OLD WAY COULDN'T CONTINUE

Labor was already the motel's biggest expense. Without automation, every inefficiency added pressure to a small team.

"If it takes half an hour to make a reservation, that turns into a lot of money real fast."

Broken phones affected guest communication. Manual processes slowed staff down. Rising costs limited growth.

Doing nothing was no longer an option.

To modernize the business without losing its charm, everything behind the scenes had to change — *without adding complexity.*

CHOOSING A SIMPLER WAY TO RUN THE MOTEL

Rather than stacking new tools on top of old problems, the owners made a clean break.

They rebuilt operations using systems designed for how independent hotels and motels *actually* operate.



WHY CLOUDBEDS

Cloudbeds was selected as the property's first modern PMS, providing:

- Faster reservations
- Automated housekeeping workflows
- Dynamic pricing tools
- Cloud-based reliability
- Strong integrations with other hotel systems



WHY THINK SIMPLICITY

The owners needed a service that was reliable and easy to use. Think Simplicity stood out for several reasons:

- Built *specifically* for hotel and motel operations
- Direct PMS integration with Cloudbeds
- No on-site servers to maintain
- Responsive support from hotel specialists

Together, Cloudbeds and Think Simplicity became the motel's operational backbone.

HOW THE TRANSITION ACTUALLY WORKED

Despite the property's mix of analog and IP wiring, **implementation was fast and smooth:**

- Think Simplicity's system was fully operational within three days
- Legacy wiring challenges were handled without disrupting guests
- Integrating with Cloudbeds was immediate and straightforward

"Just log in, click, and turn it on."

This integration unlocked a critical automation:

- When a guest checks-in, the room phone turns on
- When they check-out, it turns off automatically

"That's a big deal."

What had once been a daily, manual, and error-prone task disappeared overnight.



WHAT CHANGED AFTER THE SWITCH



The impact of the **Cloudbeds + Think Simplicity** integration was immediate and measurable.

Before:

- **20-minute reservations**
- **Five full-time** housekeepers
- Manual phone management
- **~\$1,000/month** telecom bills
- Frequent system failures
- Staff dependent on one “tech person” to fix problems



After:

- **5-minute reservations**
- **Two full-time** housekeepers
- Phones tied *directly* to check-in and check-out
- **~\$400/month savings** on phone service
- **Reliable systems** that just work
- **Confident staff**
- Responsive support team that understands each unique property

“I don’t have to think about it anymore.”

THE RESULTS THAT MADE THE DIFFERENCE

With communication no longer fragile or manual, the entire operation began moving faster — from reservations to housekeeping to guest experience.

- **Revenue doubled** over time through dynamic pricing and efficiency
- **~\$20,000 per year saved** through time and labor efficiencies
- **~\$400/month saved** on phone and telecom costs
- **60% reduction** in housekeeping staff, without sacrificing cleanliness
- **Eliminated \$1,000** technician visits
- Improved guest experience and consistency

Staff no longer depended on a single “tech-savvy” person to fix problems. Reservations moved faster. Housekeeping workflows became more predictable. And communication simply worked — without staff having to think about it.

Today, Park Motels & Cabins holds a strong **4.3 rating across more than 5,000 online reviews.**

“We’re known as one of the cleanest hotels in town.”





WHAT MATTERS MOST NOW

Today, the biggest win isn't a feature — **it's peace of mind.**

When something goes wrong, the motel knows they can reach a knowledgeable support team that understands hotel operations and can resolve issues quickly.

“Support takes over and gets it handled.”

Instead of fighting systems, the team focuses on guests, pricing, and running the business. For independent properties, this kind of *reliability changes everything.*

“Yes — I would recommend Think Simplicity. It's simple. When support is in the background, everything is easier. The system isn't hard to set up.”

- Clancy Fort, Owner, Park Motels & Cabins

A Retro Motel, Built for the Future



Park Motel & Cabins modernized so their systems could finally support how the property already operated.

By pairing Cloudbeds' cloud-based PMS with Think Simplicity's fully managed hotel communication service, **the motel gained clarity, control, and confidence** — *without adding complexity.*

Final Takeaway

If you're running an independent hotel or motel and you're still juggling *disconnected systems, manual workarounds, or unreliable phone service*, **this is what simplicity looks like:**

- Fewer headaches.
- Lower costs.
- Real, timely support.
- More time to focus on guests

Explore a Simpler Way to Run Your Property

See how a fully managed, hotel-built communication service can support your property — without on-site systems or hidden complexity.

Talk to a hotel communication specialist



Think Simplicity

Telephone

1.866.836.9198

Email

info@thinksimplicity.com

Website

www.thinksimplicity.com

Address

9990 Coconut Rd
Bonita Springs, FL 34135
USA