CASE STUDY

CASTLE HOT SPRINGS

Castle Hot Springs sits in the Bradshaw Mountains, in a lush desert oasis northwest of Phoenix, Arizona.

The place boasts a colorful history that begins as a destination for indigenous people to seek out healing waters and includes becoming the first Arizona wellness resort in the 1800s, hosting celebrities and dignitaries through the early 20th Century, use as a WWII military rehabilitation center, and destruction by fire in 1976 after which it sat unused for more than 40 years before reopening in 2019.

"Much like the mythical Phoenix that emerges to start a new long life, Castle Hot Springs has returned to deliver wellness and privacy with attentive service, in a verdant desert oasis" says the website.

Today Castle Hot Springs houses a lodge, an award winning restaurant, and a gathering bar with an expansive outdoor terrace. The guest experience takes you on a memorable all-inclusive journey that includes access to mineral rich, geothermal waters, farm-to-table meals, and activities like yoga and meditation, guided hikes, and archery.

The Spa at Castle Hot Springs

The spa at Castle Hot Springs draws inspiration from the land and the healing waters, rich in lithium, magnesium, and bicarbonates. These minerals, along with herbs and plants from the farm, inspire a focus on joy, serenity, and renewal.

The rejuvenated Castle Hot Springs needed a software system for the new, modern era. And, so they chose Book4Time.

Prior to implementing the software, says Front Office Manager, Teri O'Cheltree, the team was scheduling everything in a Google Excel Document "with limited employee access to minimize accidental changes." This meant that any schedule changes were a hassle.

O'Cheltree explains: "Our Pre-Arrival Team would be the owners of this document and all changes would need to go through them. When they weren't in the office, we would have to email them to adjust the document."

The team was understandably "excited to move away from the Google Doc and into a more streamlined process and program."

Castle Hot Springs uses Book4Time's scheduler and online booking system for both spa & wellness and resort activities, as well as the inventory management function, Yield Management, and Book4Time Pay for retail.

The property has enjoyed improved operational efficiencies and productivity with these features, including:

- Maximizing the number of treatments the spa does in a day.
- Ability to see and fill gaps in adventure and activity scheduling.
- Facilitating updating guest itineraries.
- Improved financial reporting.

O'Cheltree says, "We can maximize the number of body treatments we do in a day. It has also allowed us to see gaps in our adventures and activities schedules and fill those. Updating guest itineraries is much easier and it is great that it updates almost instantly for other departments to see.

"We anticipated [Book4Time] providing financial info as well as reporting and Book4Time delivered."

Overall, says O'Cheltree, "Book4Time is a great software for teams to utilize in order to streamline your bookings, address any gaps, or seamlessly update itineraries."

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