



# Case Study

Online Booking Engine



**Marriott**®

SpaSoft™





## Online Booking from SpaSoft helps Marriott International grow to become the leader in hotel spa operations

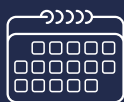


Marriott International is a leading hotel management company operating more than 4,200 properties around the world. A large part of Marriott International's focus on delivering an exceptional guest experience includes the offering of luxury spas at its hotel locations.

### Marriott International's SpaSoft's Online Booking Results



Over \$500,000 Revenue



More than 3,500 appointments



4 day average lead time



\$7 to \$10 million in sales estimated for year one

Pilot Results for 2  
Spas Over 30 Weeks

**Live now in 92 spas  
- 11 international -**

“We are taking the experience and bringing it right to the customer so they can act on their impulse.”

**Kenneth Ryan** | Senior Director of Global Operations for Marriott Spa

## Challenge

For Marriott International's guests, a luxury spa experience begins not at the spa, but at the booking process.

In order to ensure this luxury spa experience, while supporting its high volume of daily spa operations, Marriott International needed a direct online booking channel that would work in conjunction with *SpaSoft*, its spa management system.



The way *SpaSoft* was designed and developed allows for so many possibilities. It's set up so any property can be successful. If it was complex, we wouldn't be where we are.

## Solution

In the first thirty weeks of Marriott International's pilot implementation of the *SpaSoft* Online Booking system the online booking technology yielded over \$500,000 in appointments in two spas.

Beginning from those initial two installations, Marriott International has expanded the implementation of the *SpaSoft* Online Booking System to 92 North American Spas and eleven international locations. They estimate that online booking will generate \$7-10 million in the first year.

Kenneth Ryan, Senior Director of Global Operations for Marriott Spas, said for a spa to be relevant and appeal to consumers, online booking is a must-have.

“Our initial thirty week introduction of online booking yielded over \$500,000 in appointments, without any advertising or promotion,” commented Ryan.

Today's spa guests live in an online and mobile world. With a strategic mission to roll out a complete guest mobile experience, offering a responsive online booking engine for spa meets the needs of their guests as well as positions the company to grow and service their customers into the future.

Marriott International Spa Management began the *SpaSoft* Online Booking Engine implementation with two Marriott hotels. The numbers quickly illustrated the importance of online booking to their spa customers and to the Marriott International Spa business.

“We're taking the experience and bringing it right to the customer so they can act on their impulse,” Ryan said. “Spa is very much an impulse buy, and if we can provide that experience, that's a huge win.”



Relâche Spa & Salon at The Gaylord National

## Execution

Marriott International already utilized SpaSoft in more than 100 Marriott spas. When the opportunity arose to partner on the development and integration of a responsive online booking system, Ryan and the entire Marriott International Spa team were eager to be involved.

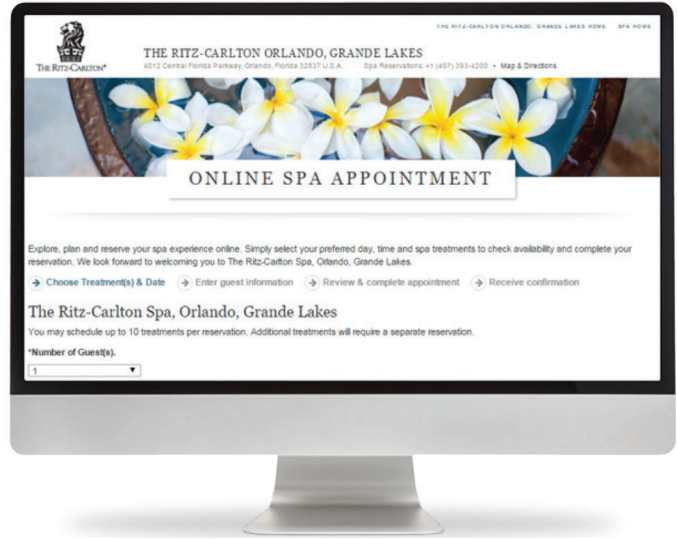
“The way it was designed and developed allows for so many possibilities,” Ryan said. “It’s set up so any property can be successful. If it was complex, we wouldn’t be where we are.” He said the SpaSoft team was “phenomenal” in building an online booking engine that could easily be changed or modified.

“Marriott International was more than just a customer in the development of the SpaSoft Online Booking Engine, they were a partner,” commented Rob Selwah, President of Springer-Miller Systems.

“With Marriott’s expertise in spa operations and our expertise in technology, we were able to collaborate to design an easy to use system for booking of spa appointments online and in a mobile environment.”

Marriott has the ability to customize the user interface to reflect the branding of each of its spa brands and locations if desired. They also control which services and activities to order online, and when those services are available for booking.

Resource management and staffing represents a concern for every spa manager, so they can control the lead time allowance to avoid stang issues.



In addition, the system supports upselling. For example, a guest booking a manicure can automatically order an upgrade to a deep moisture treatment.

Marriott is currently rolling out SpaSoft’s online booking technology to all its North American spas, and online booking will soon be implemented.

In order to keep spa staff focused on running their spas, deployment of the online booking engine is fast and simple. The administrative controls are friendly and easy to use, helping to ensure complete system adoption by all spas. “We have a phenomenal model here”

Ryan said, adding it opens up possibilities to continue improving into the future. “How do we take this model, this engine, and make it hum? We want to be in every space we can possibly be.



# Results

SpaSoft Online Booking Engine has allowed Marriott to meet and exceed the demands of today's spa guest, as well as move Marriott spa operations toward the future.

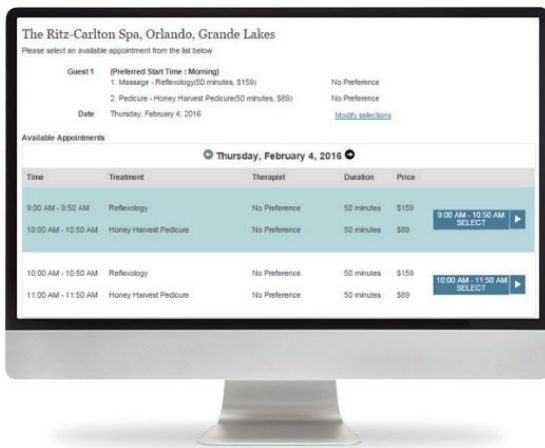
"It's long overdue," Ryan said of online booking. "I think it's going to spread like wildfire now that it's accessible. We're thrilled and excited about it and it fits right into the plan for everything we're doing with Marriott and Marriott International and our mission to be mobile."

"Ease of use and platform interoperability were key success factors as we both looked to roll this out first in North America and then worldwide," commented Selwah.

Ryan said the SpaSoft online booking engine has given Marriott a "huge opportunity" to more efficiently manage the thousands of appointments that previously required phone calls and emails. The online booking system saves on spa administration costs and has been remarkably trouble-free from an appointment perspective.

"If you want to be relevant now and in the future, you have to be in the mobile and online booking space," Ryan said. "If you're not, people are going to be frustrated and not buy your services. It's not a like-to-have. It's a **must-have**."

"I suspect it, online booking will be the number one way people will book their spa appointments in the future."



## SpaSoft Online Booking Engine

SpaSoft's integrated Online Booking Engine (OBE) was developed to drive spa reservations and increase revenue opportunities through a streamlined web and mobile booking process. The guest experience is seamless, ordering a responsive, intuitive and easy-to-navigate user interface, further enhancing the level of service your guests expect from you.

Marriott International, Inc., is a global leading lodging company with more than 4,200 properties in 79 countries and territories. Marriott International reported revenues of nearly \$14 billion in fiscal year 2014. Founded by J. Willard and Alice Marriott and guided by Marriott family leadership for nearly 90 years, the company is headquartered in Bethesda, Maryland, USA.

