

Hotel Operators Share Successful Strategies on How to Use Spas to Boost Hotel/Resort Bottom Line

INTEGRATING THE SPA BUSINESS MODEL INTO THE HOTEL

The Complexity of The Business of Spa



Widely Diverse Staff

- Massage Therapists
- Estheticians & Make Up Artists
- Hair Designers
- Nail Specialists
- Fitness Instructors/Personal Trainers/Wellness
- Operational Team
- Heart Of House Team
- Retail Team
- Spa Sales Team
- Leadership

A Spa is a “Hotel within a Hotel.”

- For a hotel, the basic goal is to fill rooms
- The same holds true for spa, but rooms turn every hour, rather than every night

<u>Hotel Occupancy</u>		<u>Spa Occupancy</u>	
Room Count of Average Hotel	300	Spa Treatment Rooms (18) and Salon Stations (7)	25
		Number of Treatments/Services per day (based on 1-hour service)	12
		Number of Available Treatments	300

Number of Guests required to sell out the hotel 300

Number of Guests required to sell out the spa 300

Ownership & Senior Leadership Role In The Spa Success

- Use Facilities and Have Treatments - The Only Way to See the Spa
From our Guests Perspective
- Become familiar with the spa terminology, treatments and programs
- Inspect the Spa the same way you inspect rooms or public space.
- Understand your spa's revenue drivers and key scorecard statistics
- Understand and manage the needs of the market segments in order to maximize demand.
Leisure – Group – Local/Day – Local Group – Residences – Membership
- Understand Marketing & PR that drives Spa Business
- Ensure spa is maximizing overall hotel value – Create holistically programming.
Rooms - F&B - Recreation – Retail – Spa – Golf – Beach – Pool – Family Programs
- Challenge spa leadership to perform at benchmark levels

KEY SCORECARD - Tool Box Data

- REVENUE PER OCCUPIED ROOM
- REVENUE PER TREATMENT ROOM PER DAY
- SALON REVENUE PER STATION PER DAY
- RETAIL % OF TREATMENT REVENUE
- SERVICE PROVIDERS COMPENSATION STRUCTURE
- DEPARTMENT PROFIT
- GUEST SATISFACTION