RMS

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2025
Property Management System Comparison Guide

How to Determine the Best Vendor Fit for Your Property

Top 4 Vendors for Hotels, Resorts & Vacation Rentals

Any hotelier or resort manager knows that a modernized property management system (PMS) is crucial for maximizing revenue, occupancy rates and, most importantly, providing memorable guest experiences. But in a rapidly growing industry with so many solutions to choose from, it can be challenging to find the best partner for your property—whether a boutique hotel, multi-property resort, corporate housing property, or vacation rental.

The best platform will elevate your property with comprehensive software streamlining reservation management, guest management, housekeeping, maintenance, and more. It will also increase visibility across your property or properties with advanced reporting and analytics. Additionally, your ideal platform will have channel management, numerous integrations, and customer support tools that give your staff back time in their day to focus on what they do best—catering to guests.

This competitor guide aims to simplify your decision-making process by providing an in-depth comparison of four major players in the hospitality technology space. By highlighting each player's strengths and potential weaknesses, we hope to empower you to make an informed choice that best aligns with your property's goals.

What's in This Guide?

This guide provides side-by-side comparisons of the following property management system vendors:

- **RMS**
- **Cloudbeds**
- **Mews**
- **Opera**

Each section will examine how the vendors stack up when considering different key elements of reservation software:

- Booking
- Event Management
- Marketing Features
- POS & Credit Card Processing
- Integrations

- Pricing
- Onboarding
- Housekeeping
- Customer Reviews

What's in This Guide?

Each chapter provides how these vendors compare:

Booking

Important Considerations for Booking Management

One of the most important functions of your property management system is managing guest reservations. As a property owner or manager, you need a seamless way to capture reservations, maximize occupancy, and keep your property running smoothly.

The Barn Scone

Booking

Channel Management

Robust channel management functionality is essential for properties because it means more seamless and real-time synchronization of room inventory, rates, and availability across online travel agencies (OTAs) and other listing platforms. A PMS with this integration (or native functionality) eliminates the manual work of managing separate OTA listings and lets you manage all channel data in one place.

Direct Booking

Direct bookings enable properties to build direct relationships with guests, gather valuable data, and deliver a more customized experience – all contributing to stronger brand loyalty and repeat visitors. The best PMS offers an internet booking engine (IBE) where guests can easily reserve a stay on your website. An intuitive user experience is critical and allows guests to check availability based on dates, room type, and rate - all while reducing potential OTA fees.

Rate Management

Effective booking software should include intuitive rate management tools. Package and promotion entry should be a straightforward process, and dynamic pricing must be an option to set rate guidelines one time that later automatically trigger rate changes based on season, holiday, or occupancy.

Al Kout Beach

Comparing Booking Capabilities

Cloudbeds

Different room types can be added to one reservation. Integrated channel manager that connects to over 300 channels. Booking engine with customization and upselling options. Provides free & commission-free Google Hotel links. Dynamic pricing and yield management built into system. Includes Cloudbeds Whistle platform that acts like a guest portal.

Mews

Native channel management and booking engine handles direct connections with platforms like Google Hotel Search and booking.com. Offers commission-free booking.

Opera

Reservation system that manages various booking types, including group and event-related reservations. Opera Channel Management connects directly with major OTAs, syncs in real-time and has dynamic pricing capabilities.

RMS

Robust channel management that connects to all major OTAs. System enables real-time inventory distribution and automated rate updates. AI-enabled, mobile-first booking engine. Group reservation functionality. Single or multi-property management.

Event Management

For properties with event spaces, your PMS should provide the tools to manage everything seamlessly. In addition to booking group rooms, you need to be able to plan and coordinate all types of events, from weddings and conferences to meetings and more. Look for a PMS that offers key features, including:

- Group Reservations

- Ability to create an event order document for staff use or guest itinerary

- Event menu and daily event schedule creation

- External service provider management, like caterers or photographers

- Event charge application to reservation account

Whalers Cove

Comparing Event Management Tools

Cloudbeds

Integrates with event booking and space management systems, but requires Cloudbeds Groups as an add-on module for properties to access the integrations.

Mews

Supports BEO integrations for event management and offers dynamic pricing capabilities to adjust rates based on demand, competition & market factors.

Opera

Integrates with other platforms like Event Temple, which can also manage room block processing. Integrates with Oracle's Sales and Catering software to maximize group sales revenue and streamline event operations.

RMS

Built-in event management tool that allows properties to handle bookings for event spaces and plan, schedule, and run events. Also supports other event management/ BEO integrations.

Marketing Features

Providing personal, memorable guest experiences

Going Beyond Websites & Social Media

Your property's marketing should go beyond a branded website and social media channels. Guests today are looking for an elevated, fully personalized experience when choosing their next destination. Your PMS should have marketing functionality that caters both to new guest acquisition and upselling opportunities, including triggered correspondence, SMS, and automated emails customized specifically for each guest, as well as offering add-ons and upgrades during the direct booking process, loyalty programs, and mobile check-in.

Loyalty Programs

For many large hotel chains, loyalty members account for over half of all room bookings. Your PMS should be able to create a configurable loyalty program that increases revenue. Programs that automatically allocate points for return visits increase guest retention, lifetime guest value, increased direct bookings, and referrals.

Mobile Check-In

Mobile check-in functionality is essential for a modern PMS. Self-services, either through mobile devices or on-property kiosks, let guests interact with you and your property in their own way, on their own time. Not only does this provide flexibility to your guests, but it gives your staff time back in their day to provide additional attention to guests who want to interact with them.

Comparing Marketing Capabilities

Cloudbeds

Customizable website templates available through Cloudbeds Amplify that integrate with PMS and booking engine. AI website chat. Email can be automated. SMS text available, but primarily geared towards operational communication vs. marketing campaigns. No built-in loyalty program feature, but has integrations through Cloudbeds marketplace. Offers mobile check-in features. Analytics and performance reporting dashboard.

Mews

Integrates with website builders and content management systems. Provides tools for automated email campaigns and SMS messages to guests for real-time updates. Loyalty program capabilities and integrations. Offers mobile check-in via smartphone.

Opera

No website design capabilities. Provides automated email marketing capabilities through its CRM and guest messaging tools. SMS text capabilities rely on integration with external providers. Loyalty programs supported. Offers mobile check-in.

RMS

CRM with guest records, marketing automation and seamless guest communication, including SMS messaging and triggered emails. Guest rewards and loyalty program. Guest Portal for self-check-in and guest-to-staff chat. Robust analytics and performance reporting.

POS & Credit Card Processing

Configuring secure systems

Secure POS and Credit Card Processing

A good PMS should have point-of-sale (POS) and credit card processing functionality to streamline financial transactions and enhance the overall efficiency of property operations. With integrated POS, properties can manage all on-site purchases directly within the platform, such as dining, spa services, or gift shop items. Secure credit card processing is equally essential, enabling seamless payment handling from booking to check-out.

POS

Properties often need the ability to charge not only for rooms but also for food and beverages, spa activities, recreation offerings, equipment rentals, and retail purchases. A streamlined POS with a simple payment system allows you to manage all of those charges and payments for as many locations as you need. Look for a PMS that also includes inventory management within the POS.

Credit Card Processing

Integrations with payment processors provide greater data management and reporting value for your property. Understanding this integration and service providers allows you to improve guest satisfaction, especially when you consider flexible payment options like contactless payments.

Al Kout Beach

Comparing POS & Credit Card Processing

Cloudbeds

Integrated POS system that supports restaurant/bar management, retail sales, and customizable menus. Integrated credit card processing that complies with PCI DSS requirements to protect sensitive payment data. Supports major credit cards and digital wallets. Transactions processed in real time; automated reconciliation features supported. Payment processing gateway with other payment processors available.

Mews

Integrated POS system that supports restaurant/bar management, retail and service sales, and customizable menus and pricing. Integrated credit card processing that complies with PCI DSS requirements. Also integrates with other POS solutions. Offers its own integrated payment gateway, Mews Payments. mobile check-in via smartphone.

Opera

POS available through integrations. Credit card transactions processed with the Oracle Payment Interface (OPI) within the PMS. These comply with PCI DSS standards. OPI supports integration with various payment gateways, allowing properties to connect with their preferred payment processors.

RMS

Integrates with multiple POS solutions to support restaurant/bar management, retail sales, multi-outlet, and more. POS integrations also support inventory management. Payment processing takes place through multiple integration options, which adhere to PCI DSS requirements.

Integrations

Harnessing the power of an all-in-one PMS

A PMS with a robust network of integration partners is key to expanding the features and options that help you streamline your property management. Data sharing between the integrated apps and PMS reduces data-entry errors and provides enhanced visibility with all your valuable information in one spot. When your workflow is streamlined, your staff can spend less time transitioning between different systems and tools and more time focusing on your guests.

Since there are literally hundreds of possible integrations, start by prioritizing the ones with the core functionality you need, like:

- Accounting
- Channel Managers
- Electronic Locks

Comparing Integration Options

Cloudbeds

Robust API that supports integration with a wide range of third-party applications and systems, like channel managers, revenue management systems, marketing tools, and more. All housed in Cloudbeds Marketplace.

Mews

Mews Marketplace has over 1,000 integrations, open API, and no connection fees

Opera

Restricted/partner-specific API; many integration partners

RMS

Open API with 500+ integrations and partners for everything from accounting and electronic locks to PBX, payment processing, channel managers, GDS/OTA, POS, revenue management, and more.

Pricing

Getting the most value out of your investment

Understand the True Cost of Each Solution

A robust property management system is an investment that can dramatically impact your guests' experience, staff productivity, and—ultimately—revenue. Most solutions offer customized pricing based on your property's needs and specifications. But before making a decision, it's important to understand the true cost of each solution, including startup fees, contract terms, and add-ons.

When comparing PMS pricing, you need to evaluate:

- The basis of the price, i.e., room count

- Onboarding fees

- Data migration costs

- Training and support costs

- Implementation and training time

When considering onboarding, data migration, and setup, look for a software provider with implementation specialists who work directly with you to avoid configuration errors. Then, determine which features you must have, which you want to have, and which you don't need. Deciding on the baseline functionality can help you eliminate platforms that can't deliver what you need. Conversely, identifying the most valuable features helps you maximize your buying power.

Comparing Pricing Options

Pricing quoted in USD - estimated costs only, please contact each vendor for a formal quote.

Cloudbeds

Supports monthly or annual contract terms. Billing typically quarterly or yearly, depending on agreement. Pricing is subscription-based depending on the property size, number of rooms, and features needed. Beginner price often between $18-23 per unit per month (roughly $100-$150 per month for smaller properties/basic plans).

Mews

Typically, a one-time fee for onboarding, training, and setup ranges from $1,000 to $5,000 depending on the size of the property and complexity of the setup. Free integrations. Offers standard support with subscription plans, but charges more for premium or advanced support. Three subscription tiers (Starter, Pro, Enterprise).

Opera

Known for its custom pricing, which can vary significantly. Often requires long-term contracts and billed annually. Significant one-time startup fees have been reported due to the extensive setup and training required - ranging from $5,000-$20,000, depending on the property's size and requirements. Basic support included in subscription, but advanced support options (like 24/7 and dedicated account managers) are priced separately.

RMS

Tailored based pricing, based on specific needs, including property type, room count and required features. Customers can opt out with 30 days notice. 24/7 phone support included as standard.

Onboarding

Preparing for a successful launch

Processes and Support

Understand the onboarding and ongoing support process before adopting a new PMS to ensure a successful implementation. This upfront preparation will minimize operational disruptions, ensure staff are adequately trained, and help you avoid hidden costs.

A smooth onboarding process gets you fully immersed in the PMS's features and helps you maximize its value for your property and guest interactions. By the end of onboarding, you and your team should understand how to use all the tools and features and how to take advantage of the platform to streamline your unique workflows. Understanding the process for future support and troubleshooting is equally important. You want to be able to quickly resolve issues and ensure your system can scale with your property's growth.

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Comparing Onboarding Processes

Cloudbeds

Onboarding typically takes 2-6 weeks, depending on the complexity of the property setup and level of customization. Includes dedicated onboarding coach. Ongoing support includes access to Cloudbeds University, which offers self-paced courses, webinars, and tutorials.

Mews

Onboarding generally takes 4-8 weeks. Ongoing support includes access to Mews Academy, with self-paced training modules, webinars, and certification programs. Standard support includes email and chatbot with 24-hour response time. Speaking to a human requires premium support add-on for $300+/month.

Opera

Onboarding tends to be more extensive, typically 8-12 weeks or more, depending on the property's scale and complexity. Process includes system configuration, on-site training sessions, and dedicated project management support. Access to Oracle University for ongoing training. Several add-on support tiers from Standard to Enterprise that impact response time, support hours, and account management.

RMS

Onboarding conducted by an implementation specialist, including data migration. Takes 2 weeks on average, depending on client availability. Clients may opt for as many as nine training sessions per week. Ongoing 24/7 support is available at no additional charge. Offers a variety of free resources for ongoing training like RMS University and educational property-development/educational webinars.

Housekeeping

Optimizing staff management

Staff management is one of the most important elements that property managers must consider in day-to-day operations. For housekeeping staff specifically, it's crucial that your PMS supports efficient scheduling, communication, and reporting to ensure your property meets cleanliness standards and guest satisfaction. The best property management solutions include features like:

- The ability to track housekeeping task progress, manage schedules, and create to-do lists from one housekeeping dashboard

- Efficient hotel management and guest communication with a dedicated housekeeping portal

- Reporting features to easily identify areas of housekeeping operations that require immediate attention

ALH Hotels
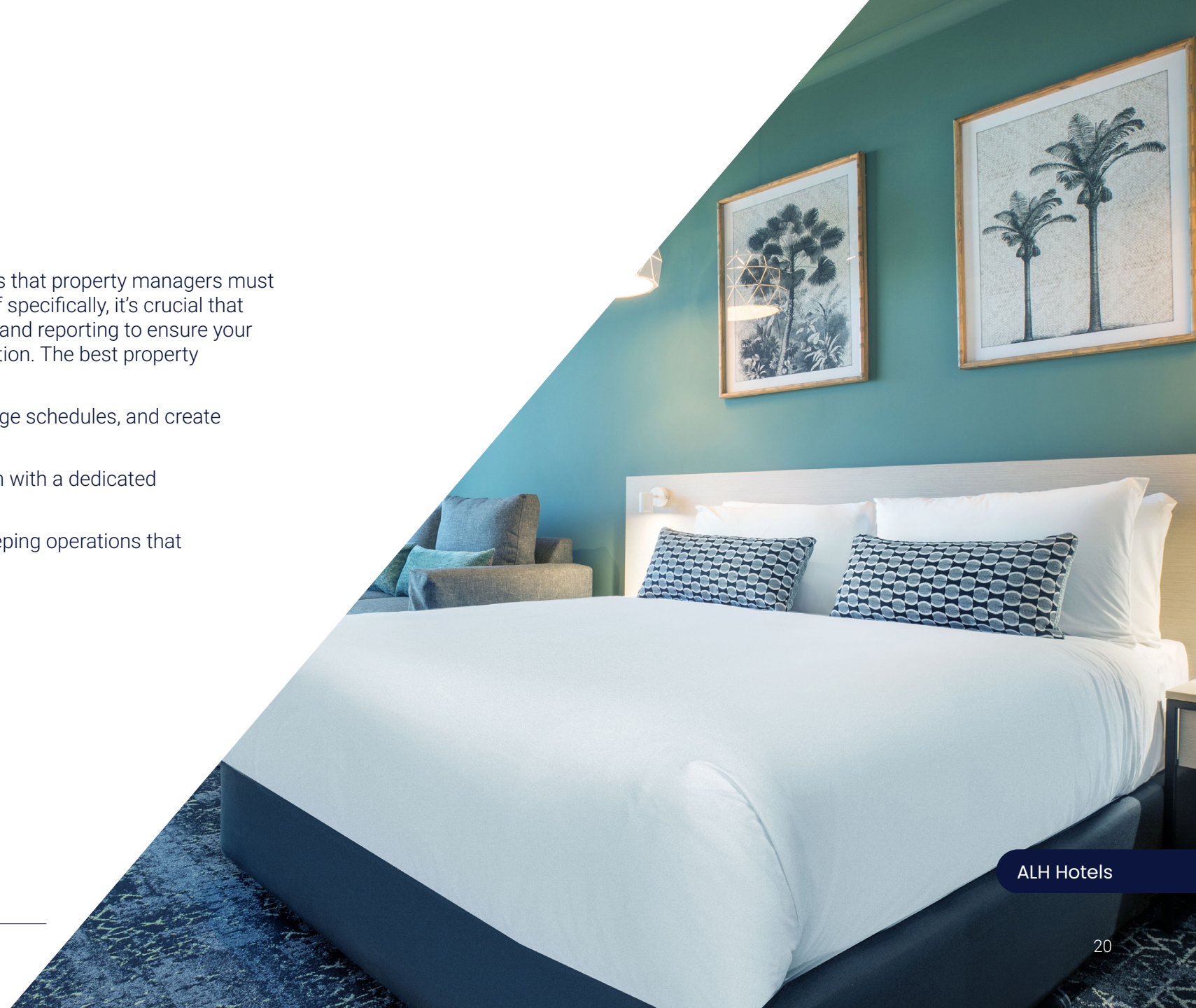
Comparing Housekeeping Capabilities

Cloudbeds

Housekeeping functionality within PMS to check room condition and front desk status, assign a housekeeper, and generate a list of all the rooms and their statuses.

Mews

Includes features that streamline communication, including task management and room status. Offers a mobile app for real-time updates, a lost-and-found feature that links items to a reservation, and instant mini-bar usage charges. Guest SMS messaging for service optimization.

Opera

Assign and schedule housekeeping tasks and monitor and update the status of rooms and tasks. Offers reporting to forecast staff and business needs by tracking productivity and identifying common problems (i.e., seeing if a room takes longer than expected to clean). Can communicate with housekeeping staff and guests and record maintenance issues and guest feedback.

RMS

Customizable housekeeping portal that streamlines housekeeper task assignment and schedules, including the ability to add guest preferences. Real-time reports for monitoring and reporting. Communication features that allow housekeepers to communicate with managers and front desk staff.

Customer Reviews

Learning from properties like yours

Customer Reviews & Testimonials

Before making a final vendor decision, it's important to look at customer reviews. They provide real-world insights into how the software performs in various scenarios, feedback on performance and reliability, and insight into feature effectiveness. Reviews often also cover the system's user-friendliness, which can help you determine if your team can easily adopt and use the software efficiently at your property.

Customers also frequently comment on whether they believe the software offers good value for the investment. This information can help you gauge whether the pricing is justified by the features and benefits provided. Look for a potential partner with a proven track record of success and happy customers. Review popular sites like Capterra, Software Advice, and Google to get a better sense of the reviews. Don't forget to check out the PMS provider's specific website to read available testimonials.

Lafayette Hotels

Comparing Online Reviews

Cloudbeds

Pros: Customer service, easily select add-ons, smooth onboarding processes

Cons: Missing features, lack of robust reporting

Mews

Pros: Regular improvements to software, support team, user-friendly interface

Cons: Overly complex for small properties, occasional system glitches, some feature gaps

Opera

Pros: Customization, scalability, integration capabilities

Cons: High cost, complex and steep learning curve, significant maintenance costs

RMS

Pros: User-friendly interface, feature rich, integration capabilities, customer support, customizable

Cons: System is highly configurable so requires initial set up time.

RMS: The Premier PMS for Operational Excellence

Choosing the right PMS for your hotel is the key to operational excellence, profitability, and organizational success. Our 2025 Property Management System Comparison Guide provides key insights and considerations to help you with the process, but beyond capabilities and features, you need to determine the differentiators that make a solution right for your property.

What makes RMS unique?

Strong hospitality legacy and technology expertise:
Because of our in-depth hospitality knowledge, we understand and relate to you and your business.

Unmatched software capabilities:
We offer user-friendly features and an efficient user experience even for multi-property operators who can review data across all properties in one view.

Always up-to-date:
Our platform stays ahead of the crowd as one of the most frequently updated solutions on the market.

In-depth training:
We offer thorough training to provide your team with a clear understanding of the platform and how to use it. Not to mention our easily accessible materials for ongoing, on-demand training.

No hidden fees:
We can afford to be transparent about our pricing. You'll never find any hidden fees.

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Ready to Learn More?
Request a Demo Today.