

# Luxury In-Room Upgrades Offer Lucrative ROI for Luxury Minded Resorts

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Luxury in room upgrades can generate substantial ROI with very little risk. Orlando Florida is the travel destination of the world, and home base to both HMS and Ergo Comfort Solutions. Don DePaulis, President of Ergo Comfort Solutions, has been in the massage chair industry over 35 years and as President of HMS, Tom Wasman has over 40 years' experience in the Hospitality Industry. Together, DePaulis & Wasman are uniquely qualified and positioned to launch the in-room [HMS Guest Experience](#) program – utilizing an in-room high-end massage chair experience to qualifying Central Florida resorts and hotels. The HMS Guest Experience program is designed to presell upgraded rooms prior to guest check-in.



The HMS Guest Experience program specializes in suites targeted at business travelers with an ADR (average daily revenue) in excess of \$200 per day. “While many have failed in their attempt to place massage chairs in suites to generate additional revenue, we have the platform to drive demand and bookings for the upgrade prior to the guest arriving at the hotel. Every other program has required the hotel staff to sell the upgrade at the counter – not one of those programs have proven successful” Depaulis stated.

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*Don DePaulis*

Thru the HMS portal, DePaulis has partnered with the leading national brand for luxury massage chairs in the USA with a national exclusive on the commercial model designed specifically for the hotel or resort in-room guest experience.

The durability of the proprietary software and technology jointly developed by HMS and Ergo Comfort Solutions allows for a 48-month repair or replace commercial warranty on all equipment and massage chairs at no charge to hotels or resorts.

"We are selling revenue by upgrading guests prior to check-in. The reliability of the equipment and technology we use is imperative. Whether a hotel has 10 upgraded suites or 100, everything needs to run like a well-oiled machine" Wasman declared.

Several leading luxury resorts are online with orders totaling over 1,000 units to date. “Not many

years ago the in-room minibar was nonexistent let alone an effective and lucrative revenue generator” According to Tom Wasman “Today the in-room minibar is common place and generates lucrative ROI’s for hotels, resorts, and external partners.”

In an increasingly competitive marketplace, our HMS Guest Experience program is an innovative and effective approach to recapture lost margins and increase guest loyalty as well as generate 5-star reviews for hotels and resorts. Qualifying resorts are eligible for a risk-free trial program that will validate ROI with margins of over 67%.

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