

Travel Technology Executive Ryan Bailey Joins OPMA Board

Minneapolis, Minn. - 11.7.16 – ResortsandLodges, a leading tech hospitality solution provider, celebrates the appointment of travel technology executive Ryan Bailey to The Onsite Property Management Association (OPMA) board.

Ryan Bailey, CEO for Resortsand Lodges, is recognized as one of the travel industry's pioneers in first generation web-based business management solutions and ResortsandLodges.com marketplace which today serves nearly 10 million visitors annually. Drawing on his background in travel related technology, Bailey also co-founded TRACK Hospitality Software which develops TRACK Pulse, the hospitality industry's #1 SaaS reservation, sales, and marketing CRM.

"The connections Ryan and his team have made with industry leaders has resulted in measurable growth and success for numerous properties," stated Rick Fisher, executive director for OPMA. "His ability to foresee the changing tech landscape, stay ahead of industry trends and provide independent properties with the tools needed to market and grow supports OPMA's mission. Ryan and the ResortsandLodges team are industry leaders in helping properties get the data they need to differentiate themselves and maximize profits."

With ResortsandLodges' introduction of TRACK Pulse, properties can easily integrate a powerful cloud-based, user-friendly call tracking, sales and marketing management solution with their property management system. Users can increase conversions and direct bookings by capturing all leads and calls in one system with automatic follow up. This allows property owners and managers to make informed data driven decisions that impact business operations swiftly and efficiently.

"I am excited to provide my experience and expertise as a OPMA board member, helping to shape the future of the accommodation industry," stated Ryan Bailey. "Together by discussing concepts and strategic planning as a board, we can make sound strategic decisions to enable properties to connect with guests, owners, and community stakeholder. We can help the industry deliver gold standards using data and best practices to increase staff productivity and bottom line profits."

Bailey will begin his three year appointment at this year's annual [OPMA Summit](#), to be held this week in Destin, Florida at Sandestin Golf & Beach Resort.

#

About OPMA: Founded in March 2014 as a 501(c)(6) nonprofit, the Onsite Property Management Association (OPMA) is spearheading an effort to support the advancement of onsite rental property management companies. By providing education and advocacy, the OPMA will promote the value of the rental experience through onsite property management companies. By leveraging the collective experiences of industry veterans, this network of mutual support will elevate industry standards to ensure superior guest and homeowner experiences. The association is committed to providing a clear and cooperative message and to championing the growth and success of the industry. Visit theopma.org to learn more.

About ResortsandLodges: ResortsandLodges offers innovative tech solutions for properties within the hospitality industry. Founded in 1998, our mission is to level the playing field for hospitality properties, so together we may provide memorable experiences to travelers throughout the world. ResortsandLodges tech hospitality solutions are based on 100+ years combined industry experience, best-practices and cloud (SaaS) technology supported by exceptional customer service. Visit business.resortsandlodges.com to learn more.

ResortsandLodges.com[®] puts today's independent properties in front of nearly 10 million visitors annually using comprehensive business listing techniques and digital content elements. Together with our Digital Marketing Solutions such as Search Engine Marketing, Pay-Per Click Advertising, Email Drip Campaigns, TRACK[™] Pulse Email Marketing Automation, Display, Modal and Banner Advertising and Website development and implementation, independent properties can now have a comprehensive suite of services to choose from to gain brand dominance over their competition. Visit **business.resortsandlodges.com** to learn more.

TRACK[™] Hospitality Software is the leading cloud SaaS solution for hospitality. Properties can choose from our best in class, TRACK Pulse and/or TRACK PM solutions and augment their current PMS with TRACK Pulse using integrated APIs. Simple to complex properties can now streamline business processes, make data driven solutions and grow bookings using TRACK Pulse, a best in class Lead Management, Call Center, Marketing, Agent Management and CRM solution. Visit **trackhs.com** to sign-up for a personalized demo.

© 2016 ResortsandLodges. ResortsandLodges.com[®] and TRACK[™] are registered trademarks. All other trademarks owned by their respected owners.