



From RE-ACTIVE to PRO-ACTIVE

*Taking your business to the
next level*

ISPA Knowledge Network
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OBJECTIVES

- To work together to solve YOUR biggest issue
- Staff Compensation
- Your Image / Facility Plant
- Industry Trends & Issues
- Financial Analysis



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KNOWLEDGE IS POWER

- Reading
- Internet
- Educational Events
- TV
- Current Affairs
- Observation
- Experience
 - Success
 - Failure



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\$9b HAPEE FORMULA

- Homework
- Analyze & Apply
- Plan
- Execute
- Evaluate



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PRO-ACTIVE METHOD

- Establish Team HAPEE
- Combine Personality Types
 - Rhino
 - Owl
 - Tortoise
 - Penguin



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COMPENSATION

“Before you can determine the best method of compensation for your business, you need to do your homework.”



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COMPENSATION DUE DILIGENCE

Market Study

- Guest Type
- Guest Usage
- Competition



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GUEST TYPE

- Hotel Guest
 - Group
 - Business
 - Leisure
- Local / Day Spa
 - Regular
 - Special Occasion
- Destination



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GUEST CAPTURE

- Destination
100% Capture
- Group
5% - 15% Capture
- Business
8% - 10% Capture
- Leisure
15% - 30% Capture
- Local
15% Capture



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COMPENSATION

"Analyzing guest type and guest capture illuminates which model of compensation is best to employ for your business."



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COMPENSATION

- Hourly
- Commission
 - Flat Rate
 - Percentage of Service
- Auto Gratuity



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COMPENSATION METHODS

Commissioned Structure is more conducive for businesses with consistent demand patterns.

- High % of local guests
- Large Hotel Spas
- Seasonal Resorts*



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COMPENSATION METHODS

Businesses with variable demand patterns will often find hourly or hourly + commission structures more appropriate.

- Smaller Hotels
- Business Hotels
- Seasonal Resorts*
- High % of special occasion guests



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FACILITY

"You only have a few seconds to make a first visual impression...what does your facility say about your business?"



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TWO KEY AREAS OF FACILITY

1. Operational Equipment & Fixtures
2. Interior Finishes & Soft Goods



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PLAN FOR FACILITY IMPROVEMENTS

- Facility improvements should be planned for annually
- Select only a few items to update or replace
- Annual diagnostic will identify needs
- Use Life Cycle Guide as a reference



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FACTORS THAT AFFECT LIFE CYCLE

- Facility location
- Facility Size
- Guest Usage
- Updates to Technology
- Trends



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COMMON EQUIPMENT LIFECYCLES

TREATMENT ROOMS

Electric Treatment Tables	5 - 7 yrs
Hot Towel Cabbies	1 - 3 yrs
Electric Heating Blanket	2 - 4 yrs
Facial Equipment	2 - 4 yrs
Sterilizers	2 - 4 yrs
Hot Stone Heaters	1 - 3 yrs
Lotion Warmers	1 - 3 yrs
Wax Heaters	2 - 4 yrs



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COMMON EQUIPMENT LIFECYCLES

LOCKER ROOMS

Steam	7 – 9 yrs
Sauna	7 – 9 yrs
Whirlpools	7 – 9 yrs
Experiential Showers	7 – 9 yrs



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COMMON EQUIPMENT LIFECYCLES

HYDROTHERAPY

Vichy Shower	3 – 5 yrs
Hydrotherapy Tubs	3 – 5 yrs

HAIR SALON

Dryers	1 – 2 yrs
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NAIL SALON

Pedicure Chairs	3 – 5 yrs
Nail Dryers	1 – 2 yrs



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COMMON EQUIPMENT LIFECYCLES

FITNESS AREA

Cardio Equipment	3 – 5 yrs
Strength training Equipment	4 – 7 yrs
Stretch Mats	1 – 2 yrs
Resist-a-balls	Annually
Group Fitness Accessories	Annually

OTHER

Trendy Equip. / Technology	3 – 5 yrs
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TRENDS

- More Fusion Products
- Integrated Health
- Senior / Assisted Living
- More Affordable Options
- Workplace Spa Options
- Consumer is more Global
- Big brands entering market



FACILITY TRENDS

- Concept Driven Design
- Sustainable Environments
- Increase in Amenity / Social Spaces
- Design Supporting Integrated Disciplines
- SPA – Water-based Amenities
- Fusion of Cultural Styles



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TREATMEN TRENDS

- Chocolate
- Integrated Methods
- Bioenergetics
- Organic
- Sustainable
- Social



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ISSUES

- Lack of International Spa Culture Knowledge
- Lack of Standards
- Market Saturation
- Competition for Quality Staff
- Liability Concerns
- Harder to provide accurate benchmarks



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CONCLUSION

- Be HAPEE
- Collaborate for Talent
- Self-Evaluate
- Carry the Spirit of the Knowledge Network Always



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