



Snapshot Survey Results Report

—— *Spa Menu Engineering* ——

May 2013



Spa Menu Engineering

ISPA Snapshot Survey | May 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 May 2013 Snapshot Survey requested information on spa menu engineering.

When spa members were asked to select which items are included on their spa's menu, 93 percent said they include their cancellation policy, followed by reservation contact information (90 percent) and spa hours (81 percent). Eighty percent of day spas said they include information on gift card availability on their menu compared to only 45 percent of resort/hotel spas. In regards to the frequency of making changes to spa menu offerings, 44 percent of spa respondents make changes annually. The average number of spa treatments on the menu for all spas is 45. Interestingly, responses for the number of treatments on the spa menu ranged from 5 to 200. The largest group of spa members (21 percent) said they have a menu between 8 – 10 pages.

Forty-six percent of spas said they only use non-printed communications like emails, websites and social media to present seasonal menu offerings. This percentage was the same for both day spas and resort/hotel spas. Regarding the types of treatments/services included in the spa's menu, 53 percent of resort/hotel spas include fitness/sports services compared to only 13 percent of day spas. In terms of treatment times present on the spa's menu, the largest group of spas (65 percent) said 50 minutes.

In regards to how they have partnered with a spa client in the past 12 months, 47 percent of resource partner respondents said they have helped develop a specific treatment for a spa menu incorporating their brand into the title/description. Fifty-seven percent of resource partners said they have a spa client that promotes their company's brand within the spa menu. When asked if their company provides special benefits or incentives to spas that use their product(s) within a specific treatment, 65 percent of resource partners said they do not.

In this Snapshot Survey, consultant members were asked to provide advice relating to spa menu engineering topics. For spa menu development, the most frequent responses centered around keeping it simple. When asked what they consider to be the greatest mistake made when it comes to spa menu engineering, many of the responses focused on offering too many choices or including too much information.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, May 17, 2013 to Friday, May 24, 2013. During this time, 319 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

Which of the following, if any, are included within your spa's menu? (Respondents were allowed to choose multiple responses)

Spa Menu Items

By Spa Type



Age requirements/restrictions

All Spas: 74%
 Day: 56%
 Resort/Hotel: 84%



Reference to the spa's history

All Spas: 36%
 Day: 37%
 Resort/Hotel: 36%



Cancellation policy

All Spas: 93%
 Day: 91%
 Resort/Hotel: 97%



Reference to the spa's retail area

All Spas: 37%
 Day: 37%
 Resort/Hotel: 37%



Cell phone and/or electronic devices policy

All Spas: 60%
 Day: 61%
 Resort/Hotel: 61%



Reservation contact information

All Spas: 90%
 Day: 93%
 Resort/Hotel: 92%



Code of conduct

All Spas: 46%
 Day: 52%
 Resort/Hotel: 43%



Spa hours

All Spas: 81%
 Day: 85%
 Resort/Hotel: 80%



Gratuity details

All Spas: 65%
 Day: 50%
 Resort/Hotel: 73%



Spa's mission statement

All Spas: 34%
 Day: 39%
 Resort/Hotel: 33%



Images of the spa or specific treatments

All Spas: 71%
 Day: 57%
 Resort/Hotel: 76%



Spa tips/etiquette

All Spas: 62%
 Day: 46%
 Resort/Hotel: 71%



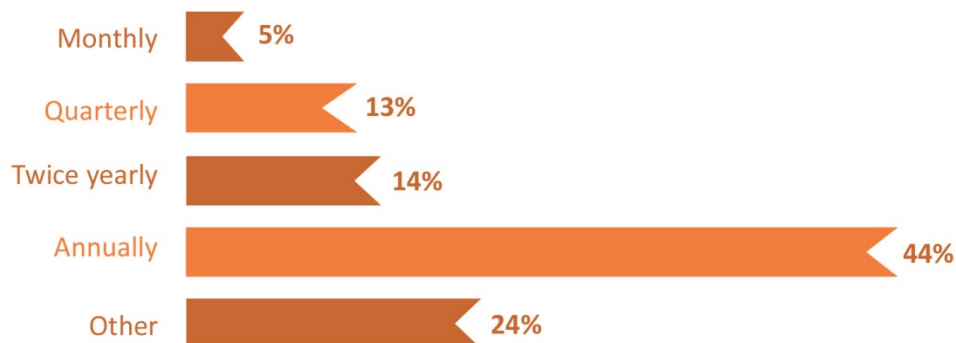
Information on gift card availability

All Spas: 55%
 Day: 80%
 Resort/Hotel: 45%

Which of the following best describes how often your spa changes menu offerings?

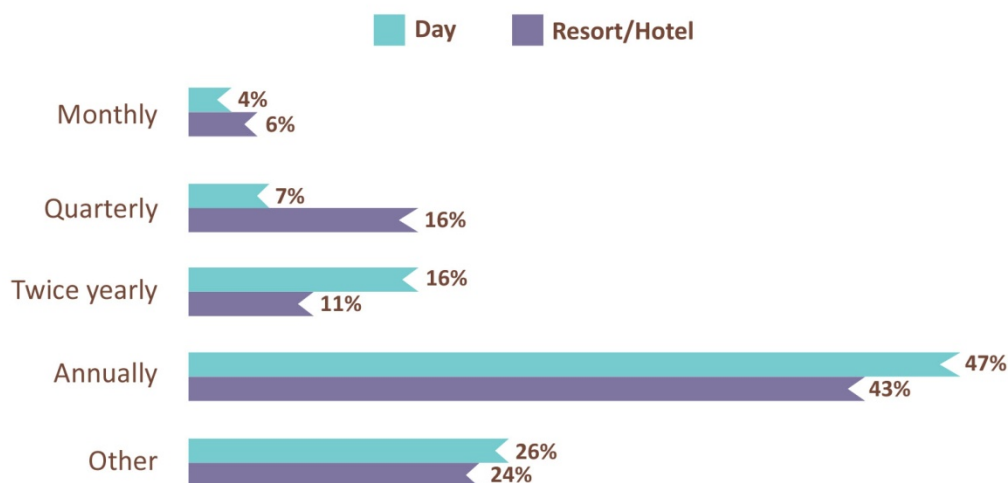
Frequency of Changes Made to Spa Menu Offerings

All Spas



Frequency of Changes Made to Spa Menu Offerings

All Spas



How many total treatment offerings are listed on your spa's menu? Please exclude all hair services.

Number of Treatments on Spa Menu

All Spas

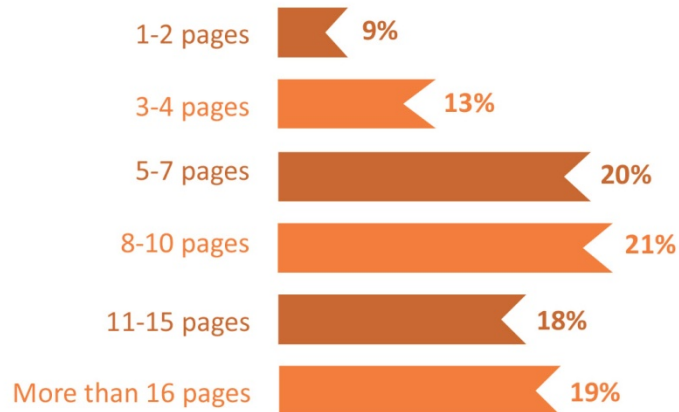
Spa Type	Average # of treatments
All Spas	45
Day Spas	47
Resort/hotel spas	42

Spa Type	The number of treatments ranged from:
All Spas	5-200
Day Spas	5-120
Resort/hotel spas	12-110

How many pages in length is your current spa menu? (If your menu has fold-out panels, select how many total panels are included.)

Current Page Length of Spa Menu

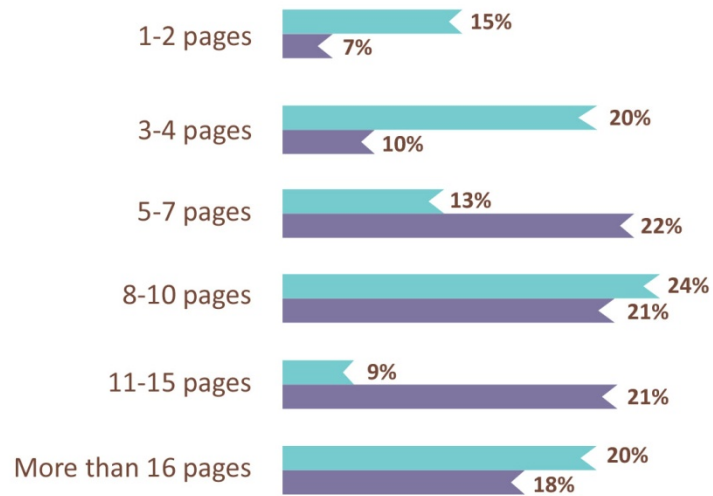
All Spas



Current Page Length of Spa Menu

By Spa Type

Day Resort/Hotel



Which of the following best describes how your spa presents its seasonal menu offerings?

Presentation of Seasonal Menu Offerings

All Spas

Include within the main spa menu



Print as a separate insert to accompany the main menu



Only use non-printed communications to promote seasonal offerings
(i.e. website, social media, emails)



Other



Presentation of Seasonal Menu Offerings

By Spa Type

Day Resort/Hotel

Include within the main spa menu



Print as a separate insert to accompany the main menu



Only use non-printed communications to promote seasonal offerings
(i.e. website, social media, emails)



Other



Which of the following types of treatments/services are included in your spa menu? (Respondents were allowed to choose multiple responses)

Types of Treatments/Services Included in Spa Menu

By Spa Type



Complementary/ alternative therapies

All Spas: 26%

Day: 29%

Resort/Hotel: 24%



Facials

All Spas: 98%

Day: 93%

Resort/Hotel: 100%



Fitness/sports services

All Spas: 41%

Day: 13%

Resort/Hotel: 53%



Hair services

All Spas: 61%

Day: 55%

Resort/Hotel: 64%



Hydrotherapy

All Spas: 47%

Day: 38%

Resort/Hotel: 50%



Massage

All Spas: 98%

Day: 96%

Resort/Hotel: 99%



Medically supervised services

All Spas: 8%

Day: 6%

Resort/Hotel: 6%



Nail services

All Spas: 87%

Day: 80%

Resort/Hotel: 91%



Prenatal treatments

All Spas: 81%

Day: 71%

Resort/Hotel: 84%



Scrubs

All Spas: 96%

Day: 89%

Resort/Hotel: 98%



Spa packages

All Spas: 85%

Day: 82%

Resort/Hotel: 86%



Treatment enhancements/ add-on options

All Spas: 79%

Day: 71%

Resort/Hotel: 80%



Treatments specifically for males

All Spas: 70%

Day: 60%

Resort/Hotel: 76%



Treatments specifically for the youth audience (under 18 years of age)

All Spas: 37%

Day: 24%

Resort/Hotel: 45%



Wraps

All Spas: 89%

Day: 76%

Resort/Hotel: 95%

Please select which of the following treatment times are present within your spa's menu. (Respondents were allowed to choose multiple responses)

Treatment Times Present On Spa Menu

By Spa Type



Does your spa partner with a vendor and feature a specific product brand within its menu?

Partner with Vendor and Feature Specific Product Brand on Spa Menu

All Spas



Partner with Vendor and Feature Specific Product Brand on Spa Menu

By Spa Type



Day

Yes: 46%

No: 55%



Resort/Hotel

Yes: 35%

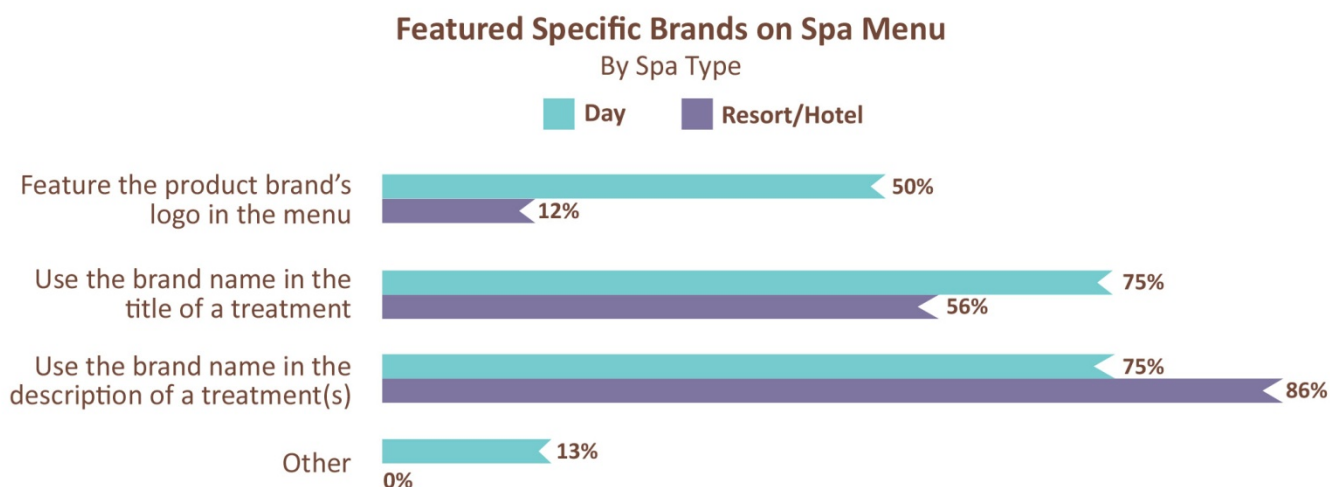
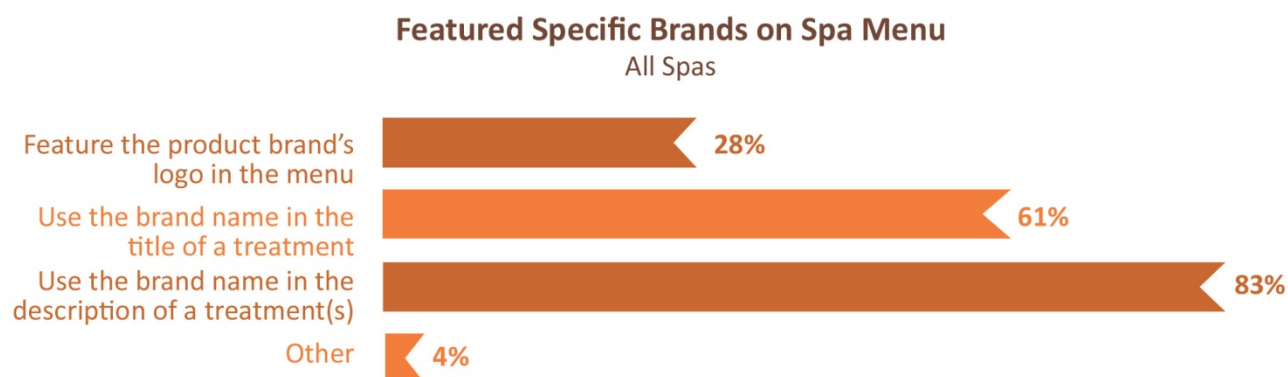
No: 65%

Please describe any benefits you receive from your vendor partner in exchange for brand inclusion in your spa menu (i.e. product rebate, split cost of printing the menu, etc.). For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- A true partnership in all that we do.
- Access to a professional media library. Samples, posters, promotional and marketing materials.
- Additional training. (2)
- All spa amenities free of charge, printing paid for and staff incentives.
- Assists with payment for menu printing. (2)
- Collateral.
- Complimentary uniforms.
- Corporate preferred pricing.

- Corporate prices and complimentary training sessions.
- Cost reductions and quarterly in-spa training.
- Credit toward purchases for cost of printing the menu.
- Decoration.
- Discounts on product.
- Education support.
- Free backbar.
- Free merchandising.
- Free samples. (4)
- Free training to our spa technicians by Sothys and Thalgo three to four times a year. Discounts to staff when purchasing their products. Sometimes during special promotions they provide gifts to be given when a specific product is purchased.
- Gratis for staff. (2)
- I have created a specific treatment for an Icelandic brand Bioeffect and the treatment is named by the brand. The company invites press members in for treatments and we get the visibility in press and the vendor supports us with treatment costs.
- In the past, we have received complimentary design service every two years. This includes stock photo offerings; however, we are no longer exclusive with the line so we may lose this privilege.
- Margins and cost of goods.
- Marketing materials. (4)
- No benefit except for our guests knowing we offer that vendor. (2)
- Participation in seasonal events, retail incentives for employees, samples.
- Phytomer treatments - low cost retail and stock products.
- Product rebate. (3)
- Product rebate and price breaks. Incentive gratis for the staff.
- Product support.
- Quarterly sales target program, staff gratis, free shipping, quarterly staff training, and quarterly events.
- Special guests, events and features.
- Support for a variety of PR and marketing activities.
- They paid for some charges.
- Training and education. (5)
- Very little!
- Vendor incentive contests for staff and event participation.
- Very strong and strategic relationship with that goes well beyond all this. We have a true partnership with them.
- We receive a lot of free deluxe samples, gift baskets and GWPs. They pretty much will send me anything I ask for, no questions asked.
- We receive extensive support and benefits from our core brands in printed materials, education, volume discounts, split or full cost of reprinting menu, retail design/restructuring and more.

How does your spa feature a specific brand within its menu?



What changes, if any, have been made or are being planned for your spa's menu? For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- A complete reconstruction this summer. Fewer treatments with more strategic demographic targeting. Adding hair and alternative wellness services.
- A tapas bridal menu for the summer.
- Add new treatments, eliminate ones not booked very often. Review of pricing.
- Added mommy & me package and a cabana package featuring our pool area.
- Added new services; included some of our policies on the menu.
- Adding Ayurveda therapy. (2)
- Adding more holistic services (spa cupping, services geared toward athletes and also to the elderly).
- Adding more results-oriented skin care and removing low performing treatments.
- Adding nail services this June and our summer seasonal offerings.

- Adding new services. (6)
- Adding new services: LED Facial and Infrared Sauna.
- Adding Shellac and updating facials with a more results-oriented line.
- Additional hydrotherapy, new packages and a couple of price increases.
- Changed the order of services to see if placing facials first would make a difference, it did! Put in a table of contents to better direct clients and allow them to see at one glance that we have youth and men's services. Cut down on descriptions, made them simpler.
- Changes made to teen spa offerings, salon offerings and signature services.
- Changing product lines.
- Clinical grade facial.
- Complete new menu. (2)
- Creative treatment intros.
- Design, photos, services and prices.
- Doing a reprint, adding new services and increasing a few prices (May 2013).
- Dramatically trimming the number of offerings and incorporating enhancement suggestions into services.
- Drastically shortened the menu.
- Edits, product ingredient change and pricing revisions.
- Eliminating long descriptions and outdated images.
- Expand men's offering, add technology, add gel services and limited hair services.
- Focusing on a regional emphasis with more offerings for men.
- For our 'IN-Spa" menu, we recently reformatted it to bring down the number of treatments offered. We no longer list each time increment/price for each massage, but instead, offer the 50-minute duration/price with a note offering an additional 30-minutes of massage for \$85.
- Going from 50- to 60-minute treatments.
- Going through a new menu development and will be adding new massage, facial, body treatments, nail services and hair services.
- I am the new spa director and we will re-visit all of our treatments and what is selling to condense the menu down, look at cost per treatment and price comparison with competitive set as well.
- I am revamping the entire menu, simplifying the treatments and partnering with our vendors for more exposure.
- In March 2013, we did a complete overhaul of our spa menu. We completely changed the body treatment offerings with all new treatments. We added several new facials and massages and removed some less popular treatments. Changed several names of treatments, added enhancement options to our facial and our massage pages. Made the menu more user-friendly.
- In our efforts to keep within our mission to be environmentally friendly, we are going to stop printing our extended spa menu "in mass." Instead, we are printing out a price list of our services to give to people who are stopping by. The extended version will be reserved for press, sales kits - etc. This is something that we started doing for budget reasons; however, since most of our guests are in agreement with this practice, it's something that we're going to continue.
- Include wedding packages.
- Increase our pricing.
- Individual pages to reduce waste and create a more luxury look and feel to brochure design.
- Inserts with new services.

- Integration of more holistic services.
- Just a fresh design, but using the same content.
- Just got a new one and moved services that sell less to the front. Upgraded paper type to a more luxurious feel.
- Just revised it. Removed some treatments and added some new ones. Added specialty modalities to reflect abilities of current staff.
- Launching poolside treatments and wellness classes.
- Make it smaller and easy to read. (3)
- Making it completely digital on an iPad.
- Minor adjustments to facial customizations; full overhaul in May 2014.
- Minor revisions.
- Monitor surveys that are given to guests once they receive treatments so we can learn how to meet their expectations. Provide a Spa deli to promote healthy eating for our guests. Change our seasonal menus according to availability of Hokkaido's seasonal ingredients.
- More add-ons for the guest to choose.
- More services for the under-18 age group (not including massage).
- More user friendly, simpler and include images of spa.
- Naturopathic services.
- New innovative treatments.
- New menu. (6)
- New service offerings and a couple discontinued.
- New stem cell facial and new micro-current facial.
- New treatments. (2)
- New treatments with Ultra Capi machine.
- No drastic changes. Our spa menu is very successful: the only thing we change is a specific ingredient that may be highlighted within a package that may in turn support a new retail line or item.
- Not sure/corporately decided.
- Only pricing.
- Planning to add a new service soon.
- Piggy back nail spa to hot non nail brand.
- Plan at year's end to review performance of all services compared to prior year and adjust prices related to cost and margin goals.
- Plan for 2014, shorten menu, 33 pages is way too many pages.
- Prepare Chinese/Japanese/Korean languages.
- Presentation.
- Price changes, treatments added on and reformatting.
- Price increases and policy changes. (4)
- Price increases. Cupping added to menu.
- Pricing insert instead of printing with prices.
- Recent price increase. Added more 30-minute services.
- Recently modified menu to eliminate less popular services and made it easier to read by grouping like services on one page where possible.
- Recently shortened the menu and put higher priced treatments first.

- Reduce some none popular treatment and increase more spa/holistic treatment menu.
- Reduce the page quantity of the menu.
- Refine service list, test with monthly specials.
- Refresh current treatments include new trends.
- Remove the five to 10 percent of the packages and services that sell the least and replace with new offerings.
- Removing what isn't selling and replace with new product line and services.
- Revision of services based on a recent product line change.
- Seasonal body treatments.
- Shortening, making it easier to read, sticking to the services we do the best and sell the most. (6)
- Simplify our menu. (7)
- Simplify printed menu--direct guests to website or call spa for pricing.
- Since we are a new spa, we will tweak the descriptions that were written pre-opening to better reflect the actual service.
- Spa menu will be divided into five sections: Beauty Solution, Wellness Assessment, Unforgettable Experience, Spa, Beauty Salon. All five sections are a single page and descriptions are developed to be posted on Twitter.
- Streamline service offerings, add additional services and add retail components.
- Streamlining facial services with specificity, adding new wellness components and adding new salon services.
- Streamlining services - keeping the menu simple and self-explanatory.
- Sugar foot scrubs.
- To offer shorter treatment time options.
- Total revamp of facial services as well as added automatic gratuities.
- Totally different design and format.
- Update content with new pictures to include new location and new treatments.
- Update to service/treatment offerings. (5)
- Updated treatments and times.
- Updating the layout of the spa menu and removing services.
- Updating the products used on long standing treatments.
- We are a new spa operation, so we are continually developing the menu. After our first six months, we assessed our current offerings and made some adjustments to the following: treatments (added some and dropped some), treatment durations (added additional time offerings) and treatment names.
- We are offering summer specific treatments in each category (massage, body treatments, facials and mani/pedi's).
- We are developing an updated menu to feature our new treatments. In the past, pricing has been listed, but we are considering a price card insert in the event pricing changes. I am considering printing insert menus for seasonal features.
- We are going to print a new one in October 2013, at this stage we use a short version. We are planning to use more images and be less descriptive.
- We are in the process of evaluating the times and prices of all services, in addition to the actual products used and the amount in each.
- We are planning on expanding our menu from a "rack card" to a tri-fold card in the next six months. We will be adding more treatments, and organizing the menu in a different way.
- We are planning to change our brochure in order to make it more attractive.

- We are preparing to release a new menu in the next month and have consolidated some services, revised protocols/descriptions and added new treatments.
- We are switching to a higher quality recycled paper and cutting down on choices.
- We are testing facials.
- We change annually (every June) and offer at least one new water treatment per year as this is the cornerstone of our menu.
- We changed our menu completely in the beginning of 2012. Now would be a time to re-evaluate the menu. But I don't believe that we would make such a radical change as in 2012.
- We continually change our menu. While our core menu is generally consistent, we offer special menus throughout the year including our 10th Anniversary Menu, poolside services, Mother's Day, etc.
- We have added our fitness and tennis services and we are currently working with Body Bliss for new body wraps.
- We have eliminated some service to make our menu more streamlined and will focus more on seasonal treatments and services.
- We have just released our summer menu featuring seasonal services from FarmHouse Fresh. We change our body treatments on our regular menu annually to keep it fresh, same for our mani/pedis.
- We just revised half of our treatment menu by phasing out three product lines and introducing two. At least 15 new treatments have been added since March 2013.
- We only print out a price list now.
- We plan to reduce our offerings. In addition, we feature our product brand in our spa service menu.
- We review this menu every fall and make changes if necessary based on the current market.
- We started with an opening menu and now we are in the process of revising the whole menu using stats and data to guide us. As well as introducing a few new trends to the region.
- We try to add a new service each year and new products to keep it fresh and exciting.
- We would like to change our spa menu and include our partner to make it more attractive.
- We've readjusted the menu to what sells best but still offer a mixed menu.

If your spa has a digital version of its spa menu online, please provide a link or web address to your spa's menu below to share with your spa peers.

- www.7springs.com
- www.bellasante.com/wp-content/blogs.dir/1/files_mf/spapricing_02.08.12.pdf
- DeSanchez.com
- disneyworld.com/spas
- eastbankclub.com
- eldoradohotel.com
- elmwoodspa.com
- hiatusspa.com/locations/dallas/dallas-services/packages/
- indianwells.hyatt.com/hyatt/pure/spas/
- miiamo.com/assets/treatments-spa-services-brochure.pdf
- westin00831.vipguestservice.com/default.aspx
- resorts.disney.go.com/aulani-hawaii-resort/activities-amenities/spa-fitness
- shop.nordstrom.com/c/spa-nordstrom-shop

- <http://www.aliraspa.com>
- www.alvadora.com
- <http://www.aquabox.com>
- www.ayanaresort.com
- http://www.bathsromanspa.com/Spa_Menu.html
- www.bermudaspasandsalons.com
- www.big-cedar.com
- www.bnaturalmedspa.com/packages
- www.boyne.com/spas/BoyneHighlands/PDF/Spa%20Menu%20%20Highlands_Menu_Spring%20Summer%202013.pdf
- www.boyne.com/spas/Solace/index.html
- www.cavallopoint.com
- www.cranwell.com
- www.denver.woodhousespas.com
- www.eastbankclub.com/amenities/spa
- www.elencanto.com/web/ele/spa_treatment.jsp
- www.ellespamiami.com
- www.elmshotelandspa.com
- www.embassysuitesconcord.com/wp-content/uploads/2013/05/Full-Spa-Brochure-2013-Web.pdf
- www.evensongspa.com
- www.fireskyresort.com/scottsdale-hotels/spa/index.html
- www.fisherislandclub.com/Spa <http://www.fisherislandclub.com/Fitness>
- www.fourseasons.com/baku/spa
- www.fourseasons.com/beirut/spa
- www.fourseasons.com/borabora/spa
- www.fourseasons.com/losangeles/spa
- www.fourseasons.com/maui/spa
- www.fourseasons.com/nevis/spa
- www.fourseasons.com/puntamita/spa
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- www.fairmont.com/southampton-bermuda/pdf/shp-ws-spa-brochure-jan-2013/
- www.fourseasons.com/toronto/spa
- www.fourseasons.com/westlakevillage/spa
- www.frenchlick.com
- www.grandspa.com
- www.greenbrier.com/Greenbrier2.0/media/PDF/Spa_Brochure_2012_WebSpreads.pdf
- www.hotelvikings.com
- www.hotelzaza.com/#houston/zaspa/services
- www.joyaspa.com
- www.jwlantanaspa.com
- www.jwmariottcancunspa.com
- www.kilagaspringsspa.com

- www.kingsmill.com
- www.kohlerwatersspa.com
- www.kuospa.com
- www.macarthurplace.com
- www.mandaraspas.com/files/HHV_SELECT_OFFERINGS_FINAL_2011-2012.pdf
- www.marriott.com/hotel-info/mcogp-gaylord-palms-resort-and-convention-center/gaylord-palms-entertainment/gwzd4ug/relache-spa.mi
- www.marriottgrand.com
- www.marriottpuertovallartahtlspa.com
- www.massageenvy.com/clinics/MD/Frederick.aspx
- www.mirbeau.com/the-spa/spa-treatments/
- www.mokaraspas.com
- www.monterey.hyatt.com/hyatt/images/hotels/mrydm/brochure.pdf;jsessionid=66D48D388672CDCA7B3BE1248F713BE8.atg02-prd-atg2
- www.oaksspa.com/oaks-services
- www.oceanreef.com
- www.oglebay-resort.com/spa/spa_menu_2012.pdf
- www.omnihotels.com/FindAHotel/Amelialand/Spa.aspx
- www.omphoyspa.com
- www.pvspa.com
- www.rancholapuerta.com/spa/SpaWeb2013.pdf
- www.rancholapuerta.com/reservations/rates.html
- www.reddoorspas.com/spaservices/servicelisting.aspx?catid=33
- www.redmountainresort.com/
- www.rejuvenationspa.net
- www.ritzcarlton.com/en/Properties/NewOrleans/Spa/Menu.htm
- www.santespavictoria.com/database/rte/files/SSV-SanteBrochure_singles.pdf
- www.siluettispa.fi/scripts/DBMNet.dll?Page?ID=402579&LANGUAGE=1&EMN=SPATREE&EMIID=-1
- www.skincareinstitute.net
- www.soakology.com/site/menu/spa-menu.pdf
- www.SpaAtTheWoods.com
- www.spaoftherockies.com
- www.spatorreypines.com
- www.stillwaterspacalgary.com
- www.spaatthemarsh.com/services/index
- www.spamontage.com/lagunabeach/ebrochure/
- www.stowemountainlodge.com/pdfs/2013-Spring-Menu.pdf
- www.sundaraspas.com/services/services.html
- www.theallison.com/cms/pressroom/spamenus823.pdf
- www.thehiltonorlando.com/media/docs/Spa/The_Spa_Services_Pricing.pdf
- www.thelittledayspa.com
- www.thesebastianvail.com/bloom-spa
- www.tulalipresort.com
- www.urbanoasismassage.com

- www.vhspa.com
- www.viceroyhotelsandresorts.com/en/snowmass/spa_and_wellness/spa_services
- www.vtculinaryresort.com/pdf/Essex_Spa_booklet-rates.pdf
- www.watercolorresort.com
- www.westendspa.com/services.php
- www.wickinn.com/treatments
- www.windsor-hotels.co.jp/cms/en/spa
- www.winerose.com

ISPA RESOURCE PARTNERS

Which of the following, if any, spa menu development activities has your company done in partnership with a spa client in the past 12 months?

Spa Menu Development Activities with a Spa Client - Past 12 Months

All Spas

Covered spa menu printing expenses in exchange for brand inclusion on the menu

0%

Helped develop a specific treatment for a spa menu incorporating your brand into the title/description

47%

Helped engineer a spa client's menu

38%

Provided a rebate or product discount in exchange for menu inclusion

6%

Other

2%

None of the above

30%

Do any of your spa clients promote your company's brand within their spa menu?

Spa Clients Promote Company's Brand Within Spa Menu

All Spas



Does your company provide special benefits or incentives to spas that use your product(s) within a specific treatment?

Special Benefits/Incentives To Spas That Use Product(s)

All Spas



Please describe the benefits or incentives spa clients receive when using your company's product(s) within a specific treatment. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- Fifteen percent discount on future orders when products are retailed as a direct result of treatment use.
- All of our spa clients receive our incentive scheme for carrying our line. This entitles them to one free item of jewelry for their team member of the month. This is arranged through the spa director at all locations.
- Brand discounts, education benefits, free trainings and promotional materials.
- Collateral support materials and training if requested.
- Discounts on backbar, we develop specific products just for the spa.
- Free backbar for six weeks to get the treatment up and going.
- Gift with purchase. (2)
- I give truly natural products that I make to each person who works in the spa to take home and try for free.
- Increased professional purchasing incentives.
- Retail locator listing and co-op advertising.
- We are currently working on designing an incentive program for spa technicians.
- We have a training incentive based on purchases over a 12-month period.
- We offer a monthly promotional program (GWP, special, etc.).

What one piece of advice would you give to a spa professional on how to effectively partner with a resource partner to develop or promote a spa menu? For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- Please be receptive to our calls/emails - we are here to assist you. We want to be a part of your success.
- A good resource partner should always be willing to jump at the opportunity to help develop, write and help create a spa menu with its prospective spas. It's not about just selling a product to a spa and the spa using it in treatments. It's about a partnership of brands and how those brands can help each other out. When spas ask for my help in designing and writing a menu, it's always nice when they include the name of my company and/or product name in the description or title of the treatment. This shows that when we give to spas, we get back.
- Ask for what you need so that the resource partner can be a good partner to you!
- Ask for written treatment descriptions from each company and then have one copywriter write the menu in a single voice.
- Ask questions! Ask your peers in your spa to assist you with some of the tedious chores like getting the best deal on products to improve your net income.
- Be sure you have a full and clear grasp of your market prior to having anyone partner with you to create and promote something new.
- Be very specific about the protocol.
- Check your potential resource partner's reference, their clients' spa menus, how much time they will allocate clients to assist with tailored marketing/spa menus and ask to see examples of previous work.
- Communicating the benefits for both.
- Consider your resource partners as part of your team and include them in any planning, delivery and marketing of your spa products and services.
- Create special treatments and provide a gift with treatment.

- Education and training specific to menu.
- Find out if the resource partner has the expertise to help you craft your menu. Many do not have the breadth of experience and often wing it. Review your menu with the partner and look at what works and what doesn't work. The gaps will show you where there is opportunity.
- I suggest avoid having a brand dominate/overwhelm your menu. Brand appeal is strong for certain spas, but for most, it becomes limiting in your ability to purchase wisely, finding the best costs or adapting your menu for your spas needs.
- It is important that a client never feels left to his/her own devices or feels abandoned once the products are in the spa.
- Let creativity flow both ways so that both partners are bringing ideas on how to market the new menu to the table.
- Listen. Resource partners have invaluable information. They are able to see from a wide perspective of what works and what does not.
- Think outside the box. Sometimes just adding one treatment that is outside your usual scope of offerings helps expand your customer base.
- To do just that, partner. A collaborative effort will always perform. (2)
- To think of creating longevity, increased health and wellness for your customer.
- Use the expertise of a vendor to help write about their treatment since they know the best. (2)
- We provide extensive education on protocols and will custom fit a protocol for a partner in order to promote the use of our product and support the needs of their clients. We will also design menus.

ISPA CONSULTANTS

Please share with your spa peers one piece of advice relating to the following spa menu engineering topics. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

Spa Menu Development

- Determine the needs of the target audience to make sure your selection is what they want and need.
- Developing a successful spa menu is not as easy as it may seem. It begins with identifying the target markets to assess what they may be most interested in and then you need to research the local competition to learn what may already be offered in the area and the targeted market's disposable income or availability to spend. In order to create a great spa menu, it should fully reflect the spa or wellness center's concept holistically. It is often worthwhile to create signature/unique services developed around either local healing traditions or ingredients in order to add authenticity and a local touch to the menu. By providing fewer services, you are less likely to overwhelm the clientele with options. When developing a spa we begin with a market and feasibility study, then develop the concept and create a preliminary menu. This is all done prior to the creation of any design concepts, as it is vital to know what will be served prior to creating the space. This is where many run into issues as they think of the services and menu after the space has been created and designed. I like to use the restaurant analogy here as most people seem to understand that it would not make any sense to build a restaurant and kitchen without knowing what kind of food will be served. The space, equipment, products and flow are determined by what is offered.
- It should be unique, explicit and easily interpreted by the clients (not overloaded with terms).
- Keep it simple. Highlight what you do best and what makes you unique. If your business tends to offer something that's cutting edge or really unique, don't forget to offer more basic or entry-level services to help get new customers in the door who might otherwise be intimidated to try something new. Then introduce them to everything you have to offer in a way that is educating. (2)
- Keep the stars and get rid of the dogs and ponder the plow horses.
- Know your demographic, try to have a unique service and product choices, what is local for your region?
- Make sure that you get the vendors involved so there is a great understanding of the treatments. Keep it simple.
- Must be made aligned with the concept, specialties and objectives under which it was conceived each Spa.
- Short, simple, succinct! (2)
- The menu should always be a reflection of the brand.

Spa Menu Pricing Strategy

- Do your homework and make sure your prices make sense for your location, facility, amenities and overall offerings. (2)
- Don't automatically go for positioning yourself at the lowest price offered. Match your price point to the experience you are offering and determine your unique selling points. (2)
- Don't say if Spa X charges this we should charge Y. While you want to be competitive with the market and determine your spa's market position, better to do a fixed and variable cost analysis to determine margins.

- First, prices must rise to the equation cost + profit = price, where the cost should consider all items - direct and indirect - that affect the business operation. Then you should take an overall survey of market prices in the area that influence the spa, and always compare similar proposals or alternatives. Finally, make adjustments if needed and then set the commercial strategy to direct and validate the proposal.
- Focus more on the quality of the treatment and the experience you are providing for the guest and don't worry about price.
- Identifying the overall treatment cost (i.e. products and equipment used as well as labor costs) is the first step. Then it is important to understand what the average price points are in the area in order to stay competitive. I am not a believer in hiking prices as high as possible, but rather staying in a competitive price bracket. Certain services which are unique or not found in the area may be priced higher than average.
- It is a revenue model, so always keep that on the front burner when developing a menu.
- Know the cost to perform each service, research competition and offer more affordable options.
- Know your market, not just what you want to charge.
- Offer short and/or custom treatments.
- Research the spas that surround you and HHI of your community. Select professional products/treatments that are tailored to your clientele.
- The target audience must be considered first and foremost.

Based on your experience as a consultant, what do you consider to be the greatest mistake you see made when engineering a spa menu? For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- Menus created on the preferences of estheticians/owners vs. client base. Menus that are 10 pages long and are way too complicated.
- Not taking ownership of its creation and relying on product companies to do it for you.
- Often I feel there are too many options that are not easily explainable. Sometimes simplicity is best. Focus on the experience and make it the finest experience possible so that guests FEEL the treatment.
- One great mistake in preparing a spa menu is to believe that in proposing the most comprehensive and wide range of services will optimize the results.
- Spa menus need to be easy to understand and clear for the client. Keep the menu simple and stick to your area of expertise.
- The greatest and most common mistake I run into regarding spa menu creation is when a client designs or builds the spa facility prior to developing the menu of services. It should be the opposite.
- The menus tend to contain all possible treatments and services, as well as too many details.
- Too many choices. (3)
- Too many treatments: confuses the decision maker and costs a lot to maintain inventory. Keep therapists trained and consistent and front desk/reservations informed to sell.
- Too much information - it tends to overwhelm the client. (2)
- Try to use actual site photos vs. stock photos.
- Trying to please too many people.
- Very few even know or do spa engineering and end up just adding things to the existing menu.

Please identify any new trends you are noticing when it comes to menu engineering. For response options that were submitted multiple times, the number of responses is listed in parentheses following the response.

- A trend that is not so new, but more and more steadfast in its introduction on the menu, is the compliment of spa services integrating the health and wellness concepts.
- Colorful, eye-catching and mixed with traditional/on-trend treatments. You should use descriptions that make the client feel that the treatments are good or healthy for them. This encourages them to purchase the services - guilt free.
- Focus on giving the best possible experience, give more than expected and integrate mind and spirit into body.
- Green services and products! Local focus.
- I don't buy into trends. They tend to vary when working across different markets. Therefore, staying in-tune with the targeted markets' expectations and needs is always a good idea.
- Incorporating new technologies - especially LED treatments. Move away from 50- to 60-minute treatments. Customization to each client. Time booking vs. service booking.
- More value-add packages and the focus on series to enhance repeat business, as well as memberships.
- Multiple treatments in one for price appeal and time impoverished. More focus on wellness and efficacy. Simpler, streamlined treatment offerings. Mid week vs. evening and weekend pricing.
- New spas tend to print the menus on their laser printer. When asking premium prices, all marketing materials should reflect the brand.
- Personal, individual, simple. (2)
- Smaller/creative menus.
- Spa menus become simple, focusing on signature treatments and packages and avoiding too many details.