



Snapshot Survey Results Report

— *Targeting the Youth Market* —

June 2013

Targeting the Youth Market

ISPA Snapshot Survey | June 2013

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and also help to identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The June 2013 Snapshot Survey requested information on targeting the youth market.

For all spa respondents, the average minimum age requirement at their spa is 15. When asked the approximate percentage of clients under the age of 18, the average for all spas is four percent. A majority of spas (67 percent) offer spa services to teens (13 – 17 years of age), while only 28 percent offer services to children (under the age of 13). Thirty-five percent of resort/hotel spas offer services to children compared to only 21 percent of day spas. Spa respondents were also asked to choose from a list of spa features they offered specifically for the youth market. From this list, the largest difference between day spas and resort/hotel spas occurred with the menu of services for children, with only 13 percent of day spas offering this feature compared to 35 percent of resort/hotel spas.

In regards to the retail products spas offer to the youth audience, almost half (46 percent) of ISPA spa members do not offer retail products targeting the youth audience followed by 38 percent who offer skin-care and/or body-care products for this audience. Many spa respondents said they ask the parent/guardian or receive verbal confirmation as the way they monitor age requirements and verification of age. Seventy-two percent of spas said they require same-sex therapists for guests under the age of 18. When asked about their marketing efforts to consumers under the age of 18, a majority (66 percent) of spa respondents said they do not target this group.

Among the ISPA resource partner members who said they sell body-care and/or skin-care products, 71 percent said they do not provide product age requirements for their spa clients. Sixty-six percent said they do not offer products specifically developed/offered for children and/or teens followed by 32 percent who do offer products specifically developed for teens (13 – 17 years of age). When asked if they survey consumers under the age of 18 for market research, 100 percent of resource partner respondents said they do not.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 21, 2013 to Friday, June 28, 2013. During this time, 333 ISPA members responded to the survey. The category "all spas" referred to within the charts includes data from all spa respondents (day, resort/hotel, medical, destination spas, spas under development and corporate spa headquarters). The resource partner category includes spa consultants.

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ISPA SPA MEMBERS

What is the minimum age requirement at your spa?

Average Minimum Age Requirement All Spas

Spa Type	Average Min. Age Required
All Spas	15
Day Spas	13
Resort/Hotel Spas	15

Approximately what percentage of your spa's clientele is under the age of 18?

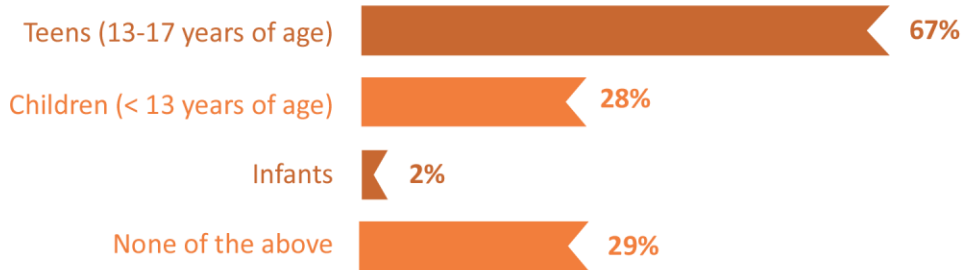
Avg. Percentage of Spa Clientele Under the Age of 18 All Spas

Spa Type	Avg. Percentage of Clientele Under the age of 18
All Spas	4%
Day Spas	4%
Resort/Hotel Spas	4%

To which of the following audiences, if any, does your company offer spa services? (Respondents were allowed to choose multiple responses)

Audiences Offered Spa Services

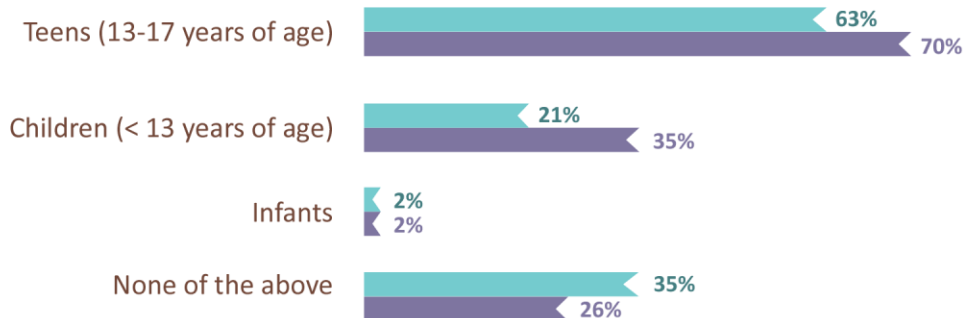
All Spas



Audiences Offered Spa Services

By Spa Type

Day Spas Resort/Hotel Spas



Which of the following features, if any, does your spa offer? (Respondents were allowed to choose multiple responses)

Spa Features Offered All Spas

Child-care facility



Special amenities for children



Session that teaches parents how to administer massage to infants



Special lounge or relaxation area that is kid-friendly



Menu of services for children



None of the Above



Spa parties for teens or children



Spa Features Offered

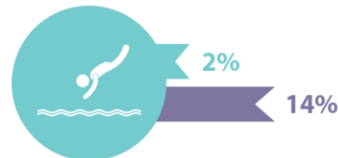
By Spa Type

■ Day Spas
 ■ Resort/Hotel Spas

Child-care facility



Special amenities for children



Session that teaches parents how to administer massage to infants



Special lounge or relaxation area that is kid-friendly



Menu of services for children



None of the Above



Spa parties for teens or children



Which of the following types of retail products, if any, does your spa offer specifically targeting a youth audience? (Respondents were allowed to choose multiple responses)

Types of Retail Products Offered to Youth Audience All Spas

Apparel



Skin-care and/or body-care products



Books



Toys



Hair-care products



Other



Jewelry



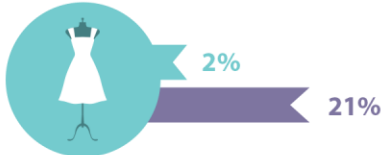
Do not offer retail products that target a youth audience



Types of Retail Products Offered to Youth Audience By Spa Type

■ Day Spas ■ Resort/Hotel Spas

Apparel



Skin-care and/or body-care products



Books



Toys



Hair-care products



Other



Jewelry



Do not offer retail products that target a youth audience



Respondents were asked to share why your spa has elected not to offer treatments for children or teens. A sample of responses provided is below.

- Ayurvedic spa is not suitable for kids.
- Being a 5-star spa and resort, we feel it best to allow no one under 16 years old have spa services. Our spa is small; therefore, the noise and privacy of our patrons plays a large part in this decision.
- Focusing on growing other areas. It would change the ambiance of our environment, possibly discourage current clientele and most of our clients come to relax/not be around children.
- Given the fact that we are located in an adult focused city, we did not see a demand for the youth market.

- It doesn't match our brand; however, we created Coast and Aquanuts beauty salons on the property to specifically cater to little girls.
- It's not a market that our spa has chosen to target. We do offer hair beading and nail art at the pool on special holidays.
- Liability issues and fear of alienating older clients.
- Must be accompanied by an adult if under 18 years old.
- Not a target demographic/priority.
- Not our clientele. We are an upscale resort and children can be a distraction in a place of calm and relaxation.
- Our environment and price point do not support children's presence.
- Our facility is 18 years old and over; however, we will make exceptions for teens. The decision to limit the age was to preserve the relaxing and tranquil atmosphere of the spa facility.
- Our guests do not want children in the spa.
- Our health and wellness facility offers membership that targets clients that are 60 years old on average.
- Our hotel has a very adult vibe that continues into our spa.
- Our state requires that one must be 18 years of age to receive a massage and be present in a spa because of the possibility of nudity. We do offer salon services to children and teens.
- Owner preference and Insurance reasons.
- So as not to interrupt the experience for the rest of our members and liability.
- They often disrupt the serenity of the spa, upsetting other spa guests. Also, liability when offering services to teens/kids.
- Spa located within a retirement community.
- The design of our space is not conducive to children and teens.
- The resort is an adult-themed resort and the guests using the spa are not looking to have children in the same areas.
- We are a casino hotel resort - adult recreation. Some guests do bring their children but we normally cater to adult clientele.
- We are a Las Vegas spa with large clothing optional areas so we are not set up to have a separate area to accommodate those who are underage.
- We are a luxury relaxation spa; a place to go to get away from your kids.
- We are a national spa corporation with locations across the country. It is not in our business model to market or promote to children. We will do services for children under 18, but there is no discount or price reduction, and a parent or guardian must be with them and sign a waiver.
- We are a spa located inside a casino; therefore, we do not offer treatments for children or teens.
- We are a new spa, open for just over a year. We are still in the process of determining who really is our target market. So far, it has not really been kids. We will allow kids to have services if their parents are present.
- We do not currently cater to the needs of children or teens, with the exception of our Clarifying Facial.
- We have outdoor pools and it's a liability issue.
- We haven't received enough requests to proceed with offerings for children at our location.
- We love children, but we consider the spa a place for parents to enjoy some time for peace and quiet.

Respondents were asked how their spa monitors age requirements and verification of age. A sample of responses provided is below. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- We are an 18 years old and older facility. Fourteen- to 18-year-old teens must have an adult on-site. If the client is under 14 years old, the parent must be present in the treatment room.
- Any person that appears to be 17 years old or younger is asked to verify their age.
- Any person under 18 must have a parent/guardian present in the building during their service. Date of birth is required on all health history and consent forms, with parents also signing for any clients under 18. (2)
- At check-in with parent/guardian (after reservation).
- Authorization/signature of acknowledgement from parent or guardian. No identification is presented. (4)
- By requesting the guest to fill out a questionnaire at the end of the treatment where we ask feedback about the experience and personal info, such as age, sex and nationality.
- Check identification (student or drivers license). (6)
- During the check-in process and when making reservations/booking a treatment(s). (20)
- Fitness center has a form for parents to sign - lounge areas on the 2nd floor to stop guests with children in the lobby.
- Guests fill out an intake form; however, it is mostly on the honor system. We do so little youth business that there is not much monitoring needed.
- Health history form with birth date must be completed and then information input into software to track. (2)
- Honor system. (4)
- Hotel registration process and condominium records.
- It is difficult. It is hard to argue with a mother who insists her child is 16 years old when she looks 10. We let them know the age restriction and if they are insistent they are of age, we let them in.
- Kids from 12 to 15 years old require a consent form completed by a parent prior to treatment.
- On our website it's posted and age entered into our software.
- Parent/guardian must accompany them and sign a client information form/waiver. (7)
- Parent/guardian must be in attendance during spa treatment(s). (4)
- Private club. We know all of our members in detail.
- Spa intake forms and state laws. (7)
- Visual confirmation of age, request ID if necessary. (3)
- We are able to verify age through our property management system. (6)
- We ask during scheduling; it's listed on our website and printed menu, and all guests are required to fill out an intake form that includes their date of birth.
- We always ask for massage and facials and are not as restrictive for nail services.
- We ask the guests to sign a waiver for their children and we check their ages on our reservation system.
- We ask the parent/guardian or receive verbal confirmation. (31)
- We don't monitor. (2)
- We have a family night once a month where children under 16 years old can come to the spa.
- We trust their parents are giving us accurate ages, plus they need a passport that shows their age.
- With consultation forms.

Does your spa require same-sex therapists for guests under the age of 18?

Requires Same-Sex Therapists for Guests Under the Age of 18
All Spas



Requires Same-Sex Therapists for Guests Under the Age of 18
By Spa Type



Day Spas

Yes: 59%
No: 41%



Resort/Hotel

Yes: 76%
No: 24%

Does your spa require that a parent/guardian be present with guests under the age of 18?

Requires Parent/Guardian Accompany Guests Under the Age of 18
All Spas



Requires Parent/Guardian Accompany Guests Under the Age of 18
By Spa Type



Day Spas

Yes: 55%
No: 45%



Resort/Hotel

Yes: 79%
No: 21%

Which of the following, if any, marketing efforts does your spa use to target consumers under the age of 18? (Respondents were allowed to choose multiple responses)

Marketing Efforts to Target Consumers Under the Age of 18 All Spas

Advertise on websites targeting this audience



Special menu of services for this audience



Social media promotions



Other



Advertise in publications targeting this audience



Do not target consumers under 18 years of age



Special content on company's website



Marketing Efforts to Target Consumers Under the Age of 18

By Spa Type

■ Day Spas ■ Resort/Hotel Spas

Advertise on websites targeting this audience



Special menu of services for this audience



Social media promotions



Other



Advertise in publications targeting this audience



Do not target consumers under 18 years of age



Special content on company's website



Respondents were asked to describe any amenities that their spa offers specifically for children and/or teens. A sample of responses provided is below. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- BIO cookies.
- Camp Ridley (camp for children).
- Children size robes and sandals for younger guests. (3)
- Complimentary nail services for children 5 to 12 years old twice a week.
- Teen facials. (4)
- Family Day once a week during the summer with complete spa access and special services.

- Family night.
- First haircut envelopes and certificates.
- Game room, kids camps, tennis camps and pool activities.
- Ice cream and lollipops included with the children's services.
- Ice cream with a mani/pedi, mini spa services and Mom & Me packages.
- Kids stuffed turtle.
- Manicures/pedicures. (4)
- ME! Bath.
- Nail services that offer a plate of sweets "Treats for Toes" and a couples massage "Two of a Kind" where guests receive a gift and non-alcoholic beverage (iced tea or lemonade).
- Paintbox - hotel children's care program.
- Products and magazines for them to enjoy while they wait.
- Princess Kit (includes: manicure/pedicure and ice cream).
- Princess manicure/pedicure where the guest receives a tiara to keep and we use either ME! Bath bombs or Feeling Smitten mini cupcakes in the water.
- Spa Fairy - mini manicure and hair up (or curls).
- Salon services.
- Sonoma bears and dogs with aromatherapy.
- Spa Petite menu for nail services and children's fitness classes.
- Special massage creams targeted for children.
- Teen manicure and pedicure. Also, rooftop garden available for parties.
- We add a roller with our local product Yi King with strawberry and caramel.
- We are unique because we have a Teen Spa designed for teens 13 to 17 years old. We also have a family room, where we offer services designed for families of all ages.
- We have a separate poolside locker room for children younger than 16 years old. We will also provide adult size robes, which they love.
- We have a special massage oil for kids (fruit scented).
- We have a small room on the second floor of our spa that is devoted to our Kids Spa program. This separate area includes a terrace that the kids can relax on pre- and post-service.
- We have jellybean treats, smoothies and we have pool toys for our younger guests in that area.
- We have private suites that make it easy to schedule parents at the same time as their children (if younger than 18 years old).
- We just offer our basic nail services and teen facials; however, these guests cannot use the spa facilities.
- We offer a family week once a year as well as many parent/child discounts.
- We offer family day once a week. Guests of all ages (with a parent/guardian) are permitted to use the facilities (sauna, steam, relaxation area, hot tubs) during the day. Outside of this day, only guests over the age of 18 years old are permitted to use the facilities.
- We offer gelato to the kids in our Mommy & Me pedicure package.
- We offer salon appointments and have small pink robes and amenities for them. The GoTeen facial is the only other service for those who are 16 to 18 years old.

Respondents were asked to describe any policies their spa has in place that relate to guests under the age of 18. A sample of responses provided is below. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- Two to 17 years old can receive body treatments and massages as long as they have a parent/guardian present in the treatment room.
- Fifteen years old and older can use the locker rooms and receive spa treatments without an adult present. Fourteen years old and younger must be with an adult at all times.
- Sixteen- to 17-year-old teens may only receive facials (must have a parent in room, be fully clothed, have a same-sex service provider, provide proof of age and may not use the valet lounges). Fourteen- to 17-year-old teens must have a parent present and waiver of liability signed in order to use the fitness center.
- A parent/guardian is invited to stay with the child if they are younger than 11 years old.
- A parent/guardian must accompany all guests 3-7 years old at all times. For those 8 years old and older, they are offered pedicures and manicures without guardian accompaniment and a Vichy shower treatment (must wear a bathing suit and have a parent signature). All children younger than 11 years old must have a parent in the room during a massage (by state law). All children 11 years old and older must have a parent waiver signed and must wear undergarments during a massage.
- A parent/guardian must accompany those under 18 years old for a spa treatment; however, they do not have access to the facilities. We allow children in the salon with a parent/guardian for services.
- An adult must accompany children younger than 14 years old during their service. Children under the age of 14 are not permitted in the locker room facilities.
- Bathing suits must be worn during services.
- Can't use the actual wet spa. They are walked to the treatment room through a side door.
- Children between the ages of 12-17 years old are able to schedule treatments if their guardians agree to sign a waiver; however, the parent is not required to accompany the child during the service.
- Children may not attend any adult class where behavioral processing by an adult occurs.
- Concierge is able to monitor treatment requests for children. We claim we cannot honor all requests in order to ensure safety for our guests and a spa atmosphere.
- For body treatments, massages and facials: all guests 14-16 years old must be booked with a same-sex therapist, have a parent waiver signed and their parent/guardian must be on-site during the service and not in a service of their own. For those 16-17 years old, they are required to have all of the previously mentioned things, except their parent/guardian does not need to remain on-site.
- For massages, body treatments and facials, a parent/guardian must be in the treatment room or outside the treatment room with the door open during the treatment. For salon treatments, the parent/guardian must check the guests in and out and be somewhere within the spa during the service.
- For massage, children must be accompanied by an adult.
- Guests who are 13-17 years old can enjoy salon services and facials, but no massage or body treatments. Teens are not permitted in the adult locker rooms but do have access to separate locker rooms, an indoor pool, the spa restaurant and a designated relaxation lounge area for teens and adults.
- Guests 15 years old and younger must have a parent with them during any service that involves disrobement (i.e., massage, body service, etc.). Treatments such as nails or facial waxing do not require an adult to be present in the treatment room, but the young guest must behave in a way that does not disrupt other spa-goers. A parent/guardian must also complete the intake form and sign the final bill.

- Guests between the ages of 12-17 years old must be booked with a same-sex massage therapist and the parent/guardian must be present in the room during all services (except nail services).
- Guests must be 14 years old or older to receive a facial. All facial guests under 18 years old must have a parent signed consent form prior to treatment.
- Guests must be 16 years old to receive massages, body treatments and soaks. Guests younger than 16 years old are welcome to enjoy our nail and facial services.
- Guests must be at least 15 years old to receive a table massage (chair massage is approved for guests 12-15 years old). Guests between the ages of 15-18 years old may receive a table massage, but only with a parent present. Children of any age may receive a nail service, but a parent must be present. Children under the age of 18 years old receiving a facial must have a parent present and under 15 years old must have a parent in the treatment room.
- Guests younger than 16 years old must have a parent/guardian come to the spa with them and they must have a same-sex therapist for massage, body treatments and bodywork.
- Guests younger than 16 years old must have a parent/guardian in the room during treatment(s).
- Guests younger than 16 years old need to have a parent/guardian present during all services. We prefer to book only one-hour treatments for guests younger than 16 years old. Guests younger than 12 years old can only book manicure/pedicure treatments and must have parental supervision.
- If receiving a massage, a waiver must be signed by a parent/guardian and his/her presence is required during the treatment for anyone under 18 years old. Facials are offered to those 16 years old and older, steam treatments are offered to those 14 years old and older and use of the gym and pool/jacuzzi is offered to those guests 12 years old and older.
- Just the age restriction and same-gender therapist.
- Must be 14 years old to use the pool without an adult; however, we require them to pass a swim test administered by the lifeguards and a fitness assessment in order to use the gym. Guests who are 14 years old have access to spa services except the nail salon.
- Must be accompanied by parent/guardian (either in the room or receiving a service together). (8)
- Must be accompanied by a parent/guardian, no use of the wet areas, couples room services only or salon only if they are alone.
- Must be at least 16 years old to use the fitness center and the main locker areas with sauna, whirlpool and steam rooms. All ages may use the indoor pool and adjacent locker rooms. Specialty salon services are offered for children 15 years old and younger. Guests 16-18 years old must have a parent signed waiver.
- Must be 16 years old or older to utilize the spa dressing areas.
- Nail and salon services may be utilized by guests of any age, facials are offered to those 13 years old and older and massage is offered for those 16 years old and older. An adult must be present in order for children under 16 years of age to use the facilities, including sauna, steam room, jacuzzi and fitness center.
- Nail salon services are available for guests who are 9-12 years old. The spa and nail salon services are available for those guests who are 13-17 years old. Youth guests, 9-12 years old may not have access to spa locker facilities, hot tub or relaxation lounge. Teen guests 13-17 years old must be accompanied by a parent/guardian at all times during their visit/treatment. A \$15 spa access fee is assessed for each parent/guardian not receiving a treatment.
- No body treatments - facials/salon only.
- No face or bodywork on any person under 16 years old. Manicure/pedicure for those younger than 16 years old is okay. If younger than 18 years old, a parent/guardian must be in the spa and the guest must be paired with a same-sex therapist.

- No massage, body treatments or facility use for guests under 18 years old, facials for age 16 years old and older and salon services for any age.
- No massages, facials or body treatments for those younger than 16 years old. Those younger than 18 years old must have a parent/guardian present. Same-sex providers only.
- No massages for guests younger than 18 years old, facials available for those who are 16-17 years old with parental consent.
- No one under 18 years old is offered massage treatments. Must be at least 16 years old for a facial and anyone younger than 16 is only offered nail services. Parents must be present and in the spa suite with children who are younger than 18 years old. Children are always provided with same-sex practitioners.
- On a very special occasion or VIP request we allow guests younger than 16 in the treatment room only. The parent must be present in the treatment room for service. Our therapists are asked if they are comfortable with performing the treatment prior to committing. Being that we are in the state of California, we are very careful because we would never want to put our spa or our therapists in a compromising position.
- Parent/guardian are offered to be present in treatment room, but not required.
- Parent/guardian must accompany all guests under 18 years old in the locker rooms. They must also receive a treatment at the same time in the same room.
- Parent/guardian must be present in the treatment room for massage only.
- Parent/guardian must be present in the treatment room with guests younger than 18 years old and a same-sex therapist performs the treatment. (13)
- Parent/guardian must sign a consent form/waiver in order for their child/teen to receive treatment(s) and be on-site. (14)
- Spa guests younger than 18 years old are not permitted in relaxation lounges, whirlpools or saunas. The minimum age for spa treatments is 13 years old for facials only. Guests must be 16 years old for massage/body treatment. Those guests who are 16 years old or older can use the spa facility without a parent/guardian, as long as a parent/guardian signs a release waiver. Guests younger than 16 years old must be accompanied by an adult at all times.
- Guests younger than 18 years old need to be accompanied by a parent/guardian present in the different areas at all times. (2)
- They cannot use the spa facilities like the sauna, steam room and jacuzzi.
- Before their treatment, they have to fill out a health questionnaire and the waiver form has to be signed by their parent/guardian.
- They must be in a couples suite with a parent and they have no use of any of the spa facilities.
- They usually go with specific service providers. We don't provide wet treatments (full body treatments, wet scrubs, body masks, etc) and we restrict the facials and massages to the 30- and 50-minute versions.
- Those younger than 14 years old are not permitted in the spa or fitness areas. There are special KIS fitness classes for those who are 8-13 years old.
- Those younger than 15 years old must have a parent/guardian in treatment room and may only receive mini services (25-minute services).
- Those younger than 16 years old are not permitted in spa facilities (sauna, steam, pool and whirlpools). For massage, the parent/guardian must be in the room (can receive a massage together).
- Those younger than 18 years old are not permitted in our NIWA or locker area (wet areas); only in public space on the second floor of the spa.
- Those younger than 18 years old, must be accompanied by an adult in the adult spa. In the teen spa, a spa HH serves as the adult supervision with parental consent.

- Unless an appointment is booked, the spa is only available for those over 18 years old.
- We allow facials for 16 year olds and older; however, an adult must accompany the teen in the relaxation area.
- We allow kids of all ages to receive any spa treatment with the consent of their parents; however, we only allow them to receive treatments from same-sex therapists.
- We do not allow anyone under 12 in our spa. A parent/guardian must accompany those who are 12-17 years old.
- Welcome to receive modified nail and hair services. Sixteen- to 18-year-old teens can receive massages or facials with a parent/guardian present.

Respondents were asked to share one piece of advice with their spa peers that relates to offering services for children and/or teens. A sample of responses provided is below. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- Always try to accommodate requests.
- Be careful! It can sometimes be a sticky situation when a parent wants their child to receive a service that the child is not interested in receiving. Be sure to set clear guidelines for all associates and stick to them! Your service providers will appreciate the back-up and support.
- Be creative and fun.
- Be flexible when you can.
- Be specific in what your expectations are for children in your spa. There needs to be consideration for the adults that come into your facility.
- Children act better if parents stay away (if the child lets them).
- Children are tons of fun.
- Children MUST be comfortable with the experience. If it is something that the parent wants but the child does not, it will be a terrible experience for the child (and technician). Keep it short and within the child's comfort level.
- Choose appropriately for your property. We are a resort that has a lot of family visitors so it makes sense for us; however, if we were located in downtown New York City, I don't know that it would. Some spas are better served to maintain a higher age bracket to keep their target market happy. It would be an advantage for some spas to be able to meet the needs of a younger audience and still maintain the right atmosphere for their location. Definitely have a strategic policy in place to handle requests.
- Communicate all policies and discuss the parents' expectations beforehand. Also, speak to the parent when booking to ensure they are comfortable with what the child will be experiencing (will they go to the locker room, etc). Finally, make sure both the parent and child are aware of where the parent will be, and that the child may stop the treatment at any time if they are uncomfortable.
- Create a separate space for this age group. Parents are willing to spend the money for this market and at resorts like ours since it is family friendly. It's imperative to offer something, but it is hard to have shared space with adult spa guests looking for a different experience.
- Don't. Please don't get me started about our spoiled and entitled little children. Spa treatments should be used for adults that work and can appreciate a nice treat. If kids get everything adults get, when will they grow up to appreciate that hard work has its rewards?

- Don't try and create too many rules around it. We've found that children have assimilated well in our environment.
- Ensure that council and state requirements are covered.
- Get waivers and always have parental identification.
- Having a special spa menu for the youth audience is a brilliant idea.
- I do not find it beneficial to us financially to target children or teens. We welcome them with their families or in small numbers and pamper them as we would any guest, but it's not the type of atmosphere we aim to create at our spa. Maybe we would if we were seeing more requests in that age range.
- I would like to offer nail services and some fun retail items to attract the younger crowds. They tend to like vibrant nail colors.
- If parents want to spend money to have their children receive treatments we do not want to lose out on that opportunity. We are creating future spa guests.
- If you have a family resort environment then you should offer some services for this demographic, as they are your future customers. You can have the child change in the treatment room and not have them mix in with the adults.
- It can be very challenging if you do not have an adult-only area to relax.
- It is a very delicate group with which to deal. Parents can be very sensitive to the services, so, we all need to comply with the company/state laws to avoid any misconceptions.
- Involve parents to let them enjoy the spa experience all together.
- Keep it simple and educational.
- Kids really are well behaved. We have not had an issue with kids being disruptive to the adult guests in our facility. These are our future spa guests and they have a lot to learn about wellness!
- Make sure to keep close eyes on them to ensure they are happy and enjoying their time.
- Make sure your policy is clearly posted on your company website and spa menu.
- Make them feel special. I wish we did more.
- Offer special packages during school holidays to attract them.
- Our child/teen guests are our future spa guests! It is important that we educate them on healthy lifestyles and habits now to ensure our industry thrives in the future.
- Parties and nail services for children.
- Please continue to target the youth so that they will grow into educated consumers that will love the spa.
- Providing a menu of spa services especially designed to educate kids on taking care of themselves is a great way to target this market, especially at a resort destination where many families are on vacation together. By not providing offerings for those under 18 years old, you leave a great portion of the market untouched.
- Risk management!
- Special services.
- Start with "back to school" or "prom" specials to gauge an interest level.
- Structured program and consistent reinforcement regarding underage clients (14-17 years old).
- Teens are a great market.
- Teens love our spa offerings that make them feel like they're in their 20s. They also want services to treat their skin (clarify/glow). Manicures and pedicures are popular for female teens and massages and facials for male teens. For those under 13, we offer services that involve a parent: Mom and Me, Dad and Me (manicures/massages are the most popular).
- Until our policy changes, we don't encourage minors to attend our spa.

- To be successful, you need a separate area, both from a service perspective as well as a relaxation/waiting area.
- Treat them with respect as you would their parents. They deserve the same attention and care as any of your other guests.
- Use the couples treatment room to perform treatments with a parent or guardian present.
- Use the right verbiage when addressing this issue. It can be a delicate subject.
- Very compelling market; just set guidelines.
- We create mother/daughter packages and that seems to work pretty well. We've also increased our salon sales.
- We find that adult guests, as well as our teen guests, are uncomfortable in the clothing optional areas!
- We have definitely seen an increase in young spa-goers, and given the overall rising popularity of spa visits, it appears that it will continue to rise. Taking steps to protect both the resort and therapists is important. Our staff here would never do anything inappropriate, but the last thing you want is a "he said/she said" situation involving a child claiming something inappropriate occurred. Have a parent or guardian in the room! Children are taught from a young age that strangers touching them is NOT acceptable - a situation like a massage can be very ambiguous if the child is not sure if what's happening is okay. By requiring an adult present, we protect the resort, the therapist and also the child. They have a parent there to reassure them if they become uncomfortable.
- When possible, have a separate facility.
- You cannot be all things to all people.

ISPA RESOURCE PARTNERS

Does your company sell body-care and/or skin-care products?

Company Sells Body-Care/Skin-Care Products
Resource Partners



Does your company provide recommended age requirements for its products to spa clients?

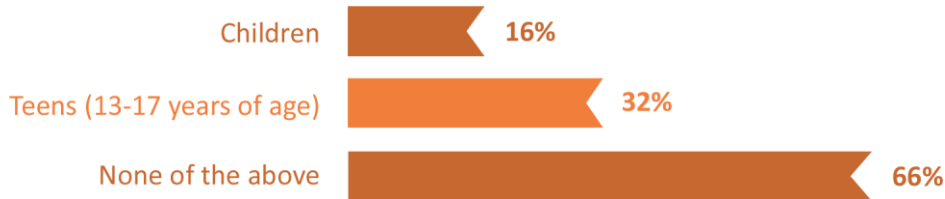
Company Provides Age Requirements For Spa Clients
Resource Partners



Does your company offer products specifically developed for children and/or teens? (Respondents were allowed to choose multiple responses)

Products Specifically Developed/Offered to Children and/or Teens

Resource Partners



Respondents were asked to describe their company’s most popular product for children and/or teens. A sample of responses provided is below.

- Acne Tonic.
- Almond body lotion.
- Baby Lotion - made with organic aloe, essential oils and USDA Certified Organic limonene. Light and smooth formula with Shea Butter and Fair-Trade Cocoa Butter. Lightly scented with organic essential oils of mandarin and chamomile. Designed to moisturize the baby, but popular for the whole family.
- Bath and retail products, along with sun care and teen skin-care products.
- Blemish support serum blemish oil.
- Clean Start (a range of skin-care products).
- Cleanser for teens.
- Shower gel infused sponges made in various flower shapes offering unique teen oriented fragrances and colors.
- Neroli Water and Turkish Body Scrub with eucalyptus.
- We are in the process of creating a baby line.

Respondents were asked how the demand has changed for their company's products designed for the youth audience year-over-year.

- Better fragrance choices, being unique helps, flower shapes in pink, white and other bright colors add on to the impulse buy.
- Increased.
- It has, in fact, lessened as the economy struggled.
- Our products are introduced to teens and a younger audience through their parents. We do not have a strong teen following but have put together a teen kit in the past to capture this market and help teens get started with a good regimen. The demand has remained consistent year-over-year since it has not been a focus for us.
- The increase has been tremendous both domestically and internationally. Parents want Non-GMO Certified organic skin-care products for their children and we offer 20 products especially for children. All products are family friendly.
- We've been consistent year-over-year.
- Young adults and children are more aware of natural products. Before they would go the dermatologist and get a prescription.

Does your company survey, directly or via third-party, consumers under the age of 18 to gather market research?

Survey Consumers Under the Age of 18 for Market Research
Resource Partners

