

CASE STUDY

RESORTS WORLD LAS VEGAS

The Challenge



Sprawling, state-of-the art, next-gen gaming property with complex integration requirements for spa & wellness.

The Solution



Book4Time, the easy-to-use spa software solution with the most integrations in the industry!

The Results



Happy team, smooth operations, easy booking, and more.



Jennifer Lynn

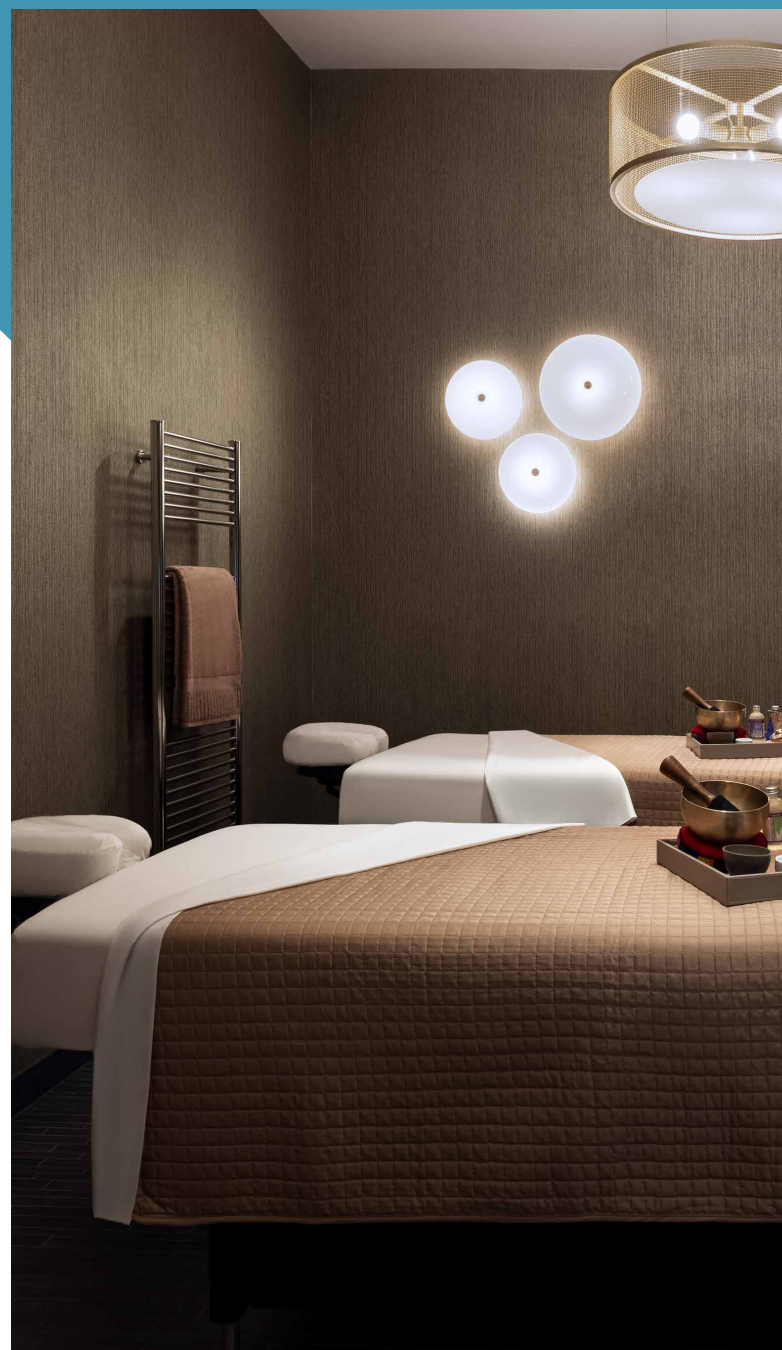
Spa Director at Resorts World Las Vegas

"I find the product to be far superior to the other systems I have used over the years. The online booking platform alone is easy to use for guests and integrates well into our spa operation".

In June 2021, Resorts World Las Vegas made its debut as the first resort built on the Las Vegas Strip in more than a decade. The integrated luxury resort boasts an array of unique and extraordinary features and amenities.

The sleek yet simple elegance of Resorts World Las Vegas was developed with the intention of bringing the elevated experience for which the Resorts World brand is known. Resorts World Las Vegas features 3,506 guest rooms and

suites across three of Hilton's premium brands, including the Las Vegas Hilton, Conrad Las Vegas, and Crockfords Las Vegas, one of the first LXR Hotels & Resorts in the U.S. Each brand features its own entrance, lobby, and distinct selection of guest accommodations. More features include an innovative, next-generation gaming floor, more than 40 world-class food and beverage options, a 5,000-capacity theater, distinct nightlife venues, an extensive retail collection boasting a wide spectrum of internationally known brands, and more.



Credit: Resorts World Las Vegas



At the cutting edge of technology

Resorts World Las Vegas is also offering various new-age tech advancements across the property, including mobile check-in and digital key via the Hilton Honors app, allowing for a contactless arrival experience, and an AI-powered digital concierge named Red



Credit: Resorts World Las Vegas

AWANA Spa & Wellness at Resorts World Las Vegas

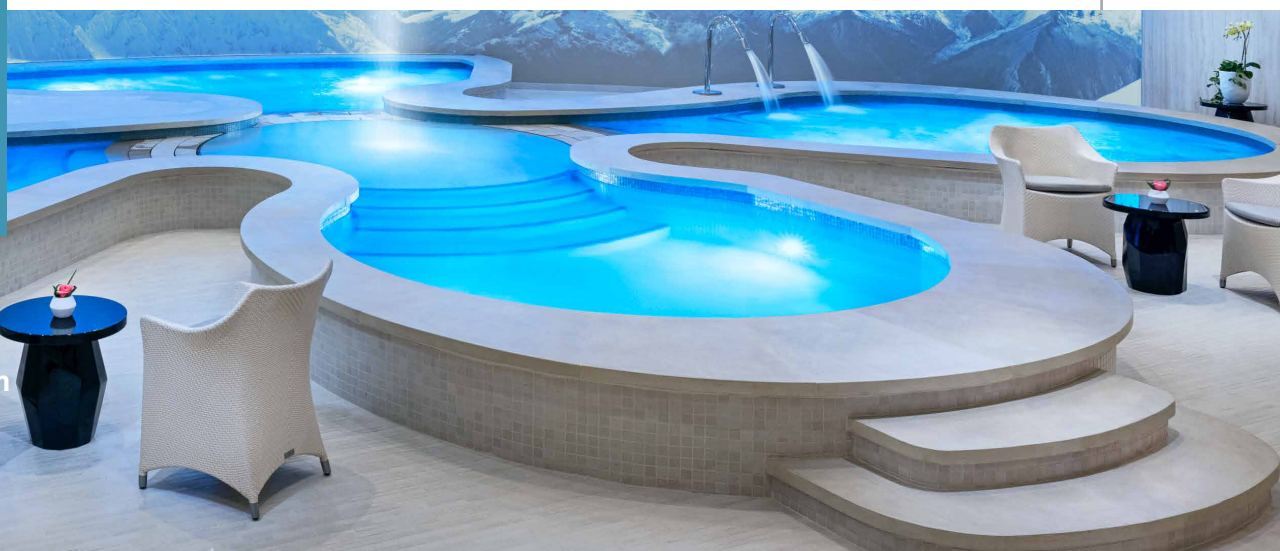
AWANA Spa & Wellness at Resorts World Las Vegas is the first spa of its kind. Complete with personalized treatments, immersive facilities, and approachable wellness offerings. The modern, yet warm space draws on the principles of the golden ratio with rounded rooms, curved walls, and well-thought-out designs to promote a transformative and holistic experience. Spa goers can choose from a variety of treatments inspired by European and Eastern rituals with a unique social approach, including treatments offered for the first time in the United States, like the theatrical Art of Aufguss, showcasing a theater-inspired heated room with aromatherapy, choreographed music, lighting, and dancing towels.

Jennifer Lynn is the Spa director at Resorts World Las Vegas. An inspiring spa and wellness leader with 25 years of experience in luxury brand development and a passion for hospitality, luxury service, and sustainability, Lynn oversees operations at AWANA Spa & Wellness.

As the pre-opening Director of Spa and Fitness, Lynn worked diligently on the critical path to opening the spa in the fall of 2021. Her responsibilities included brand development for the spa, design and construction project management for the space, system implementation – including software – building a zero-based budget, and recruiting, hiring, and onboarding a champion team of 70 passionate spa professionals. Book4Time was the software of choice.

Credit: Resorts World Las Vegas

“Spa software decisions should be explored fully”



“Spa software decisions should be explored fully”

As industry leaders know, there’s a lot to consider when it comes to choosing a spa software, including functionality, ease of use, interface, and more. When asked what she was looking for in a software solution at the time, Lynn listed integrations as one of her top priorities. She said, “Spa software decisions should be explored fully to ensure that they meet all the right criteria for operations and property integration, perhaps even taking into consideration a need for enterprise solutions for multiple properties. At Resorts World Las Vegas, we needed to find a software that had great integration for our PMS system, OPERA.” Specifically, for AWANA Spa & Wellness, Resorts World Las Vegas’ operational needs for software include:

- ✓ Easy to use for guest facing online booking
- ✓ User friendly for spa operators/end users
- ✓ Retail management integration (sales, inventory, and purchasing management)
- ✓ Payroll configuration flexibility and having a software system that is flexible
- ✓ Operational configuration – spa services, retail store transactions, wellness activities

“We chose Book4Time,” said Lynn, “because it met all of our criteria and testing in a pre-opening setting for Resorts World Las Vegas IT standards. We also verified references from other spa operators with similar business models that were experiencing success with Book4Time.”

“Treatment providers are able to use their mobile devices to check their schedules throughout the day at their fingertips, eliminating the need to have multiple computers throughout the Heart of House areas.”

The fact that the software is cloud based is one of the things that stood out for Lynn. “Being a web-based program made it affordable to implement and we love to have access to our spa reservations from our mobile devices. Treatment providers are able to use their mobile devices to check their schedules throughout the day at their fingertips, eliminating the need to have multiple computers throughout the Heart of House areas. This allows treatment providers to review their schedules, eliminates the need for paper itineraries or agendas, and creates easy access for upgrades and enhancements.”

Credit: Resorts World Las Vegas



“One of the smoothest launches I have had”

The launch and implementation of Book4Time went smoothly.

“With over 25 years in hospitality and spa operations management, this was one of the smoothest launches I have had. At the baseline, the software functionality and integration are key,” Lynn said. “The Book4Time team was well prepared to support a launch of a new spa within the launch of a new property. The team was well versed at managing the critical path for configuration, implementation, training, and go-live.”

“Customer support has been the most impressive. As we have worked to create a system that represents the unique complexity of our operation, the support team has been very responsive to inquiries regarding configuration.”

Lynn also said the payroll functionality has been a time saver. “The complexity of spa payroll could leave a scholarly mathematician confused. Book4Time has a software program that can adapt to the diversity and complexity of compensation when configured properly and makes it simpler to understand.”

She adds that “Customer support has been the most impressive. As we have worked to create a system that represents the unique complexity of our operation, the support team has been very responsive to inquiries regarding configuration.”



Credit: Resorts World Las Vegas

“Far superior to the other systems”

How does Book4Time compare with other software systems Lynn has used in the past? Simply put: it’s better, which was exciting and gratifying for us to know!

Lynn said, “The online booking platform alone is easy to use for guests and integrates well into our spa operation. I find the product to be far superior to the other systems I have used over the years.”

Thanks to Jennifer Lynn and Resorts World Las Vegas for trusting Book4Time with your software needs and for your kind words. We appreciate you!