

Welcome

Hotel Spa Forum

**Global Spa &
Wellness Summit**

Our Defining Moment?

- First dedicated session to hotel spas
- It's not so easy right now
- Opportunities abound
- Can we collaborate on our future prosperity?
- Join together – shape our future

Thank you to our Sponsor



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Dialogue Format

1. Crowd Collaboration – Voting with your feet
2. Facilitated Discussions
 - Design Guests
 - Performance Wellness
 - Differentiation Surprise
3. Recommendations and Action Steps
4. White Paper – to follow

Introduce Our Facilitators

- Elaine Fenard – Spa Strategy
- Jeremy McCarthy – Starwood
- Kathryn Moore – Mspa International
- Ryan Crabbe – Hilton
- Mia Kyricos – Spa Finder
- Polly Johnson – Spaequip
- Manny Berger – Berger Hospitality

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Rules of Engagement

- Focus on HOTEL SPAS
- Share and explore ideas
- Volume counts more than depth or debate
- Engage and have fun
- Speed and decisiveness!

MOVE
ON

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weeds

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Part One – Burning Questions

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AGREE

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DISAGREE

DISAGREE

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Part One – Burning Questions

- Stand and be counted
- Move quickly and decisively to agree or disagree side for each question
- Think about why
- Polly will record the numbers

Burning Question # 1

Hotel Spas have lost their luster and are no longer leading the spa trends as they once did. They may have hit their peak.

Burning Question # 2

Hotel Spas all look the same and design innovation is stagnant. There aren't even many hotel spa design specialists.

Burning Question # 3

We will only grow new customers by expanding our offerings - getting into the wellness business and maybe even some medical.

Burning Question # 4

Hotel Spas are not good stand alone business investments. Even the rub off effect is hard to measure.

Burning Question # 5

Hotel Spas may not be relevant to the young tech savvy consumer.

Burning Question # 6

Hotel Spa brands do not deliver the incremental profit usually expected from great brands

Burning Question # 7

Hotel Spas no longer help define or differentiate the hotel experience. They have become a “must have” amenity.

Part 2 - Facilitated Discussion

- Move to a group
- Each table to have 12 each
- Looking Inward (issues) – 10 minutes
- Looking Outward (opportunities) – 10 minutes
- Looking Onward (recommendations and action) – 15 minutes
- Feedback on top 2 – 2 minutes each

Part 3 - Summary

- Reports from the groups

Part 4 - More Input

- Send and additional comments or recommendations to anne@mccallwilson.com
- Leave your email address with the moderator to receive the draft whitepaper for input

Thank You

*This is just the start of the conversation
and collaboration*

*May our future is full of happiness,
health, prosperity and a lot of fun
together*

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