FAIRMONT CHATEAU WHISTLER

Fairmont Chateau Whistler is a resort in a naturally spectacular alpine setting that delivers an ideal experience for guests. This award-winning hotel sits at the base of Blackcomb Mountain, with ski-in ski-out access, and showcases classic elegance, exceptional dining and full resort amenities.

At the Fairmont Chateau Whistler, you'll find 519 alpine-inspired guest rooms, a Fairmont Gold floor, expansive conference and event space, a renowned food and beverage program, a championship golf resort.

Surrounded by stunning mountain vistas, scenic lakes, and a close-knit mountain community, Fairmont Chateau Whistler welcomes adventure-seekers, families, and outdoor enthusiasts.

The resort offers a wide variety of activities for hotel guests that include recreational offerings, fitness classes, Whistler Experience Guide activities.

Fitness classes include twice daily yoga, Pilates, Stretch & Mobility, Aquafit, Tai Chi, LuLuLemon Mirror classes, and personal training. Whistler Experience Guide activities are based on the seasons and include (but are not limited to): skiing (downhill and cross country), snowboarding, snowshoeing, hiking, biking, walking, star gazing, cultural tours, museum tours, brewery/distillery experiences, paddle boarding, shuttle bus tours, and nature tours.

Something efficient, easy to use, sleek, and professional

Josh Fraser is the resort's Health club and Recreation Manager. When shopping for a spa and amenity management software, Fraser was looking for a system that suits multiple needs. He explains, "We have a huge range of activities and facilities that change throughout the year with the seasons. We struggled to find software that could do everything."

The team was seeking "something that was efficient and easy to use for our staff, but also sleek and professional for guests. We wanted software that doubled as a marketing tool, to show our guests what we can offer. Specifically for us, we also needed something that could handle our membership platform as well as the activity bookings."

Book4Time was the clear choice to manage Fairmont Chateau Whistler's activities, spa, and memberships. "I knew that other Fairmont Hotels had used Book4Time and were very happy with the product," says Fraser. "Book4Time appealed to me, as they were very flexible in their approach and very accommodating to my needs. Even if they hadn't used the software for this particular use in the past, they were happy to try and accommodate it."
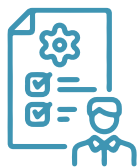
book4time

"I'd never been through such a rigorous onboarding process with a software platform before."

The 10-week onboarding process was very thorough, Fraser says, and the Book4Time support team was available for additional questions/assistance whenever needed.

"They used a set structure to ensure everything was covered, although they often tailored it depending on our requirements. They gave a detailed list of employees (IT, Spa, Management etc) that could benefit from the training and kept us accountable for completing our work on time."

"I'd never been through such a rigorous onboarding process with a software platform before. They really covered everything and learned a lot."

Fraser adds, "The Book4Time team was very supportive, in particular Ashish (Ratnaparkhe, Onboarding Specialist). They continued to assist us even after our onboarding was completed. Considering our setup was very different from other hotels/spas, they were always happy to help us figure out some of the more unique problems we faced."

A software system to manage it all

Fraser says the resort employs two Whistler Experience Guides, two in-house class instructors, two in-house personal trainers, and 10 contracted yoga instructors. On the average day, anywhere from 2-50 guests participate in the activities. Fraser explains, "Our hotel clientele varies, as does the demand for activities."

Book4Time helps manage it all.

Fraser says, "In winter, our Mountain tour is very popular as our guests love to ski. Book4Time allows guests to book

Credit: FAIRMONT CHATEAU WHISTLER

this activity with us well in advance, which is helpful when they're trying to plan their whole vacation. Book4Time allows us to control the amount of spots available, and offer a waitlist option. The system automatically sends our guests a confirmation email and reminder, including the link to sign their participation waiver. This helps us save time on the day of the activity, and gives our guests more time to ski.

"Yoga classes are also very popular and Book4Time allows the guests to book themselves in for their whole stay. So they can continue their yoga or workout routine whilst they are away from home."

Guests can book themselves into activities using an online booking site, which Fraser says is "used heavily." He adds, "They can also manage their bookings and view the activity details at any time. Wellness is a growing area within hospitality and it's wonderful for guests to be able to continue their workout and wellness routines whilst they're away from home. Book4Time plays a large role in showing the guests the options they have during their stay with us."

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75% of booking through the online system

"Guests can actually see everything available to them, where in the past, they may not have been aware of what was on offer."

In fact, between July 2022, when the Chateau launched Book4Time, and December 31, 2022, out of the 5327 sign-ups for activities and classes, 4016 came through the new online booking system, or a stunning 75% of bookings.

"The system gives our guests the freedom to choose their activities at their leisure, and saves our staff time, instead of placing every booking manually," says Fraser. Plus, "the online usage is also great for our marketing. It means guests can actually see everything available to them, where in the past, they may not have been aware of what was on offer."

When asked to name his favourite Book4Time features and functionalities, Fraser says, "The compatibility with guest intake, to create and store our online forms has been amazing. We're able to create, send and store all of our participation waivers and Health Club membership contracts using this, whereas, in the past we would have stacks of paper files."

Also, "The ability to have the internal site work independently from the guest facing site is great for us. It means we can have internal scheduling and programming and also have the freedom to design what is on the guest-facing site."

Third, he says, "The reporting functions are really helpful for anyone looking to gain insight into their spa and hotel business."

"They never settle for what they already have, and are always looking for new features to enhance the user experience."

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Always innovating

He has also been impressed with the constant updates and new features being released by B4T. "They never settle for what they already have, and are always looking for new features to enhance the user experience. This is crucial in the hospitality industry, as we too are always working to improve customer service and guest experience. The ideas put forward by Book4Time for Q2/Q3 of 2023 already look very interesting and are sure to be a great addition."

Would Josh Fraser recommend Book4Time?

"I have nothing but good things to say about Book4Time software. It is very user friendly, and all of our staff were able to become competent users very quickly. As time progressed, we have discovered and used more features, and I'm still learning new things with the platform today. We're always thinking of new ideas and the majority of them can be implemented easily. We always ask ourselves 'Can I use B4T for this?' and the answer is usually yes.

"I'm sure Book4Time can offer solutions to most, If not all, issues faced by spas and hotels. The platform is extremely robust and can be adapted to suit everyone."

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Learn More or <u>Schedule a Demo Today!</u>

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