

CASE STUDY



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OVERVIEW

Elevating Traditional Hotel Restaurant Operations

The newly renovated Limelight Hotel Aspen features 126 guest rooms and suites with an upgraded modern aesthetic that feels like Aspen itself. Nestled in the heart of Aspen, the resort's Silver Queen Gondola and the ski runs of Aspen Mountain are within easy walking distance; as are the celebrated restaurants, shops and nightclubs that have defined Aspen's cosmopolitan-meets-ski-town vibe for years.

In summer, Aspen plays host to cyclists, hikers and outdoor adventures seeking some of Colorado's most scenic terrain, while al fresco dining at celebrated restaurants, a weekly farmer's market, and the annual Aspen Food & Wine Classic firmly put the town on the culinary map.

THE SITUATION

Especially over the last few years, the Limelight Hotels IT team had witnessed a significant shift to contactless technology in the hospitality industry. After evaluating friction points in the guest journey, aligning with modern technology platforms in their restaurant was determined to

COMPANY

Limelight Hotel Ski Resort

INDUSTRY

Hotels and Resorts

FEATURES

Mobile Order & Pay
All-in-One POS
KDS & Printer Integration
No App Download Required



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be an effective way to offer elevated contactless dining experiences to their guests while also evolving their technology platforms to continue to support long-term company goals. Limelight Hotel partnered with GoTab to provide an enhanced on-demand dining experience on par with the brand's reputation for exceptional guest service.

THE SOLUTION

Reducing Staff Touch Points Without Sacrificing Guest Experience

Guests are now able to begin a tab from their room or the property's restaurant by scanning a QR code, texting a link to friends or family members on the ski slope to add in their orders, then meeting up together at the patio or lodge to enjoy their meal and après ski festivities without interruption. By streamlining tasks like inputting orders and processing payments, this eliminates friction for hotel staff and allows them to focus on delivering renowned guest service for a memorable experience. Since partnering with GoTab, Limelight Snowmass has consistently seen higher check averages and sales.



We found the Point of Sale platforms we were looking at offered the guest and staff limited opportunities to further reduce touch points or improve the traditional restaurant experience. The GoTab platform enabled the guest to take an active role over the flow of their experience while simultaneously reducing touch points and further streamlining restaurant operations.

— Nick Giglio, Manager of Hotel IT Operations, The Little Nell Hotel Group

According to the Limelight Hotels team, some of the other platforms that were evaluated were either missing some of the pieces they were looking for, had weak customer support models, or had little willingness to develop

THE BENEFITS

- ✓ **Eliminate Phone Orders — Take Orders from the Slopes**
Guests can start a tab from their room or on the mountain without interrupting the flow of their day.
- ✓ **Future-Proofed Technologies**
Delivering elevated contactless ordering via integration with the Infor hotel management platform.
- ✓ **Eliminating Friction in the Guest Journey**
Maintaining service levels during periods of reduced staff without diminishing the guest experience.



integrations to existing hotel platforms already in place. To that end, GoTab integrated with cloud-based platform, Infor. Together, GoTab and Infor are providing dynamic solutions to support central, efficient service across hotel amenities and deliver exceptional guest experiences.



Previously, guests would call down to the restaurant to begin an order from their room or while they were out enjoying the ski slopes. Using GoTab, guests can now place orders from anywhere on the resort, giving them the on-demand service they want without interrupting their day. GoTab empowers us to give control to the guest, reducing touchpoints and streamlining overall restaurant operations, making Limelight Hotel the resort of choice for Snowmass.

— Nick Giglio, Manager of Hotel IT Operations, The Little Nell Hotel Group

THE RESULTS

Since introducing GoTab, The Limelight Hotel has seen a consistent level of upsells and items sold per check resulting in additional revenue capture. They have been able to maintain service levels in their restaurants during periods when there was reduced staffing available without significantly diminishing the guest experience.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.