



Global Spa Summit
JOINING TOGETHER. SHAPING THE FUTURE.

Global Hotel Overview and Spa STAR Benchmarks

Jan D. Freitag

Vice President



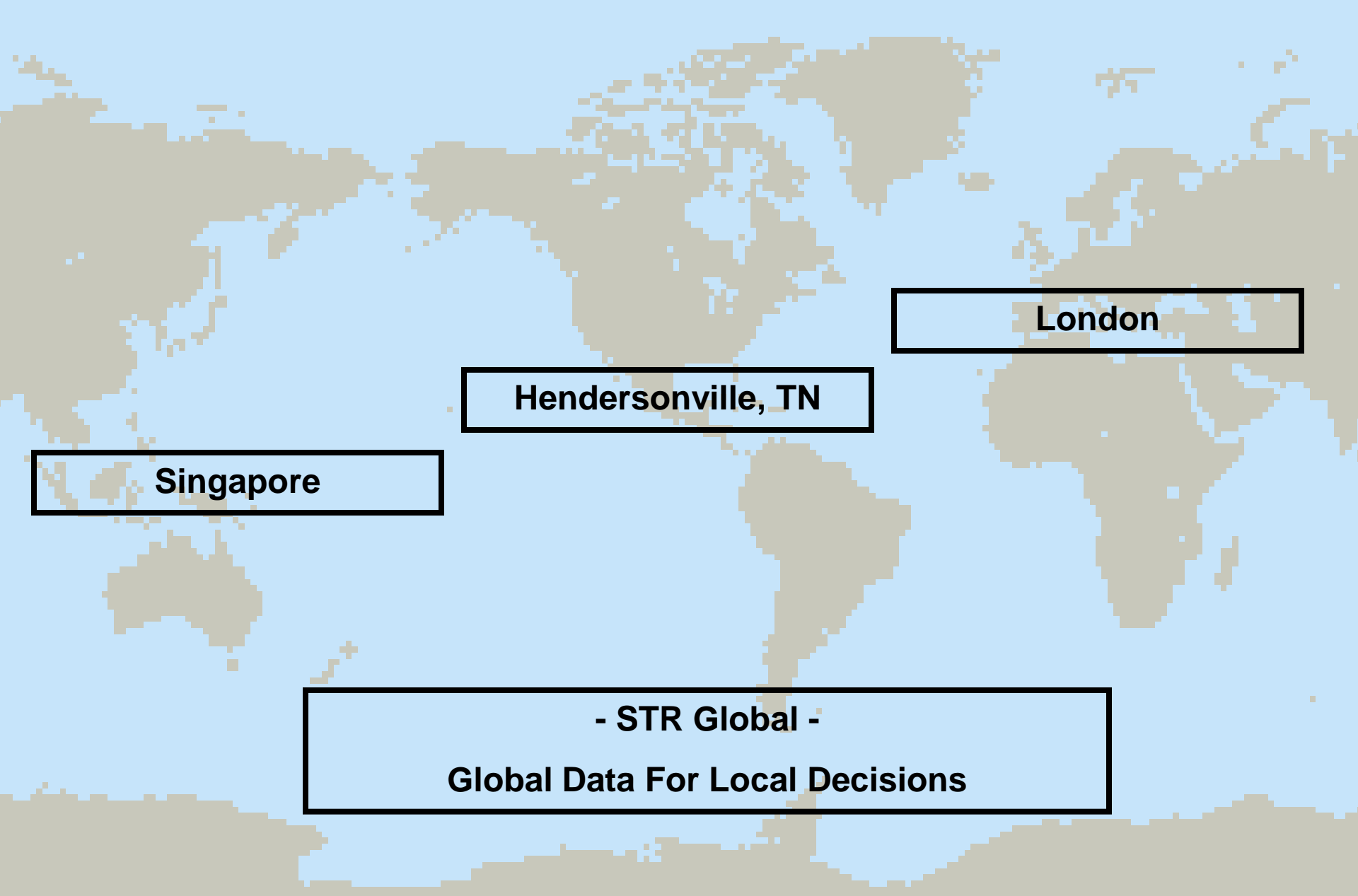
a new name in global hotel benchmarking





Agenda

- Global Hotel Performance
- Introduction to Spa STAR
- Spa Performance Statistics
- Spa / Hotel Statistics



Singapore

Hendersonville, TN

London

- STR Global -

Global Data For Local Decisions



Global Spa Summit
JOINING TOGETHER. SHAPING THE FUTURE.

Global Hotel Performance



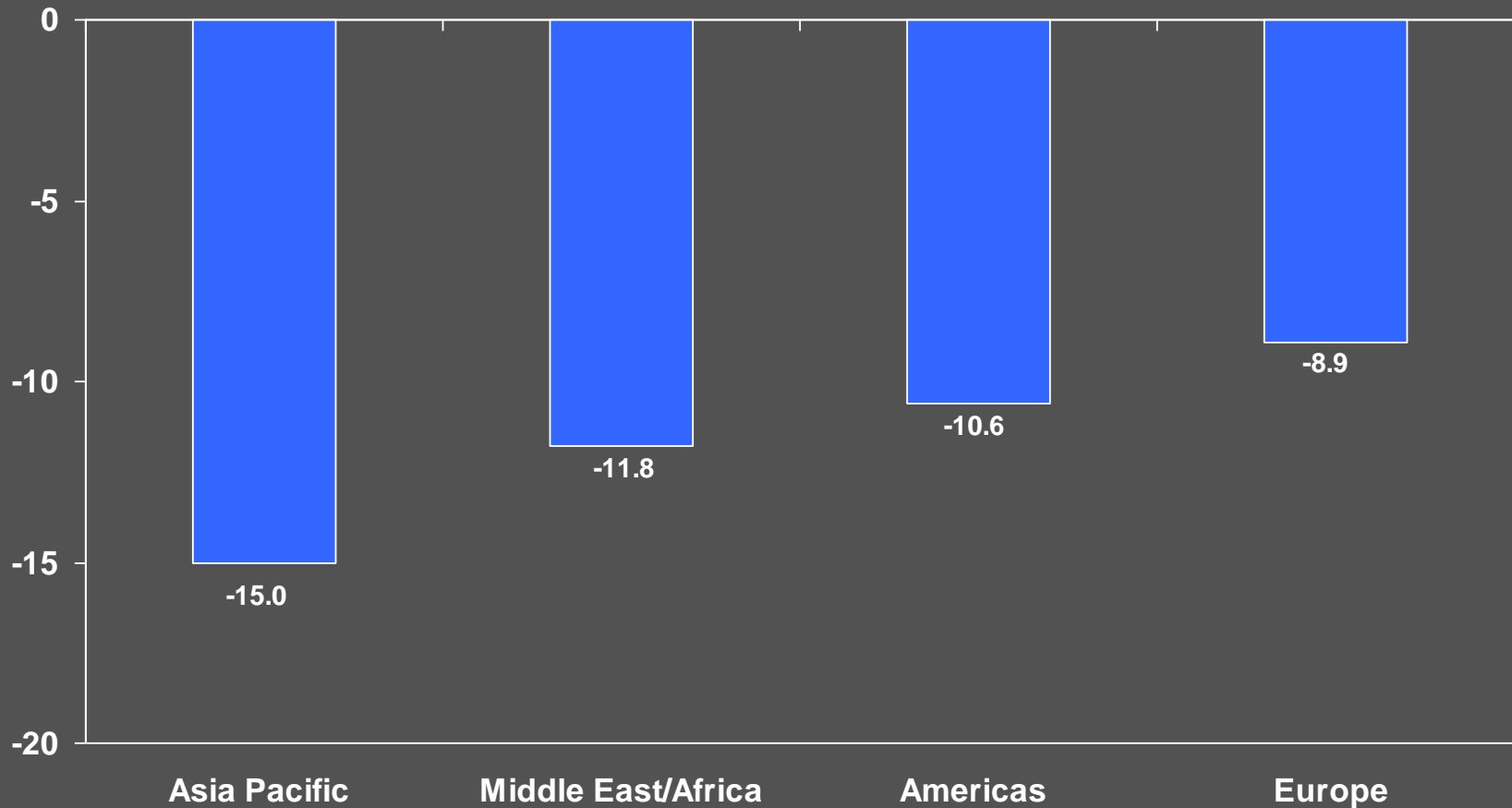
the new name in global hotel benchmarking



Global Regions

Occupancy Percent Change

Q1 2009



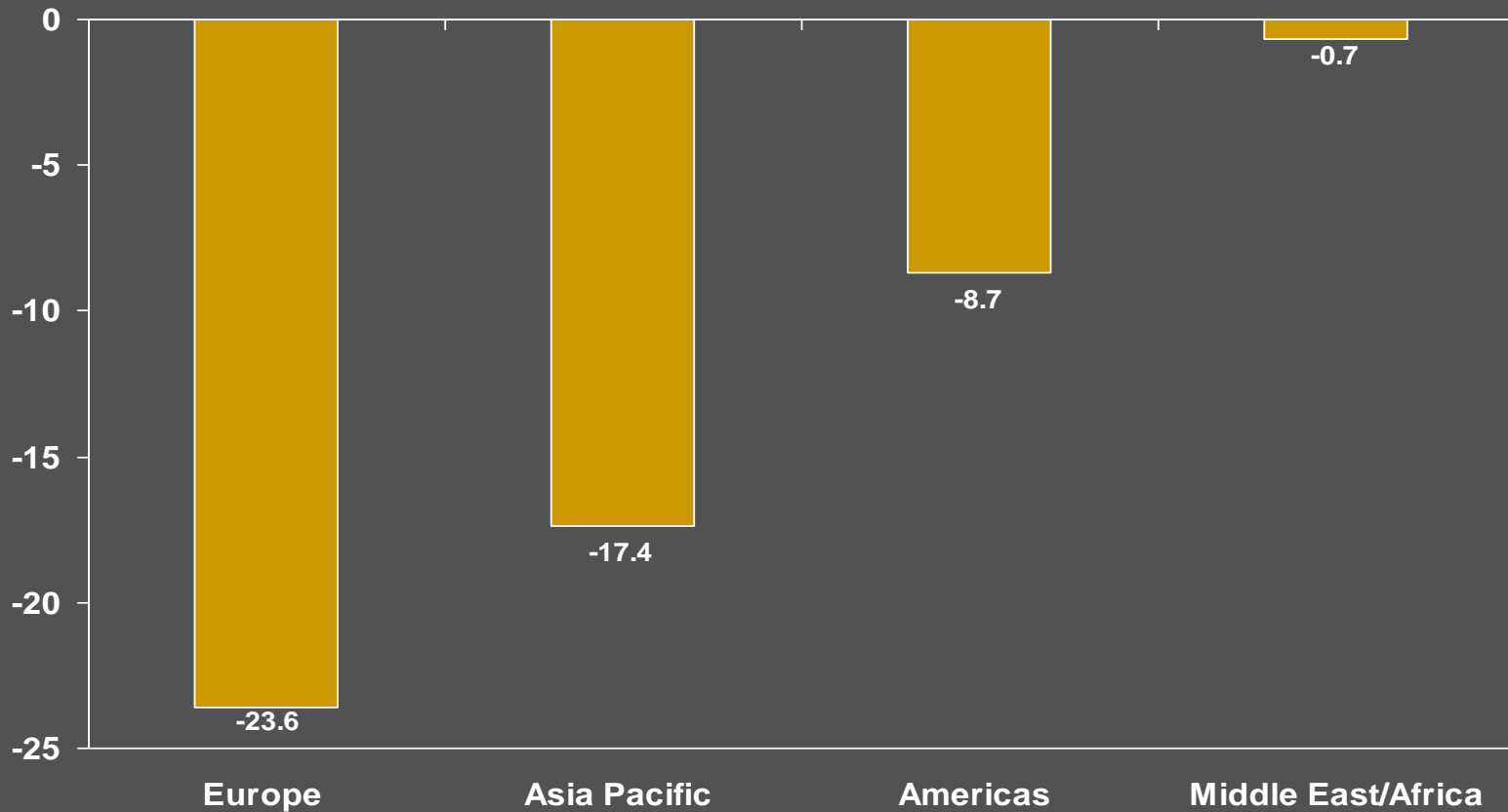
Demand Slows While Supply Increases

2009 Smith Travel Research, Inc.

Global Regions

ADR Percent Change (In US \$)

Q1 2009



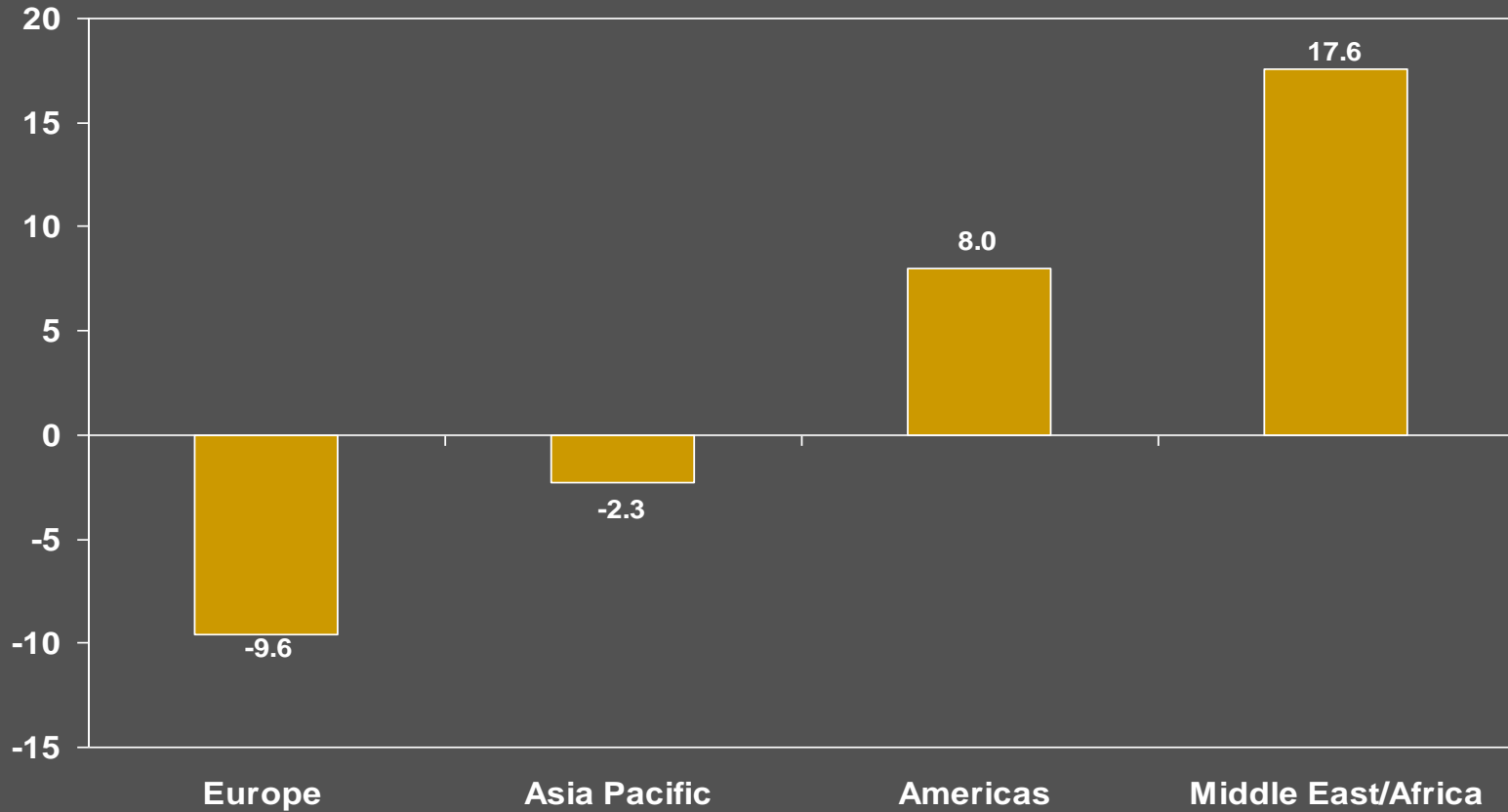
For US Travelers Europe Is THE Bargain This Summer ...

2009 Smith Travel Research, Inc.

Global Regions

ADR Percent Change (In Euro €)

Q1 2009



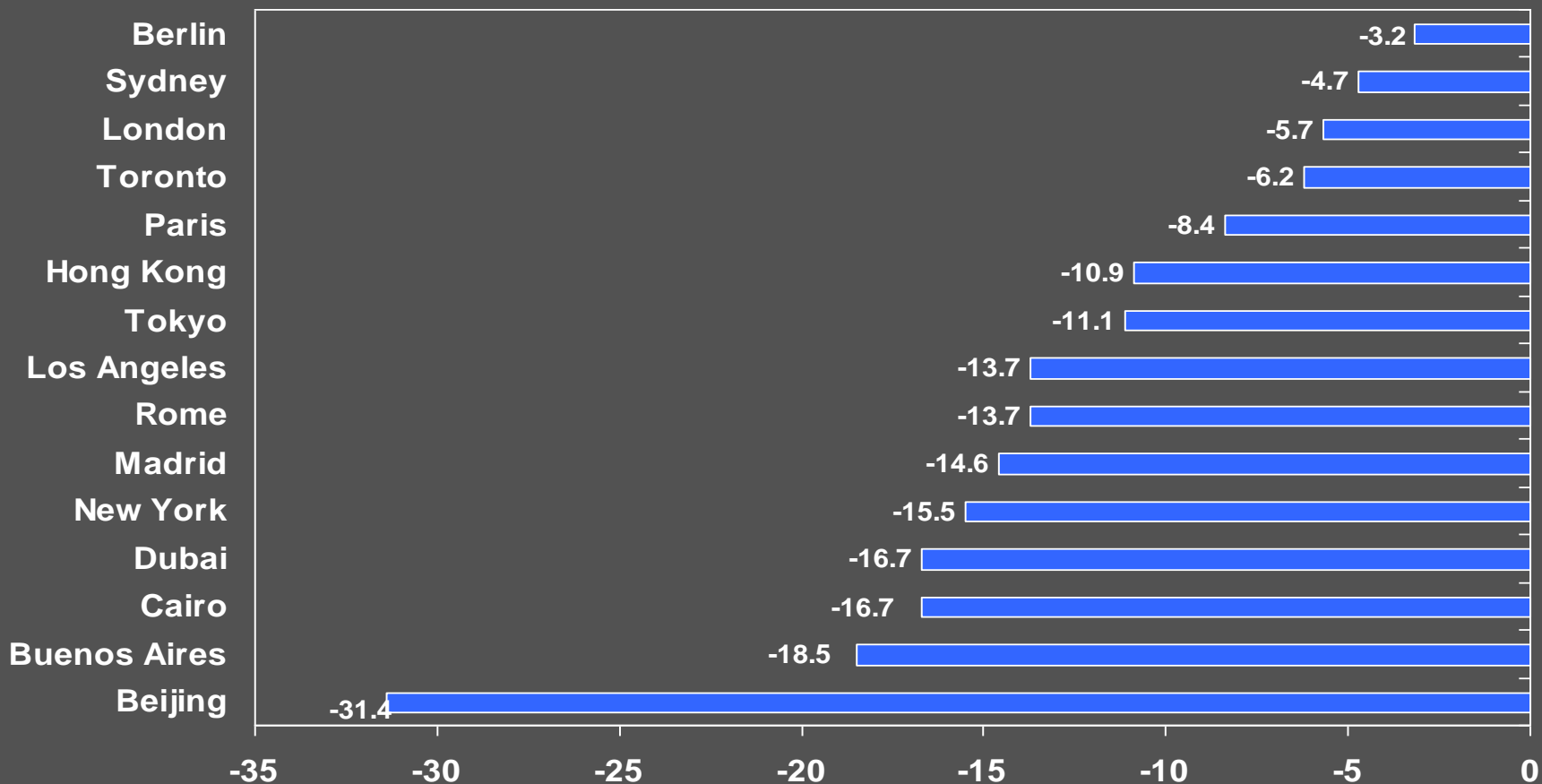
... And European Travelers Will Stay Close To Home

2009 Smith Travel Research, Inc.

Key 15 Global Markets

Occupancy Percent Change

Q1 2009



Global Recessions Hits All Markets

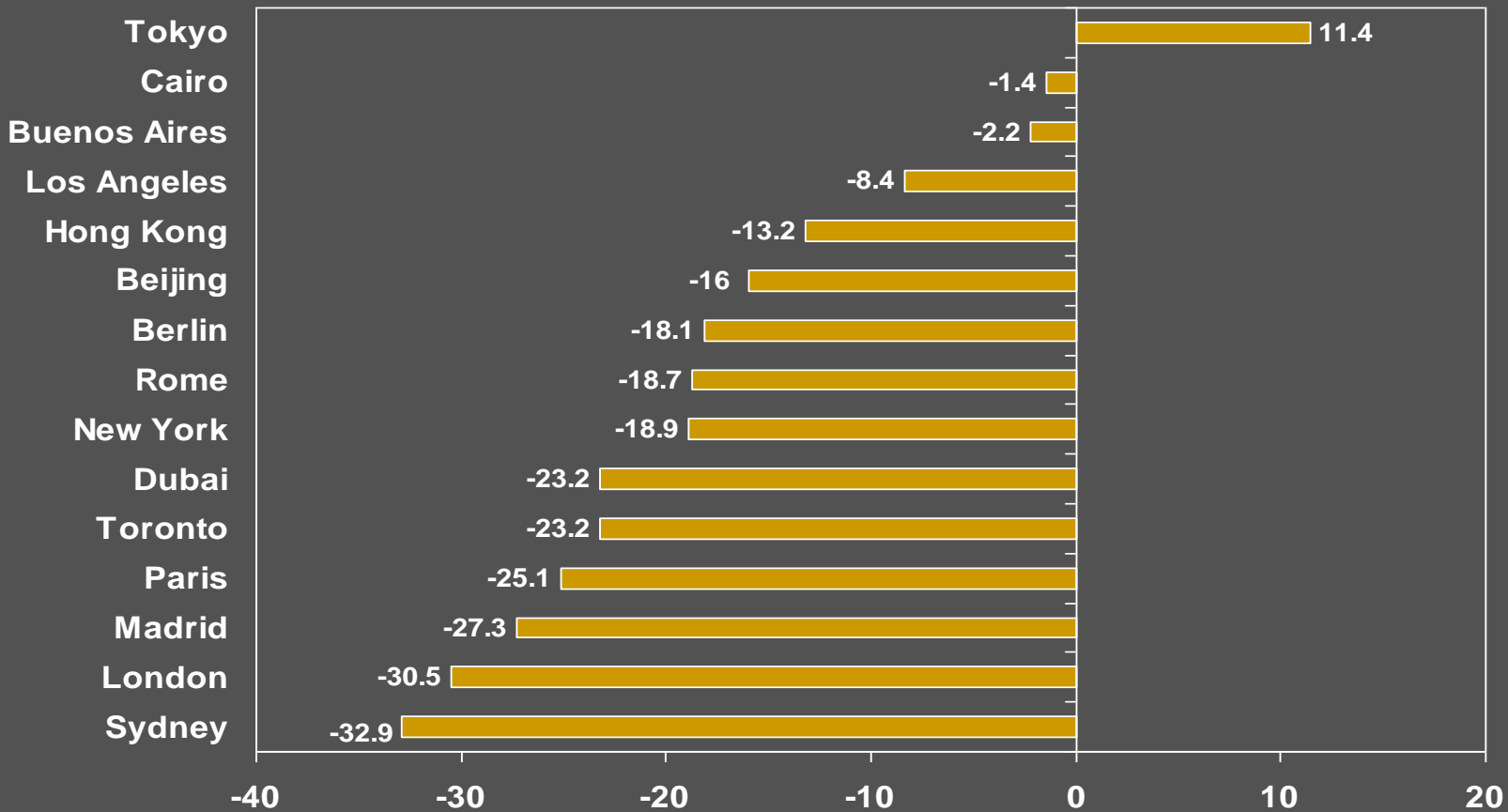
2009 Smith Travel Research, Inc.



Key 15 Global Markets

ADR Percent Change (In US \$)

Q1 2009



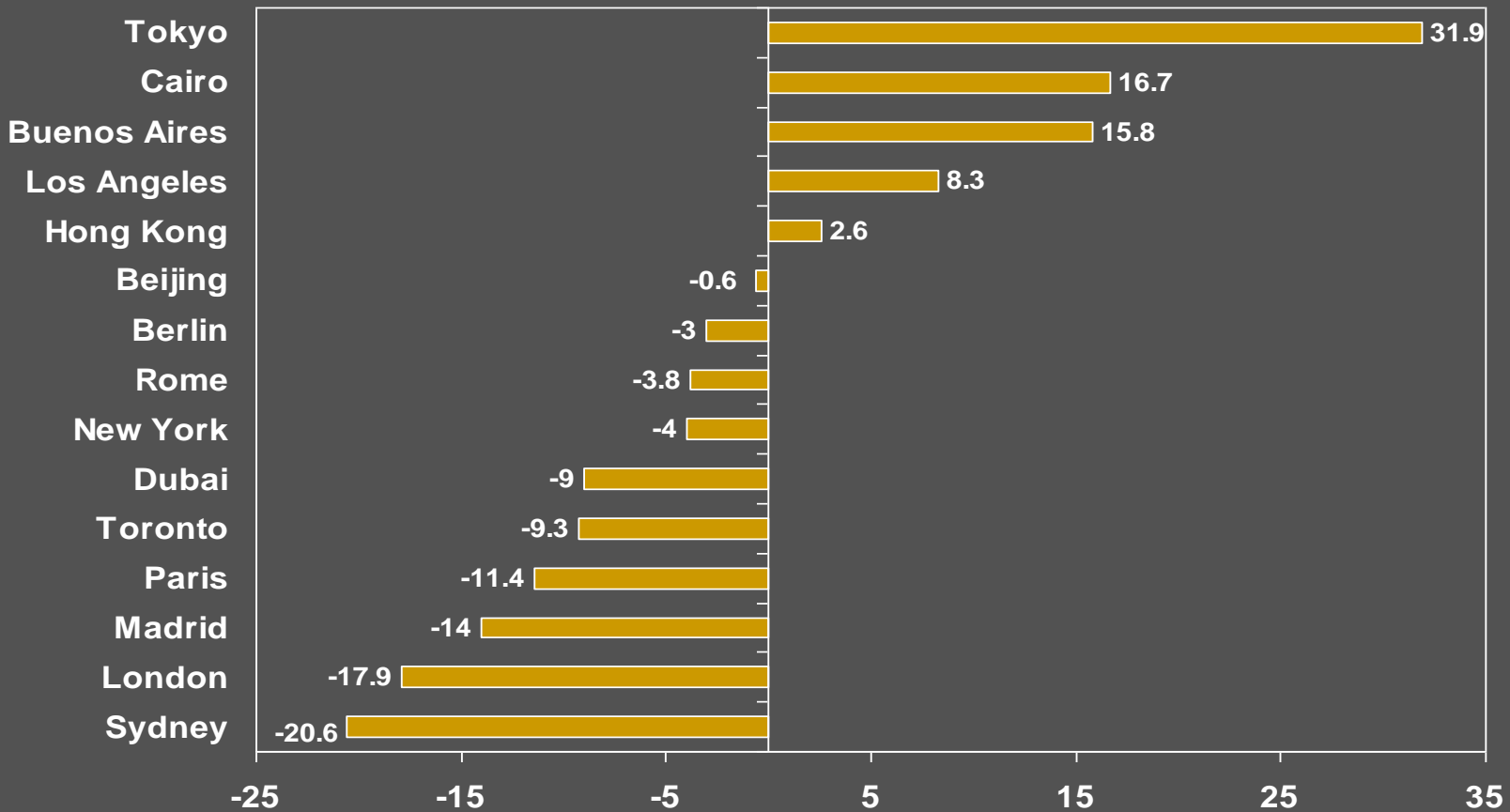
London, Madrid, Paris Rates Drop >25% in US\$

2009 Smith Travel Research, Inc.

Key 15 Global Markets

ADR Percent Change (In Euro €)

Q1 2009



Sydney Is The Bargain – As Are Europe’s Main Cities

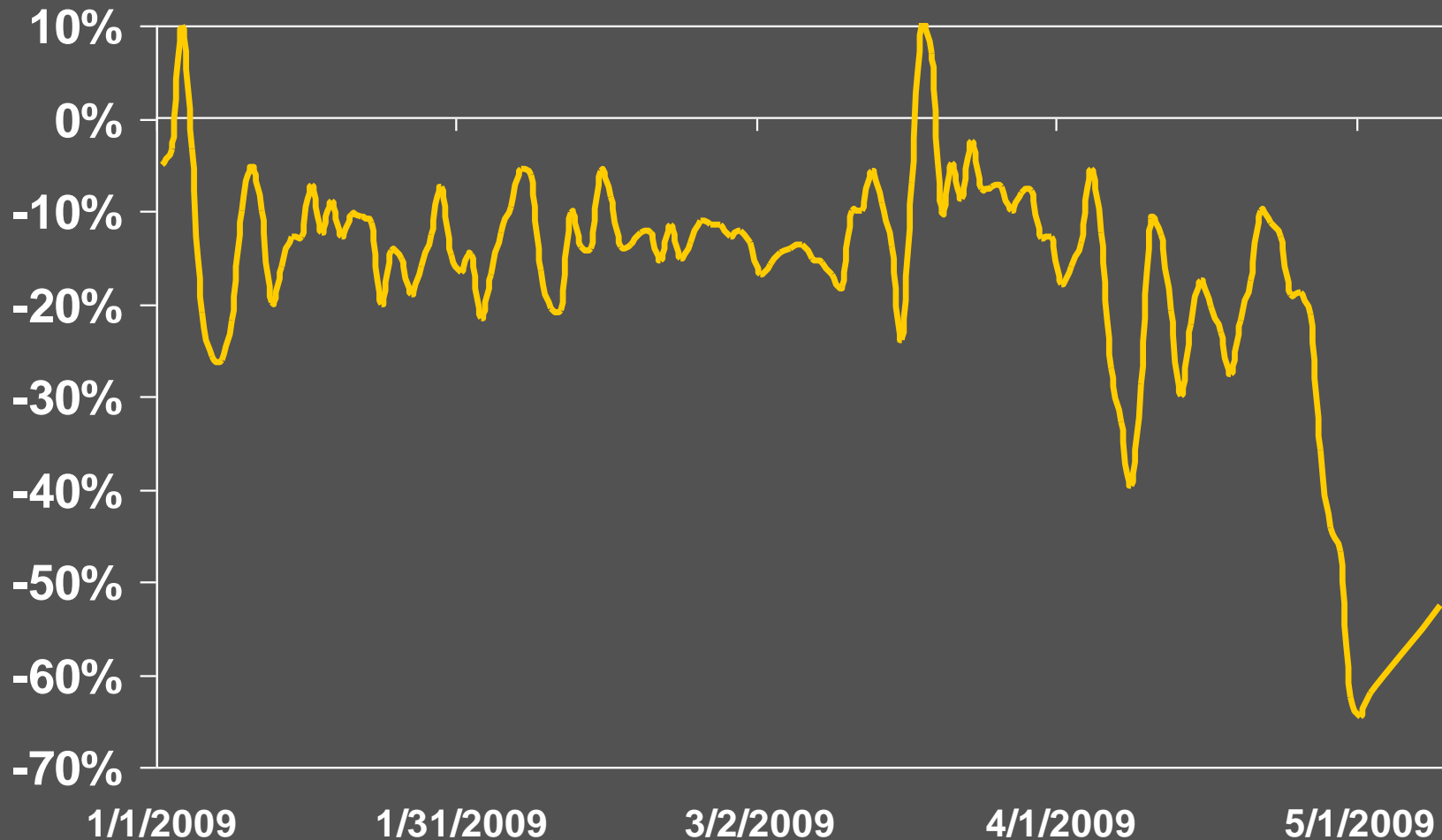
2009 Smith Travel Research, Inc.



Total Mexico

Demand % Change

Jan 1 – May 9, 2009



Mexico Was Already Hurting... H1N1 is A Disaster

2009 Smith Travel Research, Inc.





Global Spa Summit
JOINING TOGETHER. SHAPING THE FUTURE.

Introduction to Spa STAR



the new name in global hotel benchmarking





United Kingdom

Blue Fin Building
110 Southwark Street
London SE10TA
Phone +44 (0)20 7922 1930
Fax +44 (0)20 7922 1931
www.strglobal.com

United States

735 East Main Street
Hendersonville
TN 37075
Phone +1 (615) 824 8664
Fax +1 (615) 824 3848
www.smithtravelresearch.com

Spa STAR - Data Submission Form

Spa Name

Hotel Name

Month/Year

Currency

**Total Treatment
Revenue**

**Total Salon
Revenue**

**Total Number of
Treatments**

**Total Number of
Salon Treatments**

**Total Treatment
Room Hours
Available**

**Total Salon
Station
Hours Available**

**Total Treatment
Room Hours Used**

**Total Salon
Station
Hours Used**

Total Retail Revenue

Please send to jan@smithtravelresearch.com and contact me with any questions.



Participants:

- Destination Hotels & Resorts
- Fairmont
- Jumeirah
- Luxury Collection
- Mandarin Oriental
- Ritz Carlton
- Sheraton
- St. Regis
- W Hotels
- Westin
- Select other high end hotels



Global Spa Summit
JOINING TOGETHER. SHAPING THE FUTURE.

Luxury Hotel Spa Performance Statistics

(Sample: 40 Luxury Hotels)



the new name in global hotel benchmarking



October 3, 2008

AIG America General
9/22/2008 - 9/30/2008

Invoice Summary

Description	Invoice Amount	Paid	Balance Due
MASTER #1			
Rooms	\$ 139,373.30		\$ 139,373.30
Comp Rooms per Contract	\$ (2,478.60)		\$ (2,478.60)
Attrition per Contract	\$ 58,373.12		\$ 58,373.12
Gratuities	\$ 2,949.00		\$ 2,949.00
MASTER #2			
Banquets	\$ 147,301.71		\$ 147,301.71
MASTER #3			
In Room Dining + Lobby Lounge	\$ 3,064.71		\$ 3,064.71
Stone-Hill Tavern	\$ 5,016.32		\$ 5,016.32
Monarch Bayclub	\$ 1,900.99		\$ 1,900.99
MASTER #4			
Spa Osatica	\$ 23,380.00		\$ 23,380.00
Salon Vogue	\$ 1,488.00		\$ 1,488.00

Golf	\$ 6,939.09		\$ 6,939.09
Paid Out	\$ 33,485.00		\$ 33,485.00
PSAV	\$ 21,219.36		\$ 21,219.36
Summit Lane	\$ 101.50		\$ 101.50
Shipping	\$ 1,228.21		\$ 1,228.21
Sub Total	\$ 442,115.50		\$ 443,343.71
Deposit		\$ (402,701.04)	\$ (402,701.04)

Total Amount Due \$ 40,642.67

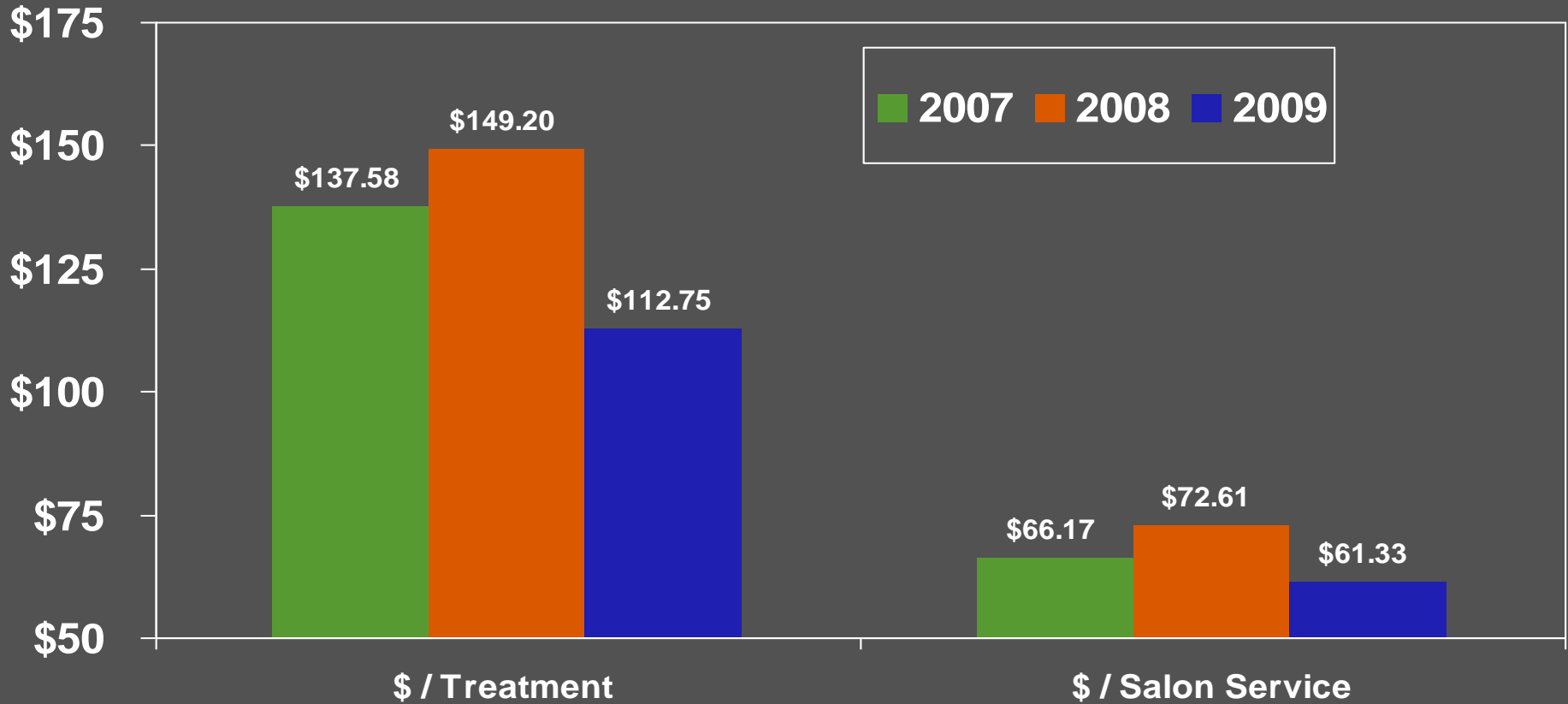
Please be so kind as to remit payment for the current balance due to:

The St. Regis Resort, Monarch Beach
One Monarch Beach Resort Drive
Dana Point, CA 92629

<http://oversight.house.gov>

Average \$ / Treatment vs. Salon Service

First Quarter



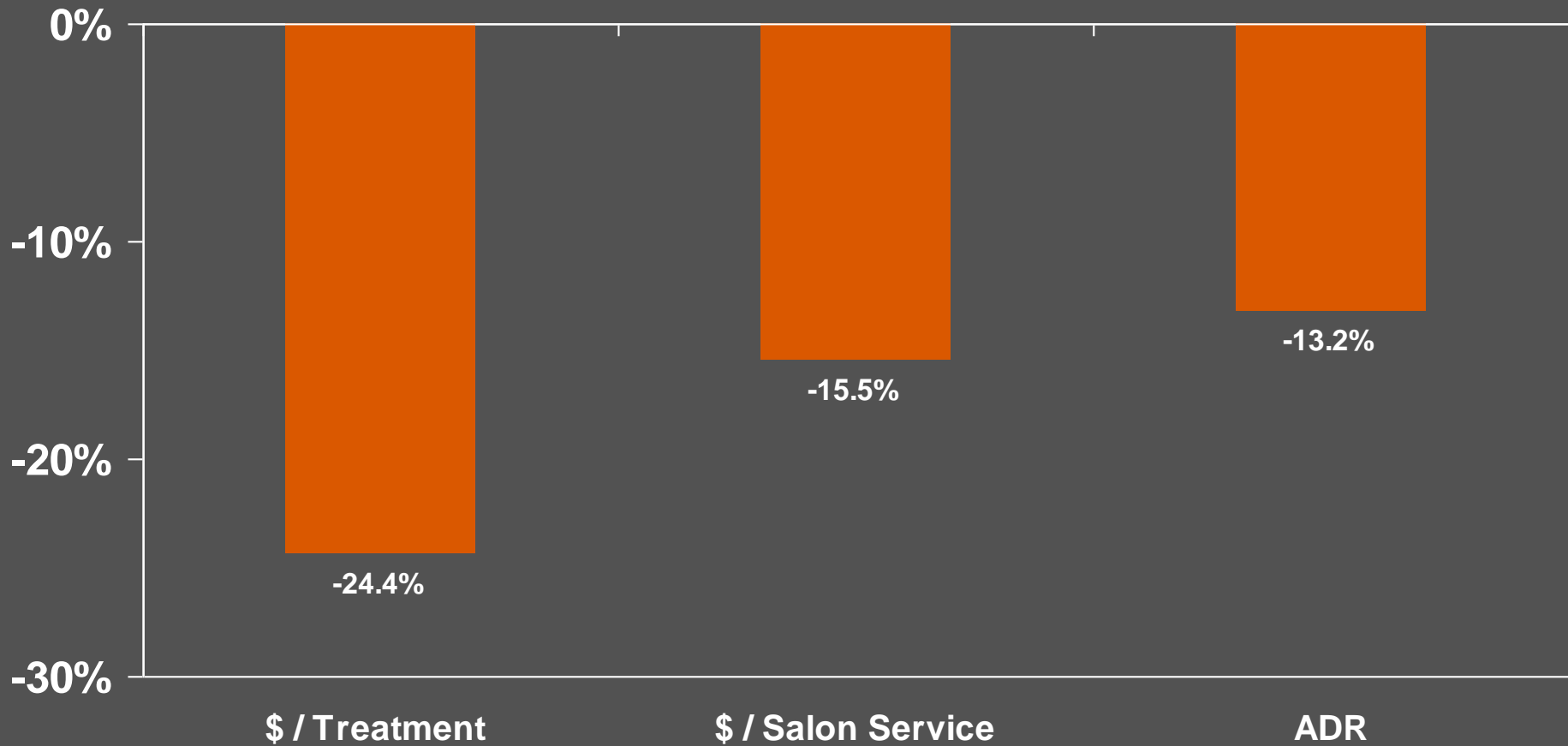
Sharp Fall-Off Quarter-over-Quarter

2009 Smith Travel Research, Inc.

\$ / Treatment vs. Salon Service vs. ADR

% Change

First Quarter 2009

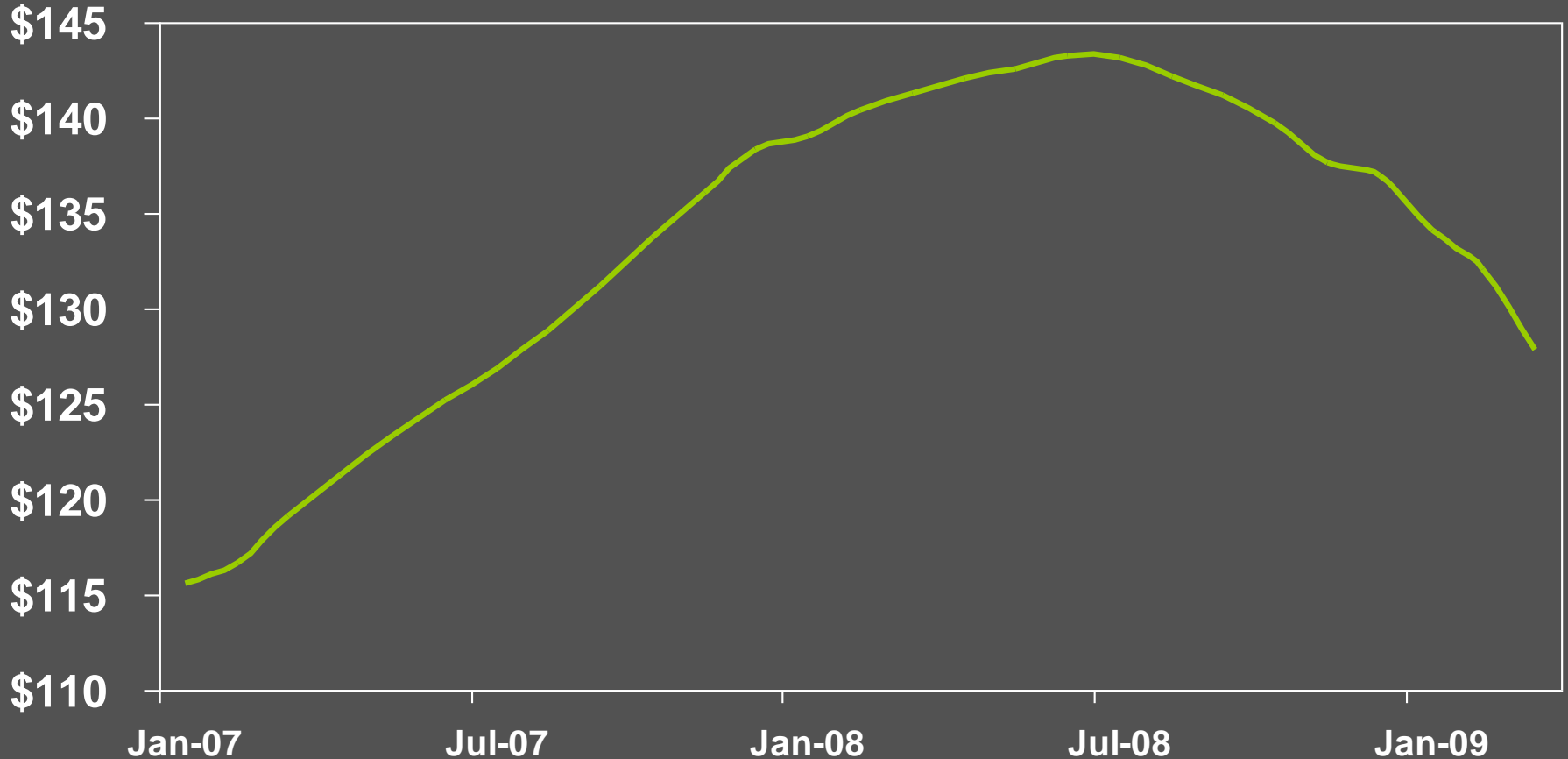


Luxury Hotels Were Hit Hard

2009 Smith Travel Research, Inc.

Average \$ / Treatment

12 Month Moving Average Jan 2007 – Mar 2009



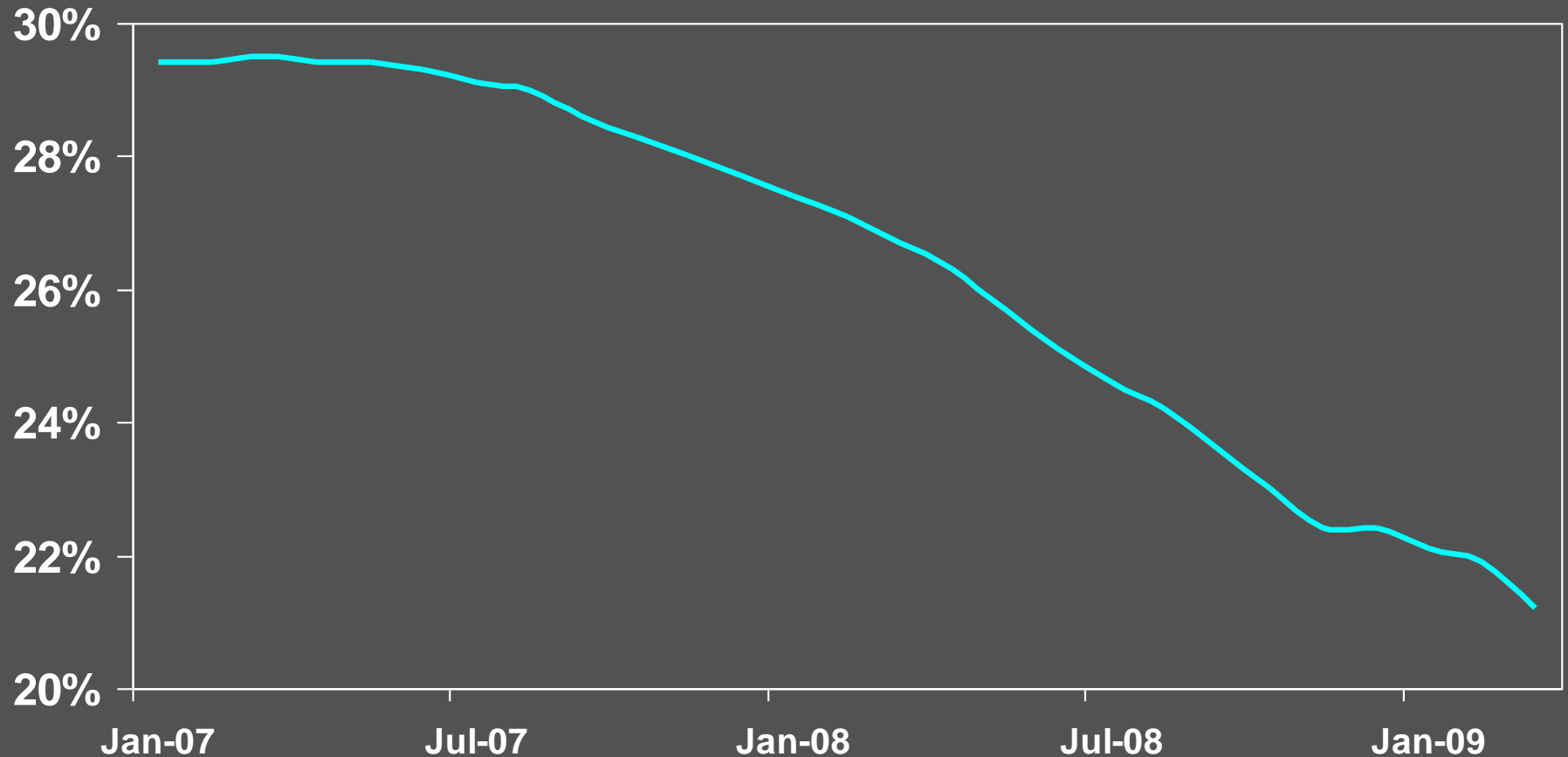
Was That The Peak?

2009 Smith Travel Research, Inc.



Utilization % of Treatment Room Hours

12 Month Moving Average Jan 2007 – Mar 2009



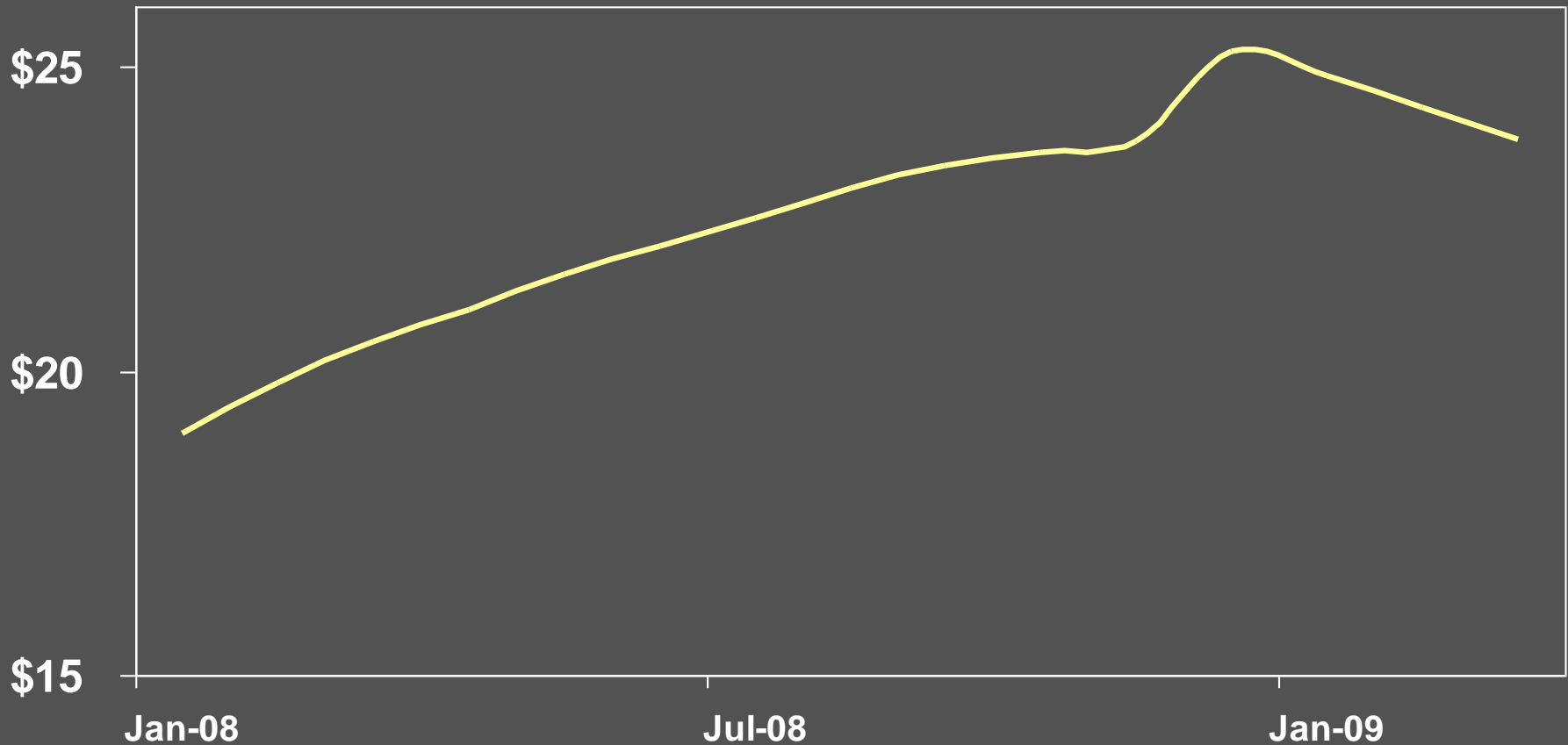
Still No Bottom?

2009 Smith Travel Research, Inc.



Average Retail \$ / Treatment

12 Month Moving Average Jan 2008 – Mar 2009

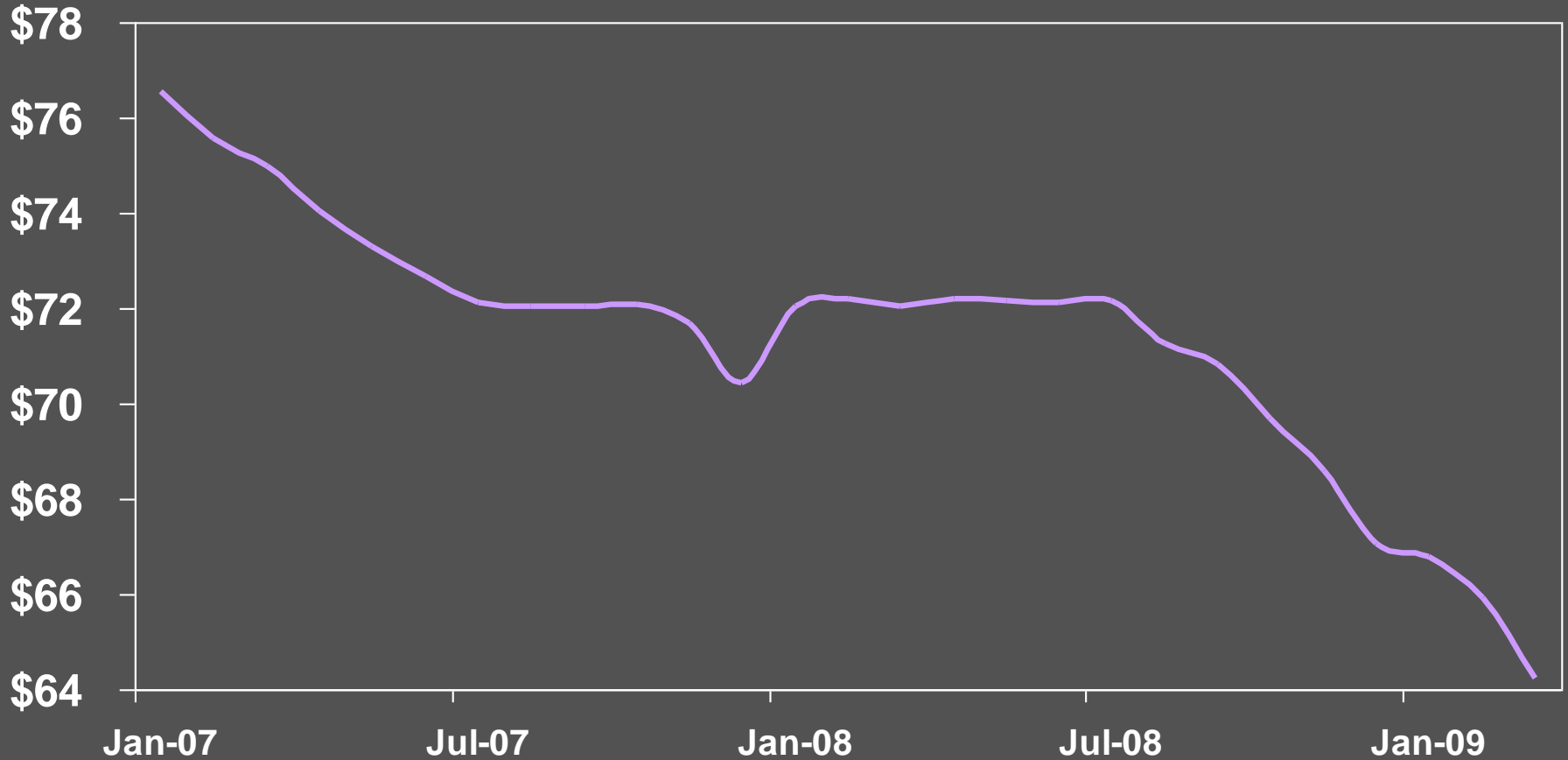


“Staycation” Effect?

2009 Smith Travel Research, Inc.

Average \$ / Salon Service

12 Month Moving Average Jan 2007 – Mar 2009



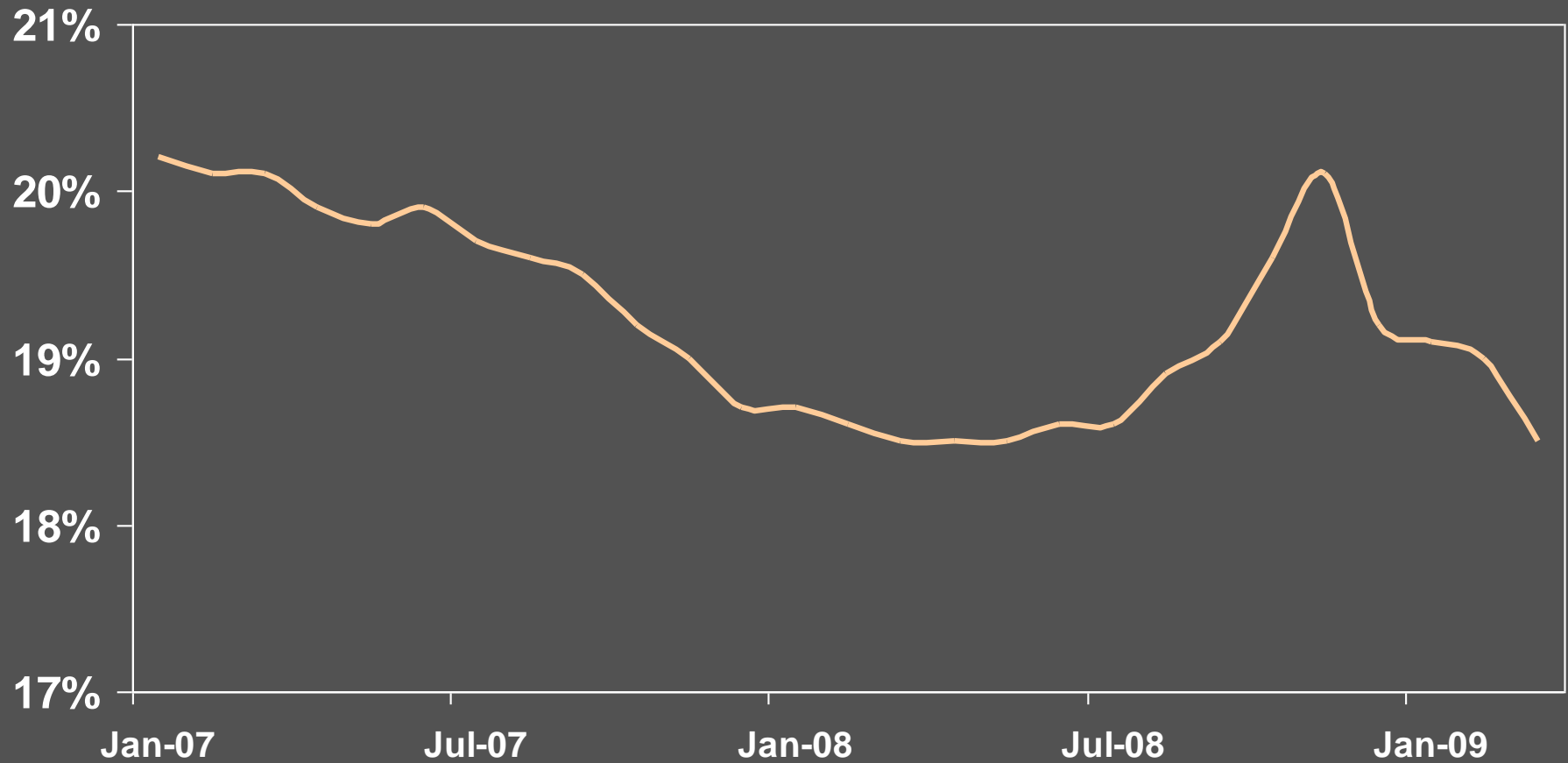
Now What?

2009 Smith Travel Research, Inc.



Utilization % of Salon Station

12 Month Moving Average Jan 2007 – Mar 2009



End of '08 Saw Slight Increases – But now....

2009 Smith Travel Research, Inc.





Global Spa Summit
JOINING TOGETHER. SHAPING THE FUTURE.

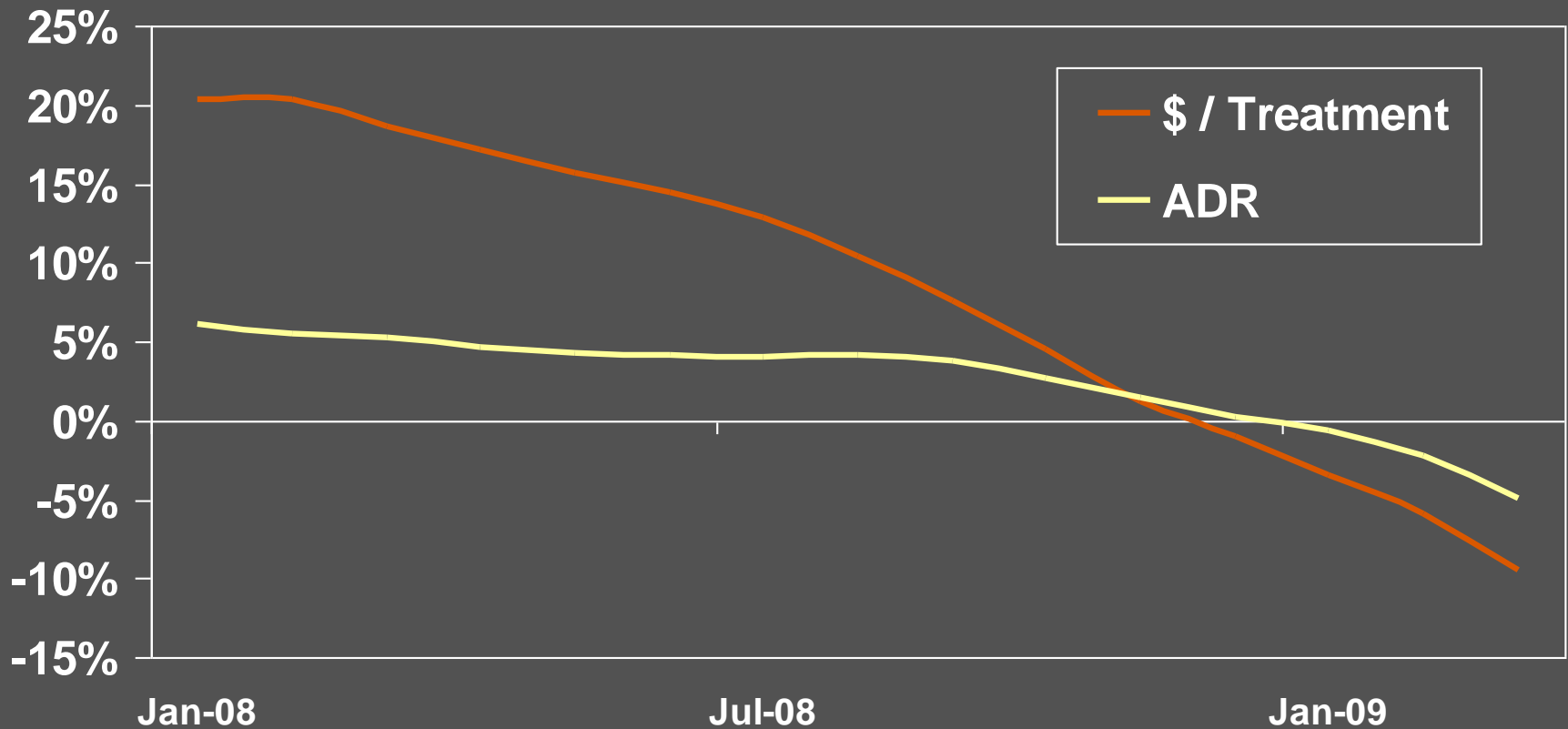
Luxury Hotel vs. Luxury Hotel Spa Performance Statistics



the new name in global hotel benchmarking



Average \$ / Treatment vs. ADR 12 Month Moving Average % Change Jan 2008 – Mar 2009

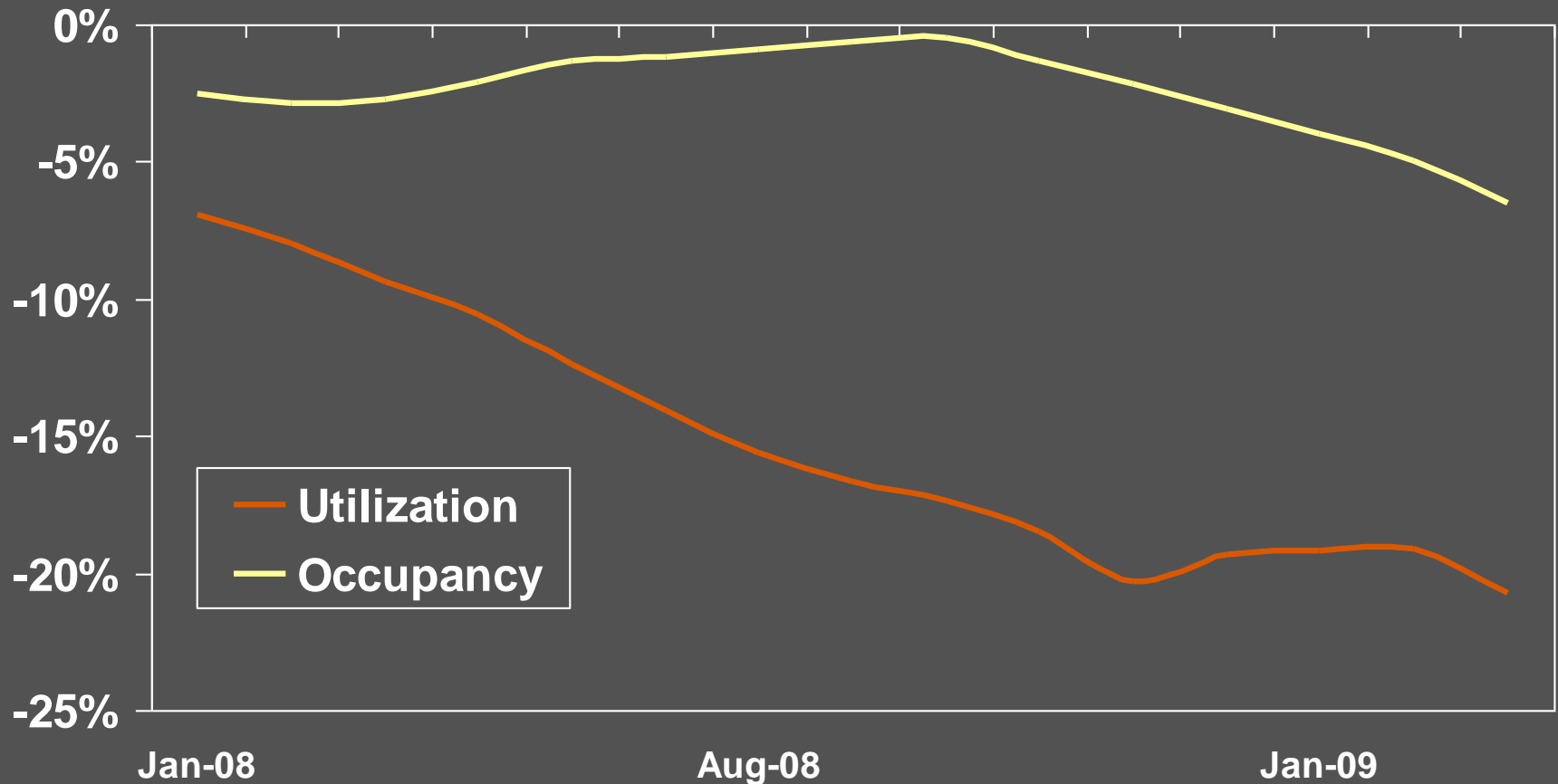


The "New Normal"?

2009 Smith Travel Research, Inc.

Treatment Room Utilization vs. Occupancy 12 Month Moving Average % Change

Jan 2008 – Mar 2009



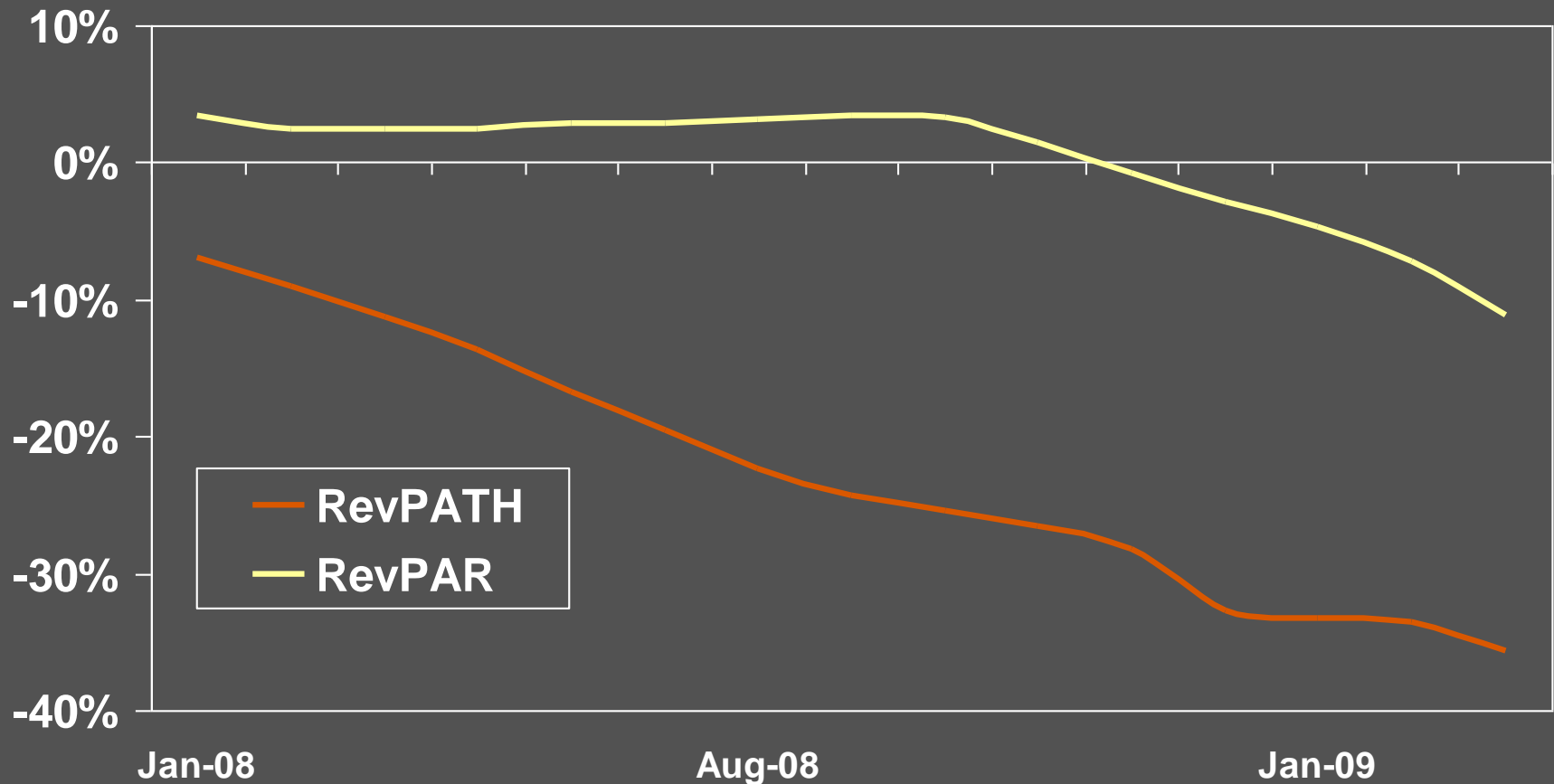
Trending In The Same Direction

2009 Smith Travel Research, Inc.

RevPATH vs. RevPAR

12 Month Moving Average % Change

Jan 2008 – Mar 2009



The Major Metric: Revenue Per Available Treatment Room Hour

2009 Smith Travel Research, Inc.

Next Steps?

- Build Participation
- Build Historic Data Sample
- Establish Monthly Data Submission Schedule
- Launch Website and Monthly Report
- “Test Global Waters”
- Educate, Educate, Educate
- Collaborate, Collaborate, Collaborate

Thank You:

“Die Seilschaft”:

**Anne McCall Wilson, Fairmont
Andrew Gibson, Mandarin
Karen Korpi, Ritz Carlton
Mia Kyricos, Starwood**



Mary Tabacchi, Cornell U.

ISPA

... and, of course, The Global Spa Summit





For a copy of this presentation, please go to:

www.HotelNewsNow.com

Click on “Industry Presentations”

