

# PMS v/s CMS

Feature / Aspect	Content Management System (CMS)	Property Management System (PMS)
Primary Purpose	Manages and organizes website content (text, images, videos).	Manages hotel operations (reservations, check-in/check-out, guest info).
Target Audience	Hotel marketing team, content creators, designers.	Hotel front desk staff, managers, housekeeping, accounting.
Main Functions	- Website creation and editing	- Reservation management, guest profiles
	- Content scheduling, publication, and updates	- Room assignment and availability management
	- SEO optimization for web content	- Billing, invoicing, and payments
User Access	Typically used by marketing, design, and content teams.	Used by front desk, hotel staff, and management.
Integration with Other Systems	Integrates with booking engines, social media, email marketing, etc.	Integrates with booking engines, accounting software, POS systems.
Data Focus	Focuses on content such as images, videos, blogs, and product descriptions.	Focuses on operational data like room availability, guest history.
Revenue Impact	Indirect, by attracting and engaging visitors to the website.	Direct, by managing bookings and ensuring smooth guest experiences.
Usage Frequency	Continuous content creation and updates.	Daily operations management (check-ins, check-outs, room status).
Example Tools	WordPress, Joomla, Drupal, Wix.	Opera PMS, Maestro PMS, eZee FrontDesk.
Data Analytics	Provides website performance data, SEO performance, and traffic.	Provides booking analytics, occupancy rates, revenue per available room (RevPAR).