



actabl

HOSPITALITY
AMERICA

actabl

CASE STUDY

How Hospitality America Streamlined Operations and Strengthened Culture with Actabl

Key results included increased efficiency, improved preventative maintenance oversight, and stronger employee engagement across 20 hotels.

Why It Matters

Hotel operators face mounting pressure from labor shortages, rising costs, and shifting guest expectations. Hospitality America, a management company operating 20 hotels across the Southeast and Midwest, needed tools to better engage its teams, improve efficiency, and maintain profitability as it planned to scale to 40+ hotels.

With Actabl's platform, including ProfitSword, Hotel Effectiveness, and Transcendent, Hospitality America has been able to integrate people, process, and performance into one cohesive system.



“ For us, it's about streamlining. We need all these different pieces to interact with one another. We're doing that throughout the entire environment with Actabl, from our forecasting with ProfitSword to Hotel Effectiveness and Transcendent.

Ben Campbell

CEO, Hospitality America



Top 3 Core Objectives



1.

Improve operational efficiency by aligning labor, forecasting, and engineering data.



2.

Enhance preventative maintenance oversight to extend asset life and cut costs.



3.

Strengthen culture and engagement by giving teams transparent tools and benchmarks.

The Selection Process

Hospitality America had long used ProfitSword for business intelligence. As new needs emerged, the leadership team expanded to include Hotel Effectiveness for labor optimization and Transcendent for engineering and asset management. The goal: to create a seamless ecosystem that supports both owners and associates.

“The tools are only as good as you use them. We've been a legacy user of ProfitSword for a long time, but as new products have come on, like Hotel Effectiveness and Transcendent, it then becomes, how are we leveraging the entire ecosphere of our tech stack to align with our strategy to make sure that we're as efficient as possible?”

Ben Campbell

CEO, Hospitality America

The Results

Efficiency Gains

- > Hotel Effectiveness labor plans align with daily “game day” needs, ensuring right-sized staffing.

“We really understand what the purpose is of that day and how we're going to execute our job.”

— Ben Campbell

Engineering Visibility

- > Transcendent replaced manual PM logs with a digital system, improving accountability and extending the lifespan of critical equipment.

“We know what the strategy is of the property, what's being done, what's not being done, and where are the areas we need to be tackling.”

— Ben Campbell

Cultural Impact

- > Associate engagement improved with transparent benchmarking across hotels, aligning with Hospitality America's core values of “PEACH” (Passion, Excellence, Adaptable, Community, Humble).

“When the engagement is off on the employee side, we can correlate it to the profitability of the hotel”

— Ben Campbell

Client Snapshot

HOSPITALITY AMERICA

- **Portfolio:** 20 hotels, growing to +40
- **Headquarters:** Greenville, South Carolina
- **Focus Area:** Labor, Engineering, Culture
- **Solutions Used:** ProfitSword, Hotel Effectiveness, Transcendent



Key Takeaways



Financial Impact:

Extended asset life
and reduced labor
inefficiencies.



Efficiency:

Streamlined reporting,
labor planning, and
PM tracking.



Culture:

Empowered associates
through transparency and
values-driven benchmarks.



Elevate your hotel performance.

Discover how Actabl helps you reduce costs, refine forecasts, and retain your top talent.

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