

DUNTON HOT SPRINGS: A PERFECTLY-RESTORED GHOST TOWN NEAR TELLURIDE, CO

CLOUD PMS: A CASE STUDY

DUNTON HOT SPRINGS

ROCKY MOUNTAIN RESORT SEEKS FLEXIBLE PROPERTY MANAGEMENT SYSTEM THAT MANAGES GROUPS, ACTIVITY BOOKINGS AND COMPLEX PACKAGES.

DUNTON HOT SPRINGS is an exceptional property. Set deep in the San Juan Mountains of the Colorado Rockies, this former mining town is now an exclusive resort, mingling luxury with the village's original chattels. Scattered with natural hot springs, the romantic retreat features 13 elegantly-rustic cabins, a saloon, dance hall, and a bath house, and offers wide-ranging activities, from horseback riding to archeological day tours to pampering spa treatments. An incomparable experience, Dunton Hot Springs is consistently rated as one of the top all-inclusive resorts in the world.

www.duntonhotsprings.com

Managing such a unique property as Dunton Hot Springs comes with particular challenges and requirements.

Open year round, Dunton Hot Springs provides the option of reserving the entire town for private use for up to 44 guests. Dunton Hot Springs frequently caters to these whole-property reservations for wedding parties, corporate retreats and family gatherings. The impressive breadth of activities on offer at this experiential resort, along with various overnight and day packages that allow individual selection of those activities, adds further complexity to property management.

For Dunton Hot Springs, a flexible property management system that efficiently manages groups, activity bookings and complex packages is key to successful operation and ultimately to achieving the property's main goal of building occupancy while maintaining and increasing ADR.

One of the shortcomings of Dunton's locally installed PMS was that it did not manage activities. The staff at Dunton attempted to keep track of activity bookings on an Excel spreadsheet—a manual method prone to error. Dunton Hot Springs' General Manager, Edoardo Rossi, decided it was time to upgrade to a PMS with more functionality. It also had to be compatible with a Mac operating system. Edoardo began to consider Cloud-based systems, "we liked the idea of a Cloud-based system because, that way, when we are on the road for sales trips, we are able to instantly check availability for potential guests or clients," he said.

SOLUTION FOR SUCCESS

After researching various PMS solutions, Edoardo and his staff narrowed it down to three Cloud-based





systems, from which they selected [WebRezPro™](#) with [ActivityEngine](#) integration by [World Web Technologies Inc \(WWT\)](#).

The staff at Dunton Hot Springs chose WebRezPro because the cost-effective pricing structure (\$5 per room, per month) provided the most affordable solution for their small property of just 13 “rooms.”

WebRezPro’s ActivityEngine module was the other major draw card, enabling Dunton to manage activity bookings within the PMS itself. The staff at Dunton were also impressed with the system’s user-friendly interface, and, as Edoardo recalls, “we liked the commitment from Frank [President of WWT] and the team at WebRezPro, to make this work for our unique property.”

It took approximately one month to get WebRezPro with ActivityEngine integration fully up and running at Dunton Hot Springs, “and the transition was very easy,” commented Edoardo. Edoardo was trained to use the system by WRP support staff via two live online training sessions and, from there, he and his team familiarized themselves with the system further via online training videos.

The property’s system interfaces with Synxis (GDS), credit card processing and Guestfolio (sales & marketing), streamlining all facets of their business.

SUCCESSFUL RESULTS

Dunton Hot Springs has been operating with WebRezPro since December 2010. The staff at Dunton are most impressed with the system’s ability

to manage activity reservations—an intrinsic part of their business—as well as WebRezPro’s flexibility to fit their property’s unique requirements.

With WebRezPro’s ActivityEngine module, Dunton Hot Springs can take activity reservations and organize group activity bookings within the PMS, and attach activity reservations to overnight guest folios. At Dunton’s request, WebRezPro provided further functionality within the Personal Group Folios feature, allowing activities to be added to group folios on demand. This is particularly efficient when it comes to Dunton’s packages, which all allow guests a choice of activities.

The ability to manage activity bookings within their PMS has improved overall management of reservations at Dunton, including whole-property buy-outs. Of both individual and group reservations, Edoardo says, “we are better able to keep track of activities and make sure that they go on the guest’s folio. I don’t have to worry that something has been ‘forgotten’ on their bill.”

Edoardo also highlighted WebRezPro’s flexible pricing for rates and activities. WebRezPro permits unlimited rate changes during the year with ‘day-of-week’ pricing and enables pricing overrides on a day-by-day basis, making adjusting prices exceptionally easy.

Packages are a popular choice among Dunton Hot Springs’ guests. Dunton’s packages are complex, with various components, from champagne and chocolate-covered strawberries to a wide choice of activities. Since implementing WebRezPro, Edoardo finds setting up packages and tracking package components easier, “we include a lot in

our packages and can now properly break down the rates to the correct accounting codes.”

The decision to go with a Cloud-based PMS has come with no regrets for Dunton Hot Springs. “The ability to log in from anywhere and check availability is so convenient for us,” stated Edoardo, who is often off site for sales trips. “Here at Dunton, we are all very happy with WebRezPro,” he concluded.

About WebRezPro™

WebRezPro™ is a powerful and cost-effective Cloud-based property management system designed to meet the front- and back-office needs of hotels and other accommodation providers. WebRezPro offers all the features of a traditional PMS, such as integrated accounting, GDS connectivity and multiple interfaces, as well as advantages unique to Cloud-based systems, including anywhere access, integrated Web and mobile reservations, and automatic data back-up.

WebRezPro is a product of [World Web Technologies](#), a pioneering Internet software development company for the hospitality industry since 1994.

Visit www.webrezpro.com, call toll-free 1-800-221-3429 or email info@webrezpro.com for more details. For information about Cloud-based tour operator software, visit www.activityengine.com.



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