

**Breakout Session: Performance of Hotels with Spas vs. Without Spas**

Tuesday, May 22<sup>nd</sup>

9:00AM – 9:30AM

Empire Room

**Presenter: Jan D. Freitag**, Vice President, Smith Travel Research, Tennessee

**SYNOPSIS**

Benchmarking is crucial to operational excellence. Smith Travel Research is the vehicle that most global hotel companies use to gain insights into benchmarking. STR stands ready to assist the global spa industry to form metrics and measure performance.

In my presentation I showed the ADR, Occupancy and RevPAR of luxury hotels with & without spas. Some interesting trends emerge. I also proposed initial benchmarking metrics for the Spa industry that need to be more specifically defined by operators.