

**CASE STUDY****WALDORF ASTORIA CHICAGO****Kelly Gasspari-Fleming**

Spa Director at the Waldorf Astoria Chicago

YIELD MANAGEMENT IS REVOLUTIONIZING THE INDUSTRY. THE WALDORF ASTORIA CHICAGO IS ONE SUCCESS STORY.

Book4Time spa and ancillary revenue management software system's Yield Management feature is a game changer for the hospitality industry. This feature is revolutionizing the industry, empowering spa directors, general managers, and sales & marketing teams to explore and innovate new strategies for boosting profits without having to resort to discounting to fill treatment rooms.

Before Yield Management & Dynamic Pricing, revenue managers had to manually adjust prices on treatment menus, which could take hours dealing with configuration settings. Now, leaders running established spa or ancillary revenue-driving departments can automate yield by setting configurations just once, streamlining operations and providing teams with greater control over maximizing revenue during high or low traffic times. Yield Management has helped revenue managers and spa

directors achieve a significant 10-15% jump in overall revenue by having at least one yield rule in place. One example of a success story is the Waldorf Astoria Chicago.

Parisian Elegance in the Windy City

Nestled in the vibrant heart of Chicago's Gold Coast Historic District, the Waldorf Astoria Chicago is a Forbes star-rated hallmark of Parisian elegance, an art deco jewel amid the bustle of the windy city. Spacious guest rooms feature fireplaces, terraces, white marble baths, and wet bars. Waldorf Astoria Chicago also boasts a new 1,800-square-foot Astoria Suite and redesigned 2,400-square-foot Presidential Suite, both of which evoke the charm of a Paris apartment.

The Spa at the Waldorf Astoria Chicago

The luxe spa at the Waldorf Astoria Chicago is a destination all its own with Greek columns and a mosaic pool. The space on the hotel's 4th floor is a sanctuary for relaxation and rejuvenation, housing the spa, a lap pool, and a state-of-the-art fitness center.

Innovative Software for an Enhanced Spa Experience

Since 2020, the spa at the Waldorf Astoria Chicago has been using Book4Time software, and according to Spa Director Kelly Gasspari-Fleming, the system's Yield Management function has

been a financial triumph.

Gasspari-Fleming says that the functionality is “really great,” adding that so far it has only been implemented on weekends. “We utilize weekend and weekday pricing and Book4Time makes this feature incredibly easy to use,” she says. In fact, by incorporating higher yields only on weekends, she says the spa increased revenue by approximately \$100,000 over one year. This showcases not only the software’s capacity to increase profitability but also its role in enhancing occupancy and productivity. Anticipation is high for the rollout of Dynamic Pricing in 2024, promising even more revenue increases, and which Gasspari-Fleming says she is “excited to use.”



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Aside from Yield Management, Book4Time’s Online Booking feature is also helping streamline operations and enhance income for the spa at Waldorf Astoria Chicago. Approximately 20% of bookings come through the online system. Some of this revenue would surely be lost if the option were not available.

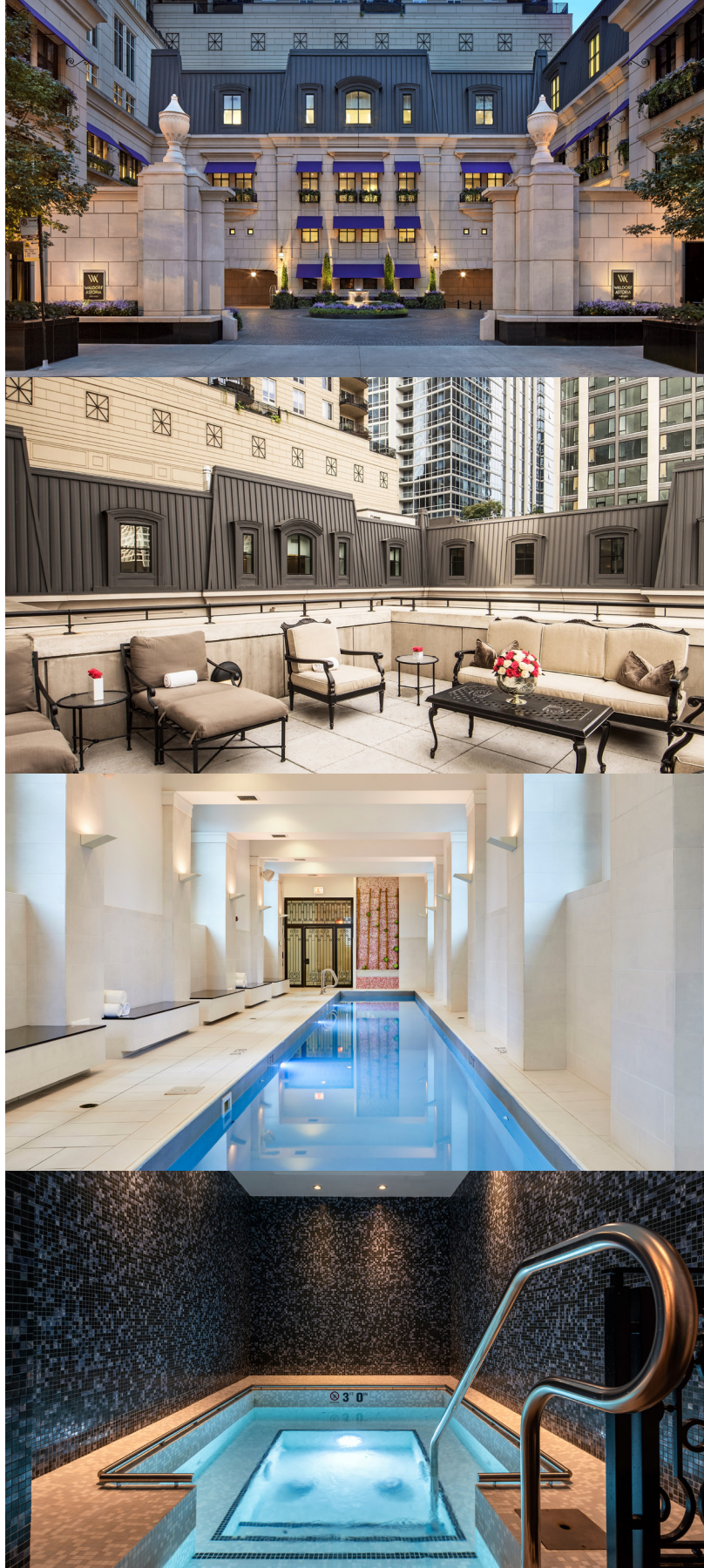
“Online Booking is always a great way to add effortless booking for guests as well as the auto confirmations,” says Gasspari-Fleming.

Setting the Standard for Spa Management

Asked whether she would recommend Book4Time to other spas looking for a software solution, Gasspari-Fleming says “Absolutely,” adding that “The yield feature is by far what sets Book4Time apart from any other software.”

Book4Time helps spas stand out, increase profits, and provide a superior experience. The Yield Management feature positions businesses uniquely in the hospitality landscape, offering both a memorable stay for guests and a model of operational excellence.

“The yield feature is by far what sets Book4Time apart from any other software.”



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