

Featured Articles Software

## How one timeshare software company helped Capital Vacations expand revenue by 5X!

December 8, 2021 SPONSORED CONTENT 327 Views Capital Vacations, Defender Resorts, rci, SPI Software, SPM Resorts



Stormy Point Village, Branson, Missouri

### Learn how a growing resort management company collaborated with SPI Software to fulfill dramatically changing needs

During the last three years, Capital Vacations, a leading provider of management, rental, and vacation ownership sales, has increased its revenue five times. To achieve such a dramatic level of growth, it is critical to have a software partner qualified to fulfill almost daily changing needs, while also capable of anticipating future needs. Throughout this growth period, SPI Software has helped implement multiple migrations, which involved owner databases, contracts, reservations, inventory, and financial information.

SPI and Capital Vacations have been strategic partners since Capital acquired SPM Resorts and Defender Resorts in 2018. Previously, SPM and Defender had collaborated for about a decade. Jeff Norris is the Chief Technology Officer, guiding a team of a dozen technology professionals, primarily at the company's headquarters in Myrtle Beach, S.C. Jeff has over 21 years of experience in technology management specializing in managed services, technology integrations, digital marketing technology, and proactive systems management.



Jeff Norris, Capital Vacations

### Migrating information from more than 70 timeshare vacation owners

"As our growth continues to accelerate, we will also leverage SPI's development team to assist with data migrations," said Jeff. "This will be required as we merge data from independent systems and integrate them into SPI. Using SPI to perform these functions allows us to scale at a rapid pace while maintaining a single property management system for all managed resorts."

SPI's system provides all the core property management functions we need to effectively manage over 70 associations throughout the U.S. and Caribbean. Their standardized platform ensures data quality, while their development team offers the flexibility of custom API solutions with external vendors. This enables SPI software to connect with other software and websites."

### Managing growth for 48 vacation club properties

Capital Vacations is one of the largest, fastest-growing providers of management services, customized travel products, and sales solutions in the vacation ownership industry. Today, they are the trusted management provider for more than 70 associations and 48 vacation club properties throughout the United States and the Caribbean, serving 200,000 owners/members. The company provides its customers with full-service, tailored hospitality management, flexible club sales programs, and vacation offerings.

In a recent transition, Capital Vacations had the challenge of migrating from a resort's existing property management system (PMS) to its centrally managed SPI database. Explains Jeff Norris, "This project was complex because another provider was managing all reservations and the owner data was not current in the old PMS database. SPI's business analyst worked with all stakeholders and created requirements and scoping documents to ensure we were aligned. Then they mapped out the project schedule and budget to fully migrate and merge both the prior PMS and RCI database. The project went smoothly, was well managed, and produced our expected outcomes."



Capital Vacations COO, Travis Barry

### Capital Vacations ready to enjoy enhanced capabilities through SPI's integration with other corporate systems

"SPI exceeded our expectations with this project, and it was completed on time. We now have the resort systems fully aligned with our corporate infrastructure. The positive result has been a significant increase in rental income, collection rates, and onsite ratings by the existing owners. The full integration between SPI and our other corporate systems also allows legacy owners to exchange anywhere in the world. We attribute much of this success to the enhanced capabilities associated with SPI and our integrated systems."

Added Capital Vacations COO Travis Barry, "Another strength of using SPI Software is their ability to develop APIs allowing us to connect their PMS to external core systems that create tangible value for our resorts, owners, and our company. As a strategic partner, they clearly fit well into our short- and long-term plans moving forward."

### About SPI Software

SPI Software has a corporate philosophy of continuous development and innovation, which has led them to create the most advanced hospitality-focused technology in the world. Developed as state-of-the-art business application software, SPI's technology is available to the industry as an enterprise system or through individual modules which may be deployed via cloud or on-premises. SPI has remained at the forefront of timeshare software technology with a continual release of enhancements and new products. To learn more about software solutions created exclusively for the vacation ownership industry, please visit [www.spisoftware.com](http://www.spisoftware.com) or contact Gordon McClendon at 954-856-8060, or via email at [gordon.mcclendon@spiinc.com](mailto:gordon.mcclendon@spiinc.com).

Post Views: 138

← [The BEST Place to WORK](#)

[Hilton Grand Vacations Completes Phase II Construction, Appoints GMs to Hawaii Island Resorts](#) →

Share This Post: [Twitter](#) [Facebook](#) [Pinterest](#)

### You May Also Like



**Renewing Our Outlook on How to Promote Owner Resales**  
September 5, 2018



**Exit Companies: The Industry Fights Back**  
July 7, 2018



**Online Lead Generation: A Possibility or Contradiction in Terms?**  
September 1, 2016

Search



**FREE Live Webinars**

Latest Edition



Visit our latest edition of The Resort Trades.  
[See our past issues.](#)

Sponsors

Keeping Dog Friendly Areas Cleaner Since 1994

Networking That Makes A Difference!

[www.care-online.org](http://www.care-online.org)

Attention Marketing

**Vendors!** Get Your Message Out Quickly & Affordably! Call Marla Carroll at 931-484-8819 TODAY!

About Us

How The Trades makes money

The Trades Publishing Company is an independent, advertising-supported publisher of informational articles and offers readers a regularly updated directory of suppliers at no cost. Readers: please help us to continue providing you with this free publication by advising advertisers that you "saw it in The Trades." Suppliers: please contact us at [adrep@thetrades.com](mailto:adrep@thetrades.com) or call (931) 484-8819 to request a full media kit.

For More Information

- Advertise
- Download Media KIT
- Past Issues of Resort Trades
- Members Directory
- New Digital Opportunities

