

CASE STUDY

DEL CORONADO HOTEL

The Challenge



- Software system not up to standard
- Too few booking options
- Declining revenues
- Call abandonment

The Approach



- Implementation of new system
- Online and mobile booking
- Onsite training

The Results



- Easy to use system
- Increase in business from online and mobile booking
- \$1,000,000** of revenue generated from online and mobile booking in the first half of 2022

One of the Most Iconic Hotels in the World

A living legend for more than 130 years, Hilton's Del Coronado Hotel (also known as "the Del") is, according to Forbes', "arguably one of the most iconic hotels in the world."

The Del, which was the largest resort in the world when it was built in 1888, boasts a rich history as the proud host to celebrities, royalty, U.S. Presidents, and beach-loving guests over generations. It was designated a National Historic Landmark in 1977.

The Spa & Salon at The Del is a coastal sanctuary that taps into the healing power of the sea. Relax into ocean-inspired treatments that will soothe your mind, body and spirit. The Spa & Salon, kept running by a team of 50 employees, has 18 treatment rooms, a full-service salon, and an ocean-front spa dipping pool.



Credit: Del Coronado Hotel

A Legacy System Not Up to Hilton's Standards

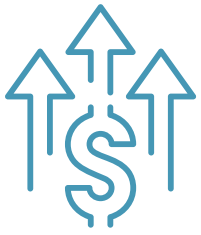
Guests of the Del Coronado expect a superb standard of service and the highest level of guest experience, so when the property was purchased by Hilton in 2017 and added to the Curio Collection, it was time for an upgrade.

Michelle Frye, the Del's Director of Spa & Salon explained back in 2020 that the Del's legacy software system was not compliant with Hilton Standards. "The Spa and Salon were not able to offer online or mobile bookings and we saw our revenues begin to decline.

"We have a call center that handles calls for several different areas of the hotel and we were seeing a higher abandonment rate of calls for spa due to higher wait times."



Michelle Frye
Hotel Del Coronado



A “Seamless” Implementation and Training Experience

Frye explained that The Spa & Salon at the Del needed a system that was easy to use. “We didn’t want any training challenges. We also wanted a good online booking option to create a more seamless guest experience.”

They shopped around before deciding on Book4Time.

“We did demonstrations with a couple of different software systems and we felt Book4Time was the easiest to use, and it had a lot of great reporting options, which was something lacking in our previous system.”

After that, implementing the system was “seamless,” Frye said, and the training team very helpful.

“The implementation process was extremely detailed and our trainer was very helpful during our many webinars. A timeline was presented at the beginning of the process and everything happened as scheduled. We had arranged to do an online training and onboarding with our team but, due to the large size of our team, this was a little complicated to facilitate. At that time we decided it was best to have a trainer come on site for three days and this was extremely helpful. They were also here when we went live so we could enlist their help if we had any challenges.

“I would definitely recommend the onsite training piece! The entire process was very seamless and the Book4Time team was great.”

Since the software went live in 2019, Frye said the user experience has been great and added that Book4Time’s support team has been very responsive regarding any questions or difficulties they have had.



Credit: Del Coronado Hotel |

Increased Revenue with Book4Time

The best part about Book4Time, said Frye, is the online and mobile booking. “This has been the best part for us,” she told us in that same 2020 interview. “It only made sense that, if our rooms and activities can be booked online, from the customer’s perspective, they should be able to book spa online. This lends itself to a better guest experience. Now spa-goers can book online. We don’t risk losing that revenue we were losing through call abandonment, and we alleviate some of the call volume from the call center. This also allows us to yield our treatments and turn on or off online treatment options based on demand.”

In the first year after the Del transitioned to Book4Time, Frye said seven percent of the spa’s business came from online booking and four percent from mobile bookings, for a total of 11% of total business. The revenue generated from online and mobile booking in the period between June 2019 and July 2020 was over \$240,000. We thought this was impressive, until we caught up with Frye in mid 2022 and she told us that, **in the 2022 year to date, 36% of Spa & Salon at the Del Coronado’s business was booked online, resulting in more than \$1,000,000 in revenue.**

“Book4Time is our Hilton Spas preferred software partner!”

Overall, Frye and Hilton are impressed with Book4Time’s product and team. “They are very helpful and are very knowledgeable about their product,” she said.

Not only would she “absolutely” recommend Book4Time to other spas that are looking for a solution, Frye said, “Book4Time is our Hilton Spas preferred software partner!”



Credit: Del Coronado Hotel



To learn more about how Book4Time can help your spa & hospitality business thrive visit www.book4time.com and [Book a Demo Today!](#)