

CASE STUDY



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OVERVIEW

Guest-First, Tech-Forward Experiences from Beachfront to Barstools

SkyBeach Resort in St. Petersburg, Florida, is a newly reimagined 18-acre property blending modern hospitality with coastal charm. At the heart of the guest experience is SkyBar + Grille, a two-story, open-air restaurant known for its breezy vibes, creative cocktails, and live music. To support high-volume service across multiple zones—including cabanas, guest rooms, and poolside—SkyBeach chose GoTab as its unified commerce platform. Fully integrated with the Mews PMS, GoTab empowers the team to deliver fast, flexible service through QR ordering, handheld POS, and smart routing. As the resort scales its offerings, GoTab adapts, powering new outlets and enhancing operational efficiency every step of the way.

COMPANY

SkyBeach Resort / SkyBar + Grille

INDUSTRY

Hotel / Resort / Restaurant & Bar

FEATURES

- QR Code Ordering
- Handheld POS Devices
- Kitchen Display System
- Mews PMS Integration

SKY
BEACH
RESORT

THE SITUATION

When SkyBeach Resort launched in summer 2024, the goal was to create a frictionless, guest-first destination where hospitality meets flexibility. That vision came to life at SkyBar + Grille—a venue spanning two stories, multiple service zones, and a high volume of guests arriving with diverse expectations. From private cabanas and daybeds to poolside lounges and in-room dining, the resort needed a system that could unify every guest touchpoint.



GoTab allows us to meet the guests wherever they are—from their rooms to the poolside. It's a seamless experience that matches the vibe we're creating.

—Sean Zack, F&B Manager

THE SOLUTION

GoTab delivered. By enabling QR code ordering throughout the resort, linking orders to specific service team members, and integrating directly with the Mews PMS for easy room charge functionality, GoTab helped the SkyBeach team create a smooth, tech-forward service experience.

Following hurricane damage just weeks after opening, SkyBar's mobile-first setup proved invaluable. Staff stayed agile, service continued, and the resort became a local refuge during recovery. As SkyBeach prepares to launch additional dining outlets—including SouthSeas Tapas and The Salty Pelican food truck—GoTab's modular design continues to support rapid growth with minimal disruption, reinforcing its value as a scalable, resort-wide commerce platform.

THE BENEFITS

- ✓ **Seamless Guest Ordering**
Guests can order from anywhere—room, cabana, or poolside—via staff or QR codes.
- ✓ **Faster, Smarter Service**
Orders route directly to assigned staff for quick, accurate delivery and tip allocation.
- ✓ **Integrated Room Charges**
GoTab syncs with the Mews PMS for easy, frictionless billing.
- ✓ **Scalable Across Outlets**
Supports multiple venues and service models with minimal training or setup.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.