



CASE STUDY

FAIRMONT JASPER PARK



Challenge

Fairmont Jasper Park needed a clear and up-to-date booking system for activities and amenities that could be accessed by both guests and staff.



Solution

Implemented Book4Time software to manage activities and bookings in one system, making it easy for staff to manage and guests to book.



Results

Increased awareness of hotel offerings and a better ROI. Better scheduling and demand management.

Luxury mountain resort

Fairmont Jasper Park is a 700-acre year-round luxury mountain resort that wraps around the shores of the pristine lake, Lac Beauvert,

and Canada's #1 Golf Resort Course. The resort's charming village of cedar chalets and Luxury Signature Cabins, all connected by picturesque paths, allows guests to explore the natural environment of the hotel within the largest national park in the Canadian Rockies. The hotel offers many different activities throughout the year, with fitness classes offered year-round and seasonal activities such as equipment rentals, guided nature walks, canoe races, and fireside chats. Guests also enjoy a long list of activities over signature weekends such as Family Day, Easter and Thanksgiving, like arts and crafts, dessert decorating, bingo, and scavenger hunts.

According to Spencer Martin, the hotel's Recreation Manager, because Fairmont Jasper Park is a seasonal property, attendance for these activities varies significantly throughout the year, with an average of 30 guests per day for all activities. There are five different fitness instructors throughout the week, and two different departments (Recreation & Golf/Winter Activity Center) running all the activities.

A software designed to create the best experience for guests and staff

When shopping for a spa and amenity management software, Fairmont Jasper Park wanted guests and staff to have access to the same booking system, and one that was clear and up-to-date at all times, to create the best experience for everyone.

They chose Book4Time to manage activities and ancillary revenue streams because the software was already being used by the spa, was well understood, and was simple for everyone to work with.

Book4Time leads to money better spent for the property

“Book4Time has increased the awareness of our activities to guests, which has led to the money we spend on our activities being a better investment.”

With Book4Time, guests can now book themselves into activities whenever they would like using a link on the website and resort activity guide, as well as through a QR code placed throughout the hotel. This has boosted awareness of what the hotel has to offer and increased bookings. It’s also helped manage demand and resulted in a better ROI for the hotel’s activity program spend.

Martin says, “Book4Time has increased the awareness of our activities to guests, which has led to the money we spend on our activities being a better investment.”

He adds, “The most popular class is Aquafit, but due to the size of the pool, capacity is limited. Book4Time helps us using one booking platform for guests and members, allowing everyone the chance to sign-up as early as they would like.”

An excellent addition for Fairmont Jasper Park

Overall, Martin says Book4Time has been “an excellent addition” for Fairmont Jasper Park. In fact, he says, “We couldn’t see ourselves operating the same without it.” There are a few more reasons for this beyond the ease of use, the increased awareness around the activities, and the online booking capabilities.

One of these reasons is the Book4Time support team. “The team is always supportive,” Martin says. “The service is very fast whether I email or call the helpline.”



Another is the ability to divide service groups. This, Martin says, is his favorite feature – “I can keep guest activities separate from staff activities so as not to confuse anyone when they go to our website to book.”

The staff enjoys it as do the guests “Our experience has been positive. Staff find it very easy to use and guests do not mention anything, which is usually a good sign because if they experience issues, they do not hesitate to let us know.”



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A pleasant surprise!

For Fairmont Jasper Park, what started out as a spa software has more potential uses and benefits than expected. Maybe that's why Book4Time was named the most innovative company by the International Spa Association. Asked what he has been most impressed with, Martin said, "I have been most impressed with the service because with this being primarily a spa software, they have done an excellent job of tuning the software to meet our needs for activity booking."


"Book4Time is an excellent addition. We couldn't see ourselves operating the same without it." - Spencer Martin, Recreation Manager, Fairmont Jasper Park

More than a spa software, Book4Time is ready to manage your activities, classes, amenities, cabanas, and other ancillary revenue. *Get in touch to learn more!*



Learn More or [Schedule a Demo Today!](#)

 www.book4time.com

 1 905 752 2590

 sales@book4time.com

