






## SUCCESS STORY: HAMPTON INN & HOMEWOOD SUITES BOSTON SEAPORT

# SELF-POUR BEVERAGE SOLUTION ACHIEVES PROFITABILITY IN 3 MONTHS

-  **Location:** Hampton Inn & Homewood Suites Boston
-  **Venue Type:** Hotel
-  **PourMyBeer Solution:** 8-Tap Self-Pour Station

## INTRODUCTION

Hampton Inn & Homewood Suites Boston is a 416-room, limited-service hotel that opened to fill a niche in the heart of Boston's Seaport District, just two blocks from the Convention Center. Operating with a limited-staff model, Hampton Inn & Homewood Suites Boston searched for Food and Beverage programs that would not require additional staff. After implementing a 6-tap PourMyBeer self-pour station under the management of General Manager Charlie York, the hotel achieved profitability after just three months in operation.

## THE CHALLENGE

Hampton Inn & Homewood Suites Boston is located downtown near the waterfront, but there aren't many restaurants right outside the door for guests to grab a drink. As a limited-service, limited-staff hotel, they did not want to open with a traditional bar due to the challenges of staffing and scheduling labor. While they offered a "Grab & Go" beverage model where guests could purchase canned beer from the refrigerator in the lobby, they were still missing a flexible beverage option for guests to enjoy after a long day of travel or before heading out for the night.



## SOLUTION

PourMyBeer's self-pour beverage station provided the perfect solution for the hotel's challenges. Co-developed in partnership with Micro Matic, the leading global supplier of beverage dispensing solutions, these stations require zero construction, integrate with the major Point-of-Sale systems, and fit into any space, unlike a traditional bar. With three sizes to choose from - 4-tap, 6-tap, or 8-tap - Hampton Inn & Homewood Suites Boston selected the right size for their lobby and guests' needs.

They can operate the system with existing staff while offering an enhanced experience for guests immediately upon entering the hotel. Front desk staff can explain how the system works and activate pour cards with ease, allowing guests to start pouring local draft beer within minutes. With the self-pour beverage station located in the lobby near the front desk, staff can monitor guest consumption and reactivate guests' pour cards after they reach the drink limit.

# IMPLEMENTING SELF-POUR

When looking at PourMyBeer's self-pour technology as a beverage dispensing solution for the hotel, it was critical that it wouldn't require additional staff or impact anyone's job. Six months after opening its doors, the ownership group decided to add a 6-tap self-pour station as an amenity for guests to enjoy due to the success of the self-pour beverage wall at Hampton Inn & Homewood Suites Chicago Downtown West Loop.

With a self-pour station positioned strategically near the front desk, guests can get a beer card activated by the front desk staff and begin exploring a variety of local beers. Whether guests have been traveling all day or heading out for dinner, they can enjoy the convenience and fun of pouring their own beer in the lobby. Self-pour creates an enhanced experience for guests as they start to socialize with one another about the beers on tap, which develops a community-like feel.

The hotel also uses the self-pour station as an attraction for big groups or events, as staff can easily and efficiently pre-make beer cards for the event guests to use at the beverage station.

To hear more from General Manager Charlie York and the results he has seen with self-pour technology, scan the QR code.



## RESULTS

Since adding a PourMyBeer self-pour station to the lobby, Hampton Inn & Homewood Suites Boston has added a new revenue stream to its operations without hiring additional staff to operate the system. Aside from the increased sales, they have improved guest satisfaction and achieved profitability after just three months in operation!

***“PourMyBeer’s self-pour stations solved the problem of not having a bar in our hotel, and our guests LOVE it. This solution is great for a low-labor hotel and gives guests the freedom to be their own bartenders!” says Charlie York, General Manager of Hampton Inn & Homewood Suites Boston.***

After seeing how much their guests love the self-pour station, Hampton Inn & Homewood Suites Boston plans to add a traditional self-pour beverage wall to enhance their space and add more taps for guests to enjoy!

If you are ready to learn more about how self-pour technology can bring a new revenue stream to your hotel without additional staff, contact our sales team at [sales@pourmybeer.com](mailto:sales@pourmybeer.com) or 312-626-5943.