



Nimble Technology. Intelligent Service. Hospitality Expertise.

At SHR, we are committed to providing technology that can adapt to the ever-changing atmosphere of the hospitality industry while our team of industry veterans brings unparalleled expertise to help your property exceed your revenue goals. When you work with SHR you get a partner, not just another vendor.

Nimble Technology

We design and develop our technology in-house, so we can regularly release updates in order to meet the needs of our clients and we are flexible enough that clients can help guide our product roadmaps. This also gives us an advantage when creating custom solutions for hotels and resorts because our team is very experienced with this technology.

Intelligent Service

We pride ourselves on providing exemplary service to our clients, but more importantly, intelligent service. The distribution landscape is changing quickly and you need someone who understands how, when, and where guests are booking. From our Client Experience Managers assisting WindsurferCRS clients, to our Revenue Managers for Hire, to our Whiteboard Labs team, at SHR you will always receive intelligent service to meet your needs.

Hospitality Expertise

Our team is well versed in the hospitality industry; our roots go back to the early 90's and we've been creating, developing, and innovating since then. We hire industry professionals who know what you are up against as a hotelier and who are driven by your success.

SHR is an innovative provider of advanced distribution technology and services for the hospitality industry. The company serves nearly 3,000 properties on its reservation platform, WindsurferCRS. With a focus on flexibility for the hotelier and creating a memorable experience for the guest, WindsurferCRS provides optimal functionality for all types of properties.



Our proprietary Central Reservations System, WindsurferCRS, offers advanced features that allow you to easily manage your rates and inventory across all distribution channels. We have created a true distribution platform that integrates with your most important property systems and connects to nearly any channel you need.

REVENUE MANAGEMENT FOR HIRE

SHR provides an outsourced revenue management solution for properties of any size and brand affiliation. We will work with you to determine your needs and match you with an experienced revenue manager that will provide unique insight as you build and maintain a winning revenue management strategy.



The innovation arm of SHR, our team of web designers and developers has over 20 years of experience building websites, booking engines, and custom applications for the hospitality industry. They assist with design and development of our current product offerings, and also take on custom projects for hotels and resorts.

SHR's Whiteboard Labs provides custom solutions for the hospitality industry including custom booking engines, website design and development, and cutting edge applications. Hoteliers can tap into SHR's expertise and knowledge of the industry by utilizing the Revenue Management for Hire service—a cost effective revenue management solution for any property.