

Spa in Hotel & Integrated Resort



Lisa M. Starr
Wynne Business

Your Presenter

- Lisa M. Starr
 - 30+ years experience in salon & spa industry
 - Senior Consultant, Wynne Business
 - Chair, Global Wellness Institute Consulting Initiative
 - Contributing Editor, Dayspa Mag
 - Consultant, educator, writer, presenter

Wynne Business provides consulting and education, including live seminars and on-site team trainings, for the spa, salon & wellness industries

Global Spa Market Today

Approximately 121k spas worldwide

Revenues of \$US78b

Asia-Pac has largest # of spas

Europe spas have highest revenues



2015 data courtesy GWI

Global Wellness Economy: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments. The thickness of the lines in the chart indicates the strength of the relationships and synergies between sectors. Source: Global Wellness Institute

Spa Sector Statistics

Spa Economy: \$99 billion in 2015



Note: Numbers may not add due to rounding. Source: Global Wellness Institute

Asia-Pac Spa Market

Top Ten Spa Industry Markets in Asia-Pacific, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
China	12,595	\$7,094.3	288,368
Japan	7,069	\$5,079.8	115,515
South Korea	2,966	\$1,482.7	38,971
India	4,734	\$1,461.8	55,862
Thailand	2,304	\$1,007.0	70,897
Indonesia	2,070	\$922.9	60,682
Australia	1,162	\$791.5	12,208
Hong Kong	739	\$677.0	12,431
Taiwan	886	\$499.7	11,789
Singapore	740	\$452.4	8,287

Source: Global Wellness Institute

What is a Spa?



"Places devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit."*



*Courtesy ISPA

Guest Expectations of Spa



- I am entering a perfect world, where I will experience a total escape from the stress of reality
- Everyone I encounter will be experts; they'll be respectful, discreet and highly professional
- I will emerge transformed, glowing, renewed and relaxed



Identifying Spa Target Client



- Ideally, similar to hotel brand client
- Economic factors
- Demographics
- Psychographics
- Frequency cycle
- Purpose



Benefits of Spa Therapies



- Ease physical pain
- Improve performance
- Improve emotional state
 - Elevate mood
 - Reduce stress level
 - Enhance self esteem
- Correct imbalance
- Enhance appearance

We are Staging Experiences...



- ...not processing transactions
- ...not filling orders
- ...not "getting clients in and out" as fast as possible
- ...not becoming their best friends
- And we only have a few hours to accomplish our goals!



Selling Experiences vs. Therapies: Understanding the Different Opportunities



- All benefits that a customer desires from a purchase are ultimately **emotional** benefits

Market Positioning



- Improved well being
 - *I want to feel better*
- Increased self esteem
 - *I want to feel better about myself*
- Escape and indulgence
 - *I want to have fun*



Psychographic Trends



- Wellness and quality of life have increased in importance
- More consumers are having spa experiences
 - Spa-going is more affordable, common, convenient

The Hotel Spa Business Model

- Selling Treatments
- Selling Memberships
- Selling Retail & Home Care Products



Role of Resort & Spa Together

- Attract target guests
- Extend stays/increase occupancy
- Maximize ADR
- Extend brand reach



Spa Benefits for Gamers

- Additional Comp Spend
- Option for non-gaming friends and family
- Spa fun and healthy option for everyone



Spa Benefits for IR



- Comp Guests
- Extra VIP Services
 - Locker Gifts
 - Special Robes
 - Customized Services
- Special mini services

Maximize Spa in IR



- Ensure “spa” is prominent in name and/or marketing materials
- Include Spa Director on executive team
- Spa is well-marked and easy to find in resort
- Spa has dedicated entrance and convenient parking
- Fitness, pool & spa grouped together
- Coordinated promotional approach both internally and externally

Resort Reception



- Spa menu prominently featured at check-in
- Guest key packet contains spa information
- Reception staff trained on spa basics
- Directional signage and spa photos in lobby
- Spa clearly marked on elevators
- Spa & fitness posters in elevators
- Hotel staff incentivized for spa bookings

Rooms



- Designated “spa suites” with cozy robes and spa amenities
- Spa menus and collateral in all rooms
- Telephone has a “spa” button
- Spa-branded room amenities
- Available TV loop with spa information
- Turn-down cards promoting spa services

Food & Beverage



- Healthy items on menus identified as “spa”
- Refreshment services include infused waters, mineral waters, and expanded herbal teas
- Spa signage in restaurants or on table tents
- Spa promotional piece for check wallet
- Spa luncheon menu for in-room and spa delivery

Conference Services



- Spa has appointment booking desk available during group check-in
- Gift baskets and room drops contain spa items
- Group services menu provided to all future groups
- Spa Director and Group Sales Director coordinate on sales opportunities
- Pre-arranged spa deals are available for groups/brides/events/planners

Spa Adds Value to Memberships



- Having a spa enables the sales of “lifestyle” memberships to the public
- Discounts on spa services and/or retail products
- Discounts on F&B
- Special room/spa packages
- “Spa” healthy choices on menus

Added Revenue Benefits



- Hotel guests who also patronize the spa
 - Stay longer
 - Spend more
 - Rate experience higher



Hotel Spa Revenue Catalysts



- Vary spa treatment pricing to reflect ADR and occupancy
- Reward all hotel staff for spa referrals
- Provide treatment experience opportunities for hotel staff
- Extend hours of operation
- Offer in-room treatments
- Coordinate loyalty program awards

Global Wellness Summit Trends 2017



- Sauna
- Wellness Architecture
- Silence
- Art & Creativity
- Mental Wellness
- Embracing the C Word
- Wellness & Beauty
- Equality in Wellness



Quality Standards



- Five Diamond AAA / Forbes Standards
- Online Reviews
 - Monitoring
 - Responding
- Highly Trained Staff
- Consistency



Spa Drives Revenue and Profits



- Creating a beneficial relationship
 - Maximizing performance
 - Optimizing integration
 - Realizing and exceeding targeted results

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lstarr@wynnebusiness.com

 @StarrTalk

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Spa Consulting and Education