

LA MER BEACHFRONT RESORT CASE STUDY

La Mer Beachfront Resort and Amadeus' HotSOS® power:

Award-winning cleanliness and smarter hotel operations



A long-standing operational partnership built on efficiency, clarity, and consistency

At [La Mer Beachfront Resort](#), peak season is a showcase of teamwork in motion: rooms are refreshed quickly, guest requests are handled with care, and teams stay focused on delivering the consistent beachfront experience guests expect. To support that momentum, La Mer turned to [Amadeus' HotSOS](#) to bring teams, tasks, and priorities into one shared view.

About La Mer Beachfront Resort

Located in Cape May, New Jersey, La Mer Beachfront Resort is a 162-room, family-owned beachfront property operating in a highly seasonal environment. Alongside off-site condominiums and sister property The Beach Club on Madison Avenue, La Mer relies on small, highly mobile teams to deliver consistently high service standards.



The Story: Keeping consistency in motion

In a seasonal beachfront operation, communication can make or break the day. As La Mer's footprint and guest demand grew, radios, paper lists, and manual follow-ups made it harder to see what needed attention in real time.

The goal was simple: help teams stay aligned, spot repeat issues earlier, and keep service moving without adding noise to an already busy operation.

One shared view of the work

La Mer centralized daily work in a mobile system so housekeeping, engineering, and leadership could capture, prioritize, and track requests as they happened.

Each shift began with a clearer view of what needed attention and where support was needed most.





HotSOS is the main system we rely on to deliver high-level service—keeping housekeeping and engineering aligned and focused on what matters most.”

Justin Klingenberg, VP - Commercial Strategy & Systems

That visibility mattered most during peak season, when quick decisions helped prevent small delays from rippling across the guest experience.



Finding patterns before they became problems

Over time, the data began to reveal recurring maintenance trends—especially HVAC and equipment-related requests—giving leadership a clearer view of what to address before the busiest months arrived.



HotSOS helped us shift from reactive maintenance to a more proactive operational strategy. With better visibility into maintenance trends and improved communication across teams, we were able to implement a preventive maintenance program that reduced issues before peak season, improved operational efficiency, and enhanced the guest experience.”

Justin Klingenberg, VP - Commercial Strategy & Systems

What had once been handled request by request became easier to plan for, helping teams reduce repeat issues and prepare the property with greater confidence.

Data proof:

- **7K+ total service orders** created across departments
- **2K+ preventive actions logged**, helping reduce repeat issues before guest impact
- **71 duplicate requests avoided**, eliminating unnecessary rework and delays

The result was less friction, fewer avoidable delays, and a more predictable path into peak season.



Delivering award-winning cleanliness

For La Mer, cleanliness is not just a score—it is part of the guest promise. Digitized room assignments, inspections, and service requests helped supervisors spend less time chasing updates and more time reinforcing standards.

That behind-the-scenes coordination showed up in the moments guests noticed most: cleaner rooms, smoother handoffs, and fewer missed details.

2,561

**Total rooms
cleaned** during
reporting period
(1-4/2026)

722

**Inspections
completed,**
reinforcing quality
& accountability

That consistency helped contribute to La Mer receiving multiple AAA cleanliness awards, connecting daily operational discipline



Small issues, faster follow-through

Structured workflows helped the right people see guest requests, act on them, and escalate when extra support was needed.

Data proof:

- **2K guest incidents prevented** through early intervention and task tracking
- **2K+ guest requests logged, captured and routed** without manual re-entry

Guests may never see the system at work, but they feel the difference when requests are resolved faster and repeat issues are prevented before they affect a stay.

Operational discipline with financial impact

The same visibility that improved daily execution also helped La Mer manage costs more thoughtfully.

By identifying issues sooner, reducing repeat service calls, and planning preventive work earlier, the team lowered the risk of unexpected equipment problems and guest recovery situations.

Over time, cleaner workflows supported both the guest experience and the property's bottom line.

Helping seasonal teams come back strong

In a seasonal resort, returning staff bring valuable knowledge of the property, the pace, and the standards guests expect.

Clear task ownership, adaptable workflows, and multilingual support helped teams step back into the season with less friction and more confidence.

That clarity also supported a safer, more connected work environment during busy days.



to guest-visible outcomes.

The results La Mer saw*

- Centralized tracking of **7K+ service orders**
- **Preventive maintenance program** informed by real operational data
- **Award-winning cleanliness** recognized in guest reviews
- **Faster response times** and thousands of incidents prevented
- **Reduced guest recovery** and stronger operational profitability

From preventive maintenance to room readiness, La Mer's story shows how operational



visibility can shape the guest experience—quietly, consistently, and long before a guest ever notices a problem.



For further information, visit
Amadeus-hospitality.com/service-optimization-software
or speak to an Amadeus representative today.

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