

Case Study: Spa

Client Name

The Spa at
Hotel Vier Jahreszeiten Kempinski

Location

Munich, Germany

Services

Features rejuvenating massage and spa treatments, as well as a large pool and start-of-the-art fitness center

Booker Client Since

September 2011

Website

<http://www.kempinski.com/en/munich/hotel-vier-jahreszeiten/luxury-spa/>

Statistics



57%

increase in revenue
since switching to Booker



130%

increase in the number of
monthly bookings since Oct '11

The Spa at Hotel Vier Jahreszeiten Kempinski Increases Bookings by 130%

Challenge

In 2011, the spa staff at Hotel Vier Jahreszeiten Kempinski was looking for new spa management software to bring their business online. As a young, forward-thinking team, the spa's staff wanted to integrate innovative web-based technology into their spa at a very traditional Hotel Vier Jahreszeiten Kempinski, so they turned to Booker.

Solution

After learning about the tool from Kempinski corporate, Stefanie Dittmann and her staff were sold on Booker during a demonstration. It became apparent that the software would not only make their spa accessible 24/7 with online booking, but would also provide them with tools to better run their business.

The spa was eager to implement Booker's features, including online booking, instant gift certificates, and eCommerce. Stefanie was especially excited about the mobile opportunities with Booker. She says, "Mobile booking is huge for us – mobile is so flexible for our guests, especially travelers who are on the go. 60% of our spa visitors are internal hotel guests, so mobile booking is a great option for visitors who are using their phones to research hotels and things to do in the area."

Results

Since integrating Booker into the spa's operations, Stefanie has definitely noticed a change in her business, as well as an increase in revenue. "Booker helps us manage our appointments, so our calendar is always full." The entire spa relies on Booker's basic features for their day-to-day operations, such as scheduling services, managing the membership program, and offering discounts and promotions.

With Booker, Stefanie is able to track the success of her spa:

- 57% increase in revenue since switching to Booker.
- 130% increase in the number of monthly bookings since October 2011.

Overall, Stefanie is pleased with her decision to bring innovative web technology to the traditional Kempinski hotel. She says, "With Booker, everything fits together nicely. Guests are really happy with the system, and my team loves the software, so together, it makes a great combination."

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Stefanie Dittmann
Spa Director