

# iHotelier® Elevates Revenue and Guest Experience at Hotel Balneario de La Hermita

## Client Overview:

Nestled in the picturesque valley of Peñarrubia near the Picos de Europa, Hotel Balneario de La Hermita is an independent hotel that seamlessly blends historical charm with modern luxury. Faithfully restored and reopened in 2006, this small yet prestigious hotel boasts 57 rooms and offers an exceptional health and wellness experience in a setting that feels both magical and surreal.





## Their Challenge:

Due to its remote location in a small village with limited walk-in guests, Hotel Balneario de La Hermida relies heavily on repeat business from Madrid and Northern Spain. These reservations are primarily managed through phone bookings, which provide a quicker way to service loyal guests and offer upsells on wellness services. However, the hotel faced challenges with manual pricing calculations, limited staffing with little hospitality experience, and inconsistent reservation information, leading to errors and inaccuracies.





## Our Solution:

To streamline operations and address these challenges, the reception team turned to Amadeus' iHotelier® Call Center application. This solution helped centralize information, improve accuracy, and enhance customer service, all with a minimal learning curve. The intuitive interface of Amadeus' iHotelier Call Center enabled the team to expedite bookings effortlessly and access real-time availability, rates and inventory directly from the iHotelier system.



## After implementing the iHotelier Call Center, Hotel Balneario de La Hermita experienced several key benefits, including:

**Centralized and structured information:** Provided reliable information for pricing, dates, and room availability, doing away with manual calculations and errors.

**Ease-of-use:** The solution was quick to implement, including ample support and self-service learning tools to help the team adapt rapidly.

**Improved efficiency and productivity:** Streamlined management of the reservation process, saving time and enabling quicker service over the phone.

**Elevated guest experience:** Ensured guests received the best prices and offers on wellness services and upsells, including spa treatments for couples.

**Confidence in bookings:** Increased assurance and confidence across the reception team with an indispensable tool that complements the iHotelier Booking Engine for reliable and consistent information.



## The Results:

The hotel generated nearly **\$500K** in Call Center revenue by leveraging the iHotelier Call Center application, marking a **437% increase** over the previous year. This significant revenue boost highlights the effectiveness of the iHotelier Call Center as a crucial direct booking channel for the hotel.

**409%**  
increase in  
room nights  
booked YoY

**366%**  
increase in  
direct bookings  
YoY



By leveraging Amadeus' iHotelier® Call Center and Booking Engine, we have successfully increased our direct bookings and balanced the percentage of reservations across all distribution channels. This has significantly reduced our dependency on OTAs and their associated intermediation costs. Additionally, by offering value-added services such as treatments and other enhancements, we have seen a substantial increase in our total revenue last summer.



- Alberto Rentero,  
Director, Hotel Balneario  
de La Hermita