



SNAPSHOT SURVEY RESULTS REPORT

What ISPA Members are Exploring

SEPTEMBER 2015



What ISPA Members are Exploring

ISPA Snapshot Survey | September 2015

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and helps 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 September Snapshot Survey focused on what ISPA members are exploring in the workplace.

The ISPA community is continuously seeking new concepts, products and business practices that will keep their offerings fresh and relevant. At the time of this survey 80 percent of spa member respondents indicated they are currently exploring new products for their retail space and 63 percent are looking into new treatment offerings. When it comes to business practices, attracting and retaining talent is a top priority. More than half (53 percent) of day spas are evaluating new compensation models for their employees compared to 37 percent of resort/hotel spas.

Spa members generously shared spa products and technology resources they have recently explored and found to be of value. These member insights are outlined within the report making it easy to generate new ideas for your business. Spa management software products were frequently mentioned among the recommended technology products. Most of the software vendors mentioned will be showcasing their products at the 2015 ISPA Conference & Expo, which makes it easy to explore the many options listed.

Members are also creatively finding ways to encourage their employees to explore and present new business ideas and product recommendations. Contest, bonuses and gift cards were listed as incentives being used to encourage idea sharing among their team. Some even hold monthly employee roundtables and team retreats focused on finding efficiencies and cutting-edge ideas to improve their business.

Resource partner members shared advice on details to explore when considering to launch a new product line. Placing a focus on marketing efforts and the overall strategic rollout of the new line were among the responses. Communicating the benefits of the new product(s) with a clear message to the customer is key. Don't forget about educating the staff members either, their understanding of the benefits allows them to effectively market the offerings when engaging with customers.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, September 18, 2015 to Friday, September 25, 2015. During this time, 288 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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ISPA SPA MEMBERS

Which of the following is your spa currently exploring? Select all that apply.

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
New compensation model for employees	42%	53%	37%
New products for retail	80%	82%	80%
New products to incorporate into treatments	64%	61%	67%
New spa amenities	49%	47%	50%
New spa equipment (i.e. massage tables, pedicure chairs, etc.)	58%	55%	59%
New spa management software	25%	35%	21%
New spa menu	39%	35%	39%
New spa treatment offerings	63%	53%	65%
New technology hardware for the spa (i.e. computers, printers, etc.)	17%	35%	11%
Renovation of existing spa	33%	35%	32%

Respondents were asked to describe one new product they have recently explored and would recommend to their ISPA peers as a must-have in a spa retail space. A sample of responses provided is below.

- 21 drops essential oils
- Acu-ball
- An exclusive nail line, one that is not available at the local grocery stores.
- An organic locally produced sunscreen (we are on the beach)
- Anatomie clothing line
- Aromaflage- especially in tropical climates like mine
- Aromaflage, Smileactives, and we are currently considering Skinside
- Aromatherapy Associates
- Babor reversible line
- Babyfoot - a fruit acid foot peel that works wonder

- Babyfoot, illume candles, Feeling Smitten cupcakes
- Bare Minerals makeup, the name sells itself.
- Biologique Recherche
- Bkr, Mae Mae Jewelry, Aqua de Soi candles
- Body Bliss design bar
- Brow Gal
- Clear My Head
- Coloring books.
- Coola products
- Crave eyelash conditioner. It's the best on the market!
- Cyberderm every morning sunwhip!
- Dani body products and candles from Bend
- Dazzle dry nail system
- Decleor
- Dogeared tote bags
- Eminence leave on peels
- Eminence peel kits for home
- Eminence vita solutions peels for various skin types
- Environ Skin Care line from south africa the best we have ever seen in our med spa.
- Espa body brushes fly out the door.
- Espa products
- Eucalyptus shower spa from European Spa Source and exfoliators from Supracor.
- Eucalyptus sprays by European Spa Source. They have lovely blends like lavender eucalyptus and lemongrass eucalyptus in addition to the basic eucalyptus. Randy at europeana is a great vendor to work with as well. A great partner.
- Eurospa eucalyptus spray
- Expurtise
- Eye Slices
- Farmhouse Fresh
- Farmhouse Fresh lotions and scrubs. The quality is great, the scents are true to their names but not overbearing, and the guests really love them.
- Farmaesthetics
- Farmhouse Fresh just released two new "cozy candle" scents for fall/winter: spiced rum & bunny slippers and home fir the holidays. We burn the testers in our retail area & they emanate throughout the building so our guests can smell the great scents before they even enter the spa!
- Footlogix coupled with trained staff, this line sells almost as well as our skincare line.
- Fountain supplement
- Gemstone organics moisturizers
- Himalayan salt stone massage and coordinating retail components. It is hard to keep them in stock!
- Hydropeptide, Thalgo
- I have been selling Lucky Buddah has surprised me as a retail item. It is a crystal buddah. People love it. I also been selling Aveda blue oil & hand relief.
- Intraceutical
- Jamu Spa Rituals

- Jan Marnini
- Jewelry is a strong seller
- Jewelry jewelry and some more jewelry
- Jewelry that has a message, locally inspired
- Jewelry! It sells really well for us.
- Jewerly - pearls
- Kaplan MD lip care produces more out of a 1 foot square shelf talker than nearly any other line we stock
- Kerstin Florian caviar line
- Kerstin Florian skin care
- Kevin Murphy hair product
- Knesko Skin - love the simplicity of this product that can be used as diy in the spa.
- La prierie
- Lafco products
- Lalicious and Luzern
- Lash growth products
- Lingerie.
- Lip luxe balm and scrub. Low price, fantastic product, all natural, made in ct. Was in oscar gift bags last year, but is a small, personalized company. An easy grab for guests at the counter when checking out after treatments!
- Lipsmart, Wrap up by pv, Smith & Cult Nail lacquer
- Local artisan products.
- Love Luka organic cosmetics
- Luna
- Massage flame candle from universal companies
- Mdt5 (somme institute) and tweezers with light (j&c sales associates) as well as their soaps.
- Me! Bath
- Miradry
- Moriata, japanese brand .. I love it
- Moroccan oil hair/skin products
- Murad clarifying facial peel
- Nashi argan
- Natropathica arnica and birch gel - huge seller and great upgrade to massage.
- Neulash & Neu Brow
- New excellence code by Yonka
- New product line for nails. New product line for hair. New product line for skin that compliments and expands our offerings, esp with organic, natural or pure ingredients.
- No. 4 hair care products
- Nuface
- Ocean rescue, spa technologies
- Ojavan headache rollers - not a high dollar item but i can't keep them on the shelves
- One of the reasons going to ispa i don't have anything new right now...
- Onzie apparel- fun sexy comfortable athletic
- Organic produtcs from the region (soaps, body lotions, oils, etc)
- Oribe - our guest are really excited about this line.

- Oribe. I love their product line and especially the smell and look of the products. It seems high end and achieves great results
- Our everything oil by Milk + Honey has been a hit across departments. It's a multitasker and includes organic rosehip fruit, evening primrose, and arganthe blend promotes healthy skin, removes makeup, nourishes cuticles, and can be used as a conditioning treatment for dry hair.
- Our steam rooms are infused with pure eucalyptus oil and we recently started selling 8 oz spray bottles to take home and use in the shower. We order them by the dozen and we can't keep them in stock. These are ordered through spa equip.
- Pino
- Pino fit cooling gel, and Arnica
- Pixie Mood
- Pressure point massagers, we routinely have guests asking therapists how to hit certain areas between treatments, they always sell out
- Private label wellness gear (water bottles, yoga pants, etc.)
- Red Flower candle - gardenia scent
- Rhonda Allison Skin Care line
- Salt of the Earth
- Santinas retina, it's a skin changer and great for even sensitive skin.
- Sente'
- Since we are under the bliss umbrella, we aren't able to purchase retail products that don't go through bliss.
- Skin phd
- Skinceuticals laser - surprisingly sells very well at \$650
- Smitten cupcake bombs, Farmhouse Fresh scrubs and mask
- Somme skin care.
- Soulamenities, collagen eye masks and paraffin foot and hand treatments.
- Source local products - research and learn about your specific location, what is locally grown - i.e fruits and vegetables that can be sold in your retail, or hand made products like jewelry/hats - guests will love these as keep sakes and mementoes of their visit to your location,
- Spa mediterranean, customization product. She can make whatever the spa desire, and fantastic quality.
- Spa Ritual gold collection
- Spa splurge by Soul Amenities
- Spa to go- they are a great point of purchase item.
- Sumbody kids bath fizzers line
- Suncoast salts
- Supracor
- Supracor exfoliants
- Swag bars
- Swell water bottles..can't keep them on the shelves!
- Swim shorts for men are selling like hot cakes. Most men do not bother bringing their swim suits with them to their spa visits but often change their minds and buy shorts just to get to use the pool and wet areas.
- Swiss cellcosmet
- Tara Spa therapy, Farmhouse Fresh
- Teeki leggings sell like crazy

- The aromasense showerhead is a new product we've recently introduced and is becoming more popular with our guests.
- The pillowcase that controls sleep lines
- Travel sized hair and skin care products
- Trigger point foam rollers
- Vitamin C shower heads. They are therapeutic, smell and feel wonderful, and are unique. We have them installed in the showers in the spa so guests can experience them.
- Warm Buddy
- Warm neck collars are great
- We are hitting retail home runs with more green products - clothing to personal care items (deodorant, soaps, etc)
- We brought in Eco swim by Aqua Green. Love their concept (people like knowing that the suits are made out of recycled materials). The price point is also very reasonable for most people
- We do not operate the spa retail; it is run by the retail department
- We have kasher blankets in our relaxation room and just started carrying their new cable knit blankets in retail- they are incredible and sell very well.
- We recently added 2 lines.. Naturopathica and Farmhouse Fresh
- We recently added babyfoot products to our retail space and they have been selling great since being added.
- We recently brought on milk + honey products to our floor. They've been well received.
- We recently took back the Alqvimia products and we are amaze with their new line on aromatherapy.
- Wellness/spa related books - new harbinger publications has great books for spa retail.
<https://www.newharbinger.com/sites/default/files/catalogs/2015-fall-gift-catalog.pdf>
- Xtreme heated lash curler - a must have
- Yoga balm

Respondents were asked to share one new technology-related item (i.e. software, app, device, etc.) they have recently explored and would recommend to their ISPA peers. A sample of responses provided is below.

- | | |
|---|--|
| <ul style="list-style-type: none"> • Allowing therapists to retrieve their schedules via smartphone • App for employees to use to obtain property information, changes, updates etc • Automatic appointment reminders -- we are just getting onboard at last! • Automatic emails generated immediately upon booking the Spa • Body Bliss Design App • Book4Time • Booker.com • Cold Laser Therapy • Confirmation emails to clients. • Demand Force Customer Management System • Demandforce - Marketing tool | <ul style="list-style-type: none"> • Digital Alchemy - 3rd party e-marketing and campaigns • Digital picture frames. We are using a digital picture frame at our desk as an advertising tool. We include ads such as "like us on Facebook," any spontaneous specials, member events, etc.... • Fareharbor for online booking during pre arrival emails. This a new software our hotel has brought on to book more activities. • Fooducate app • Gocanvas intake forms • Google documents • Headspace app • Hydra Facial MD • Hydrafacial, lash and brow extensions. |
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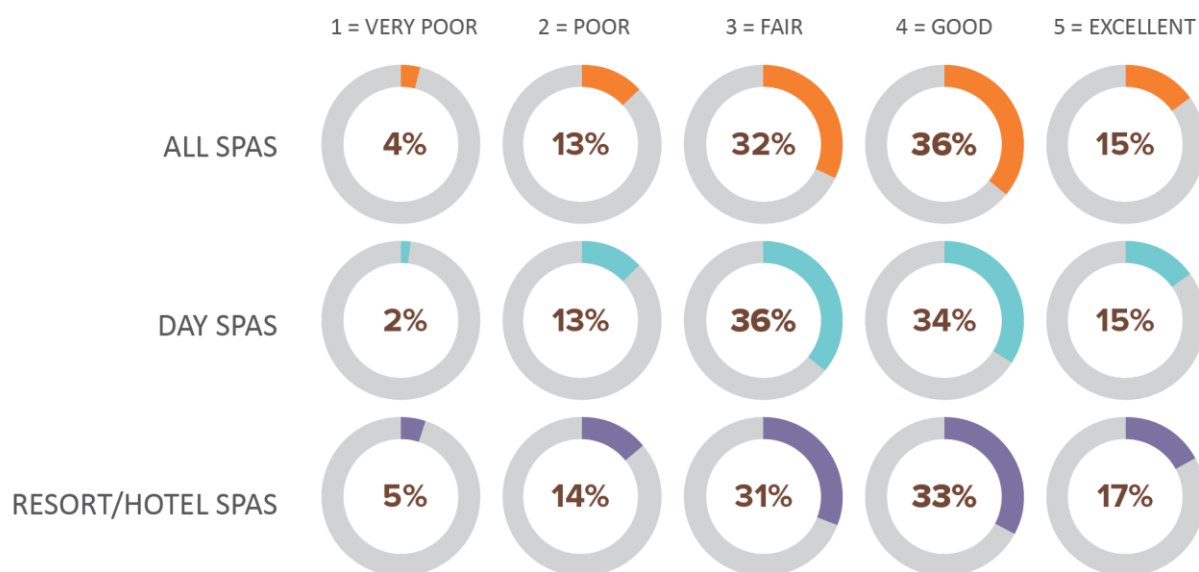
- Ipad apps that let you retail off site at events.
- Ipad for guests to fill in health history forms.
- Just brought in spabiz software. Exploring Demandforce which I have used previously at a different location.
- KIPSU - a text messaging system that allows us to promote to our regular guests. Works better than print or eblasts.
- Light Stim, we introduced this product at my last spa - and this item was flying off the shelves.
- Living Earth Craft table with warming drawer and ipad screen mounts under face cradle
- Love the Book 4 time spa software flexibility
- Lumarx
- Manage My Spa
- MD spa software. The best software for our compensation model. Our therapists get paid in tiers. The more they make, the more they earn.
- Microcurrent
- Millenium online booking
- Millennium Harms software is great.
- Mindbody software
- Nextech software
- Nuface.
- On-line booking- AWESOME!
- Oxygen Machine
- Pacer app for tracking exercise
- Pagers from JTECH for communication with spa attendants, front desk and management team.
- Periscope, lets see more trainings and tips for the spa industry thru that model.
- Pinterest for saving spa treatment and design ideas
- ResortSuite POS and booking system
- ResortSuite mobile booking app
- Signpost for SMS messages & email capability. Great customer service and affordable.
- Skin Authority App
- Skin deep app- tells consumers in layman terms what is in their products
- Smooth Skin by Silhouette Tone
- Spa Music
- Spa Soft new version
- Spabooker
- Superbetter came out a few years ago but the companion book is a new release. Fascinating study on wellness and tying it in to small positive actions and gamification.
- Tablet loaded with spa management software to be used by spa coordinator on foot on busy days to check people in/out or close sales.
- Tennis ball machine Playmate ACE Apple Ap to control ball machine
- Ultrashape Ultrasound Body Contouring
- We are currently converting our paycheck services to ADP. They have an app which the staff is very excited about. They also have support for us that we can refer the staff directly to, which will save some time on our end when staff members forget their passwords or forget how to log in.
- We are currently developing our own Spa app where we can interact directly with our guests and get feed back.
- We have iPads in our guest rooms with the spa menu with the ability to book a spa appointment.
- We have worked with our iPad to try to schedule treatments poolside with our software.
- We now have our own East Village Spa app that allows our guests to book anywhere, anytime! We're able to release push notifications/specials only accessible to those who download our app which helps to boost same-day bookings.
- We really like MINDBODY, it's not new for us but they are constantly making updates
- We use Spasoft here and they have recently been showing how guests can use devices in the hotel to look on our program and see what is available and to schedule. I think this is something that would really benefit hotels for guests to have access to. Especially on those days where the weather isn't

accommodating and they are looking for something else to do.

- We will have ResortSuite installed on November.
- Wella's App - learning annex. Can be used via mobile as well. Learn through your mobile. And can be customize to your specific needs.

- While we haven't added it yet, we are exploring Bluetooth technology in our massage treatment rooms.

Using the following five-point scale, please rate your company's efforts to incentivize employees to explore new ideas to help improve the business.



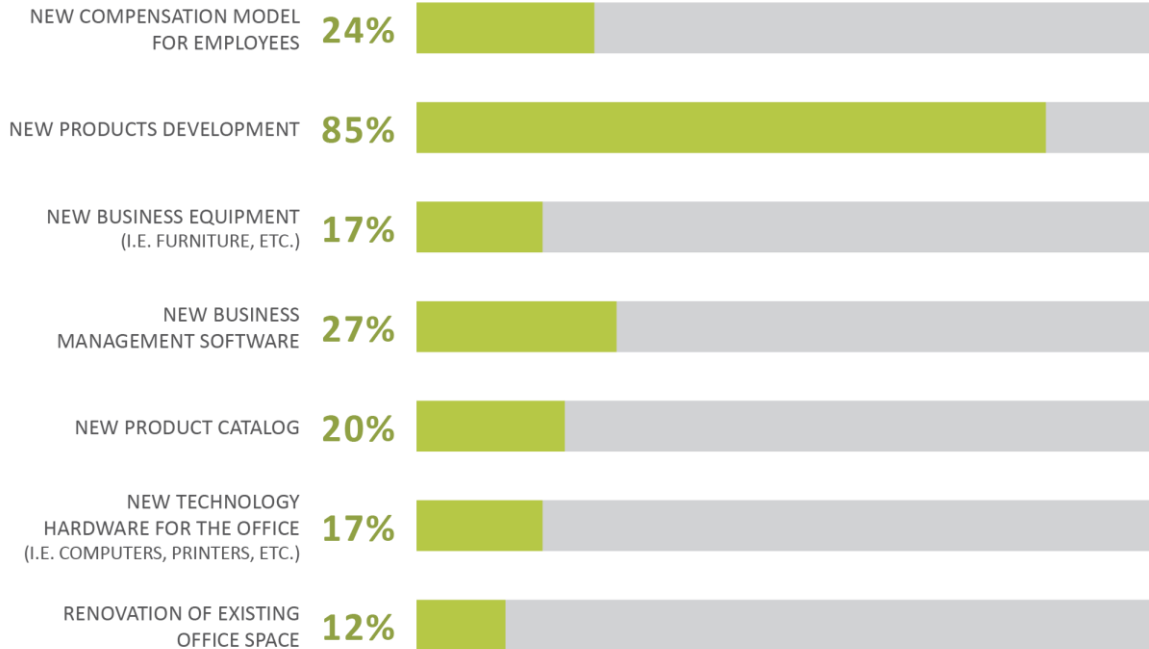
Respondents were asked to please describe how their company encourages and/or incentivizes employees to explore and present new business ideas, products, etc. A sample of responses provided is below.

- \$200 if idea that is presented is implemented.
- Additional commission and bonuses when strategic targets are met.
- Annual engagement survey.
- Annual innovate or die project where associates are given monetary resources to present ideas to generate revenue or improve guest satisfaction. Ideas are voted on by associates and a minimum of one idea is put into place each year.
- As an incentive for employees who present new or inovative selling/increasing productivity ideas, we offer them to enjoy our spa experience with one hydro circuit on our wet areas, a massage, or they can get an extra day off.
- At our quarterly team meetings, we go around the room and ask team members what's new and any ideas they might have.
- Business cards with an offer on the back to hand out. Each month the person with the most redeemed wins a prize.
- By giving small monthly bonuses.
- Cash bonus, free product giveaways, retail sale incentives, bonus paid time off.
- Contests for upgrades, retail commission.
- Departmental brainstorming meetings.
- Employees are provided with a number of simple upgrades available to clients for an added commission.
- Encourage employees to present ideas/products/retail they may have seen at another establishment that sparked their interest. Employees are excited to see their ideas implemented or retail introduced into the boutique. They are recognized in company programs for their contributions and may be rewarded with a prize or gift.
- Everyone can submit ideas for improvement, we listen and apply if a win/win improvement.
- Facebook and monthly team meetings.
- Free services, bonus pay.
- Listening committee, annual surveys, open door policy. All have incentives for participation.
- Looking always for new way to motivates and incentivize the employees (extra day off for the monthly winner, more % on commissions, more \$ for each enhancement).
- Monthly meeting with hotel general manager open to all.
- Monthly meetings for mangers and associates, daily ec meetings, suggestion boxes, associate ambassadors, open door policy.
- My company encourages me to treat the spa as my own business.
- Open door policy, annual employee surveys and action plans based upon results.
- Open door policy. Brainstorming meetings. Individual meetings asking specific building questions.
- Our company encourages education and provides resources to be readily available to learn all about our industry, products, treatments and industry trends, then it is up to the individual to learn, read and research, to go out and network to build relationships and source new opportunities, annual events like fsa - ISPA - club industry and other events are very important to continue to learn and meet new people and learn about new ideas or products.

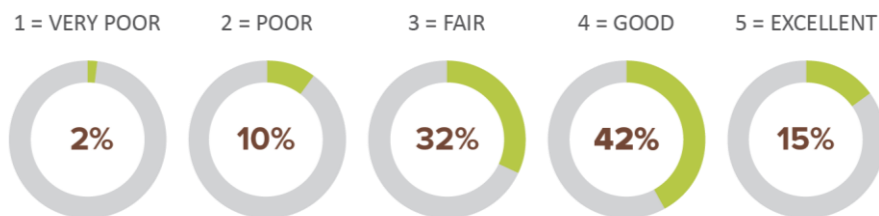
- Our company has an innovation box and online submission link that an innovation strategy group reviews monthly. Those ideas that are chosen get rewarded and recognized at the monthly townhall meeting along with a gift card ranging from \$25-\$100.
- Our team at rnr wellness the spa is like a family, we firmly believe in recognizing and encouraging any new ideas from any team member.
- Paid training. Commission bonus and spiffs on new service sales.
- Retreat where they feel included in business decisions.
- Spark team = group of voluntary people that think about a topics and pop up with new ideas and /or solutions.
- Supporting attendance to industry events; empowering employees to take an active voice in the growth/success of the spa.
- The Ritz-Carlton credo.
- They provide employees with a form to submit for review during the bi-annual innovation board meeting.
- Through sessions and surveys of directors and managers.
- We are a performance based pay company, so the basic pay structure is designed to motivate them to build retention and encourage higher retail rec'ds. We also do daily, weekly, monthly contests and shout outs to celebrate achievements.
- We are having a grand re-opening after the new expansion. The team has come up with new promo packages for our vitamin infusion facials. Our compensation model is so good that we never 'give' them anything. We expect their input. We send them to many continuing education seminars including ispa. They come back oozing with new information to share with the team!
- We conduct employee roundtables once per month where we gather together representatives of each department to discuss innovations designed to streamline operations or new cutting-edge ideas.
- We create in house promotions as well as vendor promotions to incentivize. Sometimes they overlap!
- We discuss articles in industry publications, we allow lead members to attend spa industry events to learn about other lines and include all staff on discussions about new services and retail lines.
- We empower our employees to create our seasonal spa specials and offer a commission on our retail products.
- We encourage sharing through a suggestion box, team meetings, and group seasonal menu development (the team develops seasonal services together), but don't have an incentive program.
- We have a points program and employees earn points (toward free treatments) for suggestions that are implemented.
- We have been holding brainstorming sessions as we are currently looking to change so many things at the spa. We want the input of our team that has the most time with our guests. We want them to love what we offer.
- We have head esthetician and massager who are part of the decision regarding the new directions.
- We have monthly meetings and have an open forum for ideas. We change the menu four times a year and like therapist input and suggestions.
- We have spa advisory teams that propose all treatment changes and training ideas for the spa and are active in every step of development.
- We made a complete change in our concept, menu, offerings and we are looking for the best in spa offerings.
- When we are looking at new products we always have the staff sample them and give their personal testimony. We also discuss new business ideas with them to get their take on things, it works out best to involve them in the decision making.

ISPA RESOURCE PARTNERS

Which of the following is your company currently exploring? Select all that apply.



Using the following five-point scale, please rate your company's efforts to incentivize employees to explore new ideas to help improve the business.



Respondents were asked to describe one new marketing tip or product they recently explored and would recommend to their ISPA peers as a must-use tip or resource. A sample of responses provided is below.

- CEW - linked in groups pertaining to our industry.
- Continued encouragement to use CRM as a resource.
- Create an alliance with a local charitable organization that you support and love. Give a percentage of all sales for specific services or time frame back to the organization. For example, give 20% back to all gift card sales that are purchased by the members or supporters of the specific charity. "Feel good, Do good!"
- Creating press releases for each product.
- Cross brand partnerships out of the category.
- Have a overall digital strategy.
- Implement a social media strategy.
- Indeed for hiring.
- Instagram is hot right now. Several spas and resource partners are gaining potential buyers as followers by posting appealing images of treatments, products and before and afters.
- Instagram on Hootsuite.
- Jeffrey Gitomer's *Little Red Book of Selling!*
- Keep your message simple and focused on benefits rather than features.
- Link Instagram to all your marketing materials. A picture is worth more than a thousand words and you will reap many "likes".
- Live Love Spa
- Look Book to give our product a lifestyle image.
- Networking. Tried and True.
- Newsletter.
- Online training programs.
- Our new seca mbca 525, our mobile body composition analyzer for med spas. You can create a new revenue stream and optimize your management program results.
- Promo videos.
- Provide useful educational content in the form of online courses.
- Regular posts to social media for special events, special discounts, donations made, special involvement by any staff etc.
- Service booking software.
- Soma hair care line is wonderful.
- Soy Wax
- Taking marketing out of house for a fresh pair of eyes.
- This is a resource - Recruiting from the local esthetic training schools for entry level help eager to learn and hungry to grow.
- Understand the importance of social media, how it works and how others use it.
- Use of our revolutionary exfoliating products for pre and post waxings.
- Utilizing cross media marketing opportunities via social media. Making sure there is constant cross promotion between platforms keeps followers involved and builds the sense of an online community. This sense of community can help build brand loyalty in the long run.
- We are exploring sponsoring events in niche markets that best match our demographics.

- We are now marketing "our favorite things". It's a collection of different brands and products related to beauty and wellness.

Respondents were asked to share one new technology-related item (i.e. software, app, device, etc.) they have recently explored and would recommend to your ISPA peers. A sample of responses provided is below.

- A tablet with a Bluetooth keyboard is a lot handier than a laptop these days.
- Apps have been evolving, and we have created one ourselves. They can allow an interactive setting to educate customers on products, while keeping it fun. They can also work as a bridge to online retail.
- Cam scanner app
- Canva
- CRM software to understand and communicate with your customers.
- Facebook
- Google calendar to link all staff members
- I quality software program is highly recommended to keep track of client details, communications, appointments etc.
- I really love Body Bliss' Intention App that you can customize a product on how you feel today or how you want to send an intention to someone you love! Great for all spa guests and a special group activity!
- Iconnection formerly Spa Connection used a very innovative app called Whova that allowed every one that attended the event to have access to profiles of all the attendees, You can exchange contact info, link your social media - I was very helpful for follow up from the event, No lost cards
- If you have many tasks to manage a free to-do list is extremely helpful, especially if you need to delegate and set deadlines. Wunderlist has been a god send and allows me to manager my self and employees.
- Infusionsoft
- IPL Active Optimal System for the Treatment applications: photorejuvenation, permanent hair reduction, wrinkle, acne, redness, hyperpigmentation, tatoo removal, fungus.
- Mobile technology is huge- giving employees the ability to access their schedule and info from an app on their phone.
- Our new seca mbca 525, our mobile body composition analyzer for med spas. You can create a new revenue stream and optimize your management program results.
- Painless treatment. 0.5 fashes/sec. No maintenance required. No extra hand pieces required. Visible results after one treatment. 450,000 flashes. Larger spot size compared to other Lasers or IPL. Clinical Approvals.
- Podio cloud based software. It's cheap, very easily customizable, and easy for anyone to use. We use it with all of our CRM and customer follow up.
- Quick books
- Shopify, have an ecommerce presence.
- Spa Standard
- The integration in time saving devices such as Evernote that early integrate on your handheld device.
- Tractorbeam - to help you with on-line marketing
- Tripcase
- Uber, sometimes it's great sometimes it's not
- Unfortunately our technology is not up to date.
- Very much working on enhancing twitter. Finding it very effective
- Voice messaging

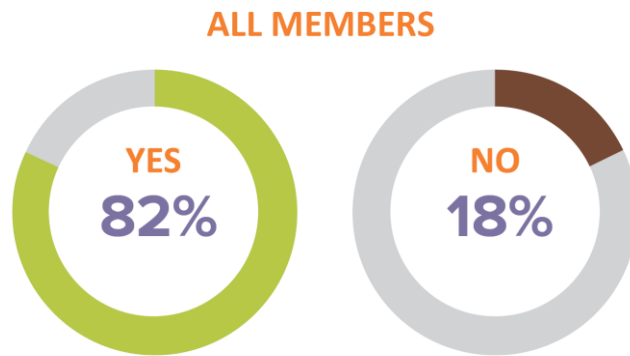
Respondents were asked to share one piece of advice with ISPA spa members on what details to explore when considering to launch a new product line. A sample of responses provided is below.

- A vendor who is a business partner. Ongoing education. Minimum of quarterly promotions. Takes back returns. Free testers. Quality products that are completely clean and organic.
- Are your spas asking for it? Have you done immersions with your current clients? That is the best way to KNOW if the line will be fruitful
- Ask your top customers to test the product or service so they can provide honest feedback.
- Clearly define your point of difference. The market is so noisy that a well define marketing strategy is the very best was to assure success.
- Do your competitive research or hire someone to do it to avoid replication. Offer innovative and different products!
- Does it fill a gap, what are its points of distinction, and education for staff to get buy in.
- EDUCATION is key. If you know the products selling will come as second nature.
- Get an expert consultant to advise you. It will save you time, trouble and money in the end.
- Get buy in from top customers before you launch. Many people design, build, then sell a new product launch. It should be done in reverse order. Sell first, then design, and last build after you know you have something special.
- Have a strong message about why it's unique and important.
- Have your research done, brand identity, marketing positioning, distribution channels are all elements that need to thought thru as part of your business plan before a product is manufactured not after.
- How does it increase wellness.
- In my opinion, the most important part of bringing on a new product line is what the ongoing support will be after the opening order and launch training. Require back bar support, marketing calendar and refresher trainings.
- Invest in Kline or NPD research and conduct focus groups.
- It's best to try to anticipate the clients potential fears or concerns and make sure you have learned all the safety requirements and contraindications before proceeding with new treatments.
- Make no assumptions (financial, market, staff expertise).
- Make sure you can verbalize what sets you apart from the rest. There is so much of the same technology, ingredients and blends. Why is it needed? What will it replace? Why is it better than X? Who will purchase this product? Why?
- Make sure you have a PERFECT prototype and a way to maintain quality standards.
- Marketing - your budget can never be too big!
- One pertinent detail is define your target audience, define their pricing thresholds and work backwards to make sure your product is marketable to you target customer. Everyone wants to make exceptional products but the reality is that each market sector has certain price tolerances that we had to adhere to.
- Online marketing is crucial to push your service/product to users. And tracking those metrics to help determine if your campaign is successful and reaching your target consumers.
- Quality of ingredients and Continuing Education support from the product line.
- Really do your research.
- SEO
- Spas must have support and oversight to be successful with any product, professional or retail.
- Take as much time as you need to determine strategy and then put together a detailed tactical plan for it

- Think big picture, and plan out all the pieces before implementing anything. It's important that all aspects of the launch correlate, and can be recognized as a consistent body of work. If there isn't that underlying consistency & correlation between every aspect of the launch; people won't be able to recognize it (especially because it is something new).
- To complete and move forward in comprehensive approaches to a spa and wellness model, will necessary to introduce specific training and provide services relating to nutrition and healthy eating.
- Understand your clients, their needs and demographics inside and out. Talk to them about what they want, need and desire. There are many amazing product lines but even the very best ones are not a fit for all spas. You can't always choose your personal favorite, you must do what is best for your business which is giving your clients what they want and need.
- Use your vendor resources, training, etc.
- What do your customers want?
- What is the value proposition for the guest.
- Year-round availability of fresh ingredients.
- You need to be the trial subject on everything you carry. If after a 30 day trial you don't like it or see results then you shouldn't carry it!

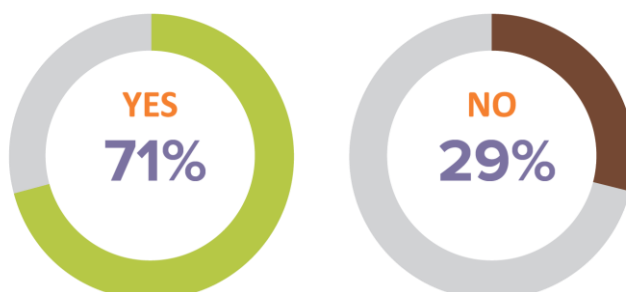
ALL MEMBERS

Now let's spend a couple of minutes focusing on how you have been personally exploring the world of spa recently. Have you visited a spa (excluding any spas you work at) within the past six months?



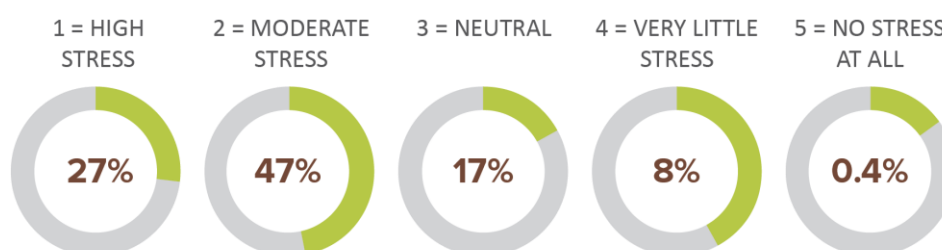
Have you received a spa treatment within the past 30 days?

ALL MEMBERS



Using the following five-point scale, how would you rate your current stress level?

ALL MEMBERS



Members were asked to share their go-to spa treatment or activity they prefer to help pause and stop exploring the things that cause stress. A sample of responses provided is below.

(The numbers in parenthesis identifies the number of times an exact response was provided.)

- 80-minute or more massage
- 90 min detox body treatment with a 90 min vitamin infusion facial. Touched from head to toe. Love it!
- 90 minute stress relief massage
- 90-minute facial (2)
- 90-minute quiet mind treatment, which was designed by our therapists to help dial off the mind and be present for an awesome massage.
- A good workout, massage, facial or pedicure
- A unique massage offering
- Activity - run
- Activity: walking; spa treatment: deep tissue massage
- Acupuncture
- An 80 minute massage with a great therapist, using naturopathica's arnica oil, with an added cool mint scalp treatment.
- An 80 or 90-minute massage! This usually does the trick for me!

- Any type of massage or pedicure would be my little escape.
- Aromatherapy massage is the best
- Aromatherapy massage, pedicure and a manicure with shellac.
- Balancing massage
- Balinese massage, driving
- Barkan yoga and extend barre
- Being outside with my dogs, going for a walk in the woods
- Biking and maditation
- Body scrub (2)
- Body srub and massage
- Body surfing
- Body wrap and massage
- Body wrap coupled with a massage.
- Boot camp
- Botox
- Breathign and ocena meditation
- Casmara products based facial
- Chakra cleansing and dancing. I love zumba :)
- Cooking
- Cranial with cupping and therapeutic massage
- Cranial-sacral therapy/hiking/beach walk/yoga class
- Craniosacral therapy (2)
- Deep tissue massage - 90 minutes. Or a walk in the labyrinth.
- Deep tissue massage (8)
- Deep tissue massage at the end of my week so i can reap the benefits throughout the weekend.
- Deep tissue massage or reflexology
- Emotional release work is where i am focusing right now.
- Exercise and meditation
- Exercise, aromatherapy, breathing/mediation, but my favorite (and the indulgence that is hard to make the time for) is a spa ritual
- Exercise/yoga
- Facial (15)
- Facial and meditation.
- Facial or massage
- Facial with a good shoulder massage
- Facial, hot pools,
- Facials-microderm
- Fitness
- Full body massage and taking morning walks on the beach.
- Full body message, deep muscle therapy
- Go to spa treatment - facials
- Good quality massage with a structural body work approach
- Herbal bath with candles and low lighting.
- Hiking
- Hyaluronic acid
- Hydrafacial.
- Hydrotherapy - bath or jacuzzi
- I always feel that when i am stressed my face shows it.
- I do meditation before i leave for work, and when i return home meditate. I learned meditation from the spa.
- I go for a walk around the spa; take some time outside and enjoy the incredible views and remind myself that i work in a beautiful setting and have so much to be grateful for.
- I have a lengthy commute and am able to take some time to think on stressful situations on my way home.
- I have spent alot of time doing this in the past month. I was depleted which caused stress and needed to re-examine balance and how important it is to give to myself to balance all that i give to clients, family and friends. I started with a membership to a yoga studio, then got a facial, microdermabrasion, ipl, 3 massages (yes, one per week for pain relief), chiropractic, acupuncture and botox. I don't normally do this much but at this time in my life it's what worked to get back to balance. I can't choose one of these services as the go to as i needed the combination to achieve what was needed.
- I pull out the works, reiki, therapeutic massage, hot stones and aromatherapy
- I shoot my bow.
- I use to try the meditation . I take 5 minute to clarify my ideas.

- In-house, knowing the quality that i expect. Or i visit other spas that i know the directors.
- Isolation tanks/floating for mental fatigue is a great indulgence. But it's hard to beat hitting the gym with some loud music and heavy weights to get the endorphins pumping!
- Massage - and swim/workout - i will also look for a spa that has good amenities such as a pool and workout facility, so i can spend a day or at least 4 - 5 hours enjoying all the amenities for a total experience
- **Massage (64)**
- Massage and a work out
- Massage and facial and foot treatments
- Massage and facial with steam room and relaxing by a pool
- Massage and pilates
- Massage and steam
- Massage at a spa outside of my own.
- Massage or pedicure
- Massage or workout at gym
- Massage or yoga retreat
- Massage with hydration enhancements
- Massage with reflexology
- Massage, but i am equally relaxed by a facial
- Massage, exercise or meditation (or all of the above!)
- Massage....focusing on the neck, back & shoulders
- Massage/body treatment, yoga, wine!
- Meditation (6)
- Micropeel
- Mineral bath
- Mini-meditations at my desk
- Nature walks
- Nordic spa
- One hour reflexology
- Pedicure (3)
- Pedicure and massage - zumba
- Pedicure with our seasonal treatment. It takes me away and makes me feel so relaxed and at ease
- Pedicures! With hot stones or paraffin treatment.
- Personally, i would treat myself to a pedicure or manicure if i was looking to de-stress. I would choose these items because of my tight budget. However, a facial would likely be my go-to spa treatment if money was not a factor. I really value keeping my skin healthy.
- Reflexology
- Reflexology and deep-tissue massage
- Running (4)
- Running and biking help clear my mind. I'd like to get more massage, but i find it hard to tune out and relax in my own spa, even though we have the greatest team of massage therapists! I'm always looking at it from an angle of "how can i improve the customer experience." not relaxing for the owner!
- Sauna + relax + massage + relax. In total two and a half hours.
- Scalp treatment
- Shaman journey or meditation
- Spa day pass- steam, sauna, whirlpool
- Steam room and 90 min deep tissue massage!
- Talking through the issues with my colleagues or a coach. This often puts things in better perspective and we talk each other off the ledge.
- Thai massage and foot massage.
- Thai massage or cupping
- The ocean and massage
- Typically i go to a custom massage or vichy shower treatment to distress.
- Use of spa facilities (whirlpool, steam, meditation lounge, etc.)
- Walking (3)
- Watching bachelor in paradise
- Work out 2-3 times a week and cooking !
- Yin yoga - 1.5 hour massage.
- Yoga (4)
- Yoga /meditatin and massage
- Yoga, a walk along the water, hiking or a cardio based workout.

Respondents were asked to share what they consider to be must-visit restaurants, spa treatments, shows, etc. that they highly recommend attendees experience. A sample of responses provided is below.

- "O" at the Bellagio is amazing!
- All of the shows are fabulous but I would suggest getting off the strip and visiting other places. We are visiting the canyons and neon museum this year...first time!
- Also the parasol bar at the Wynn a great place for a drink and a show!!
- Also, we love dining at Lakeside in the Wynn.
- And the MGM grand or Mandalay Bay Spa
- Andiamo Italian Steak house
- Andreas @Wynn, Absinthe@ Caesars Palace
- Any Cirque show, All the resurants in Mandalay Bay are excellant, go walk the strip at night if you've never been- See the Mirage, MGM, Ceasars.
- Any Cirque De Soleil is worth going to. Great experience although high priced.
- Any Cirque Du Soleil show is a must- well worth the money!
- Any Cirque Du Soleil show, especially Zumanity. It pushes all the boundaries of traditional comforts and forces you to take risks. This can be applied to your work/life as well.
- Any Cirque Du Soleil show! I use Open Table to find where the best closest restaurants are so I don't have to walk to fine a place. Best dinner ever and well worth the price is Aureole, watching the wine acrobatics is a special treat
- Aqua and Wynn are the ones that I love.
- Aria Buffet
- Aria spa is awesome!
- Arielle is a great restaurant. They have a unique tasting menu complete with wine selections to go with each course. The Michael Jackson show is a must see.
- As a former Canyon Rancher, the Spa Club at the Venetian is awesome! Love visiting the many hotels to admire the décor and shops.
- Beatles Love
- Belagio dancing fountain
- Belagio's buffet
- Bellagion is a beautiful hotel! You have to see Zumaniti by Cirque at the New York Hotel.
- Bodies exhibit at Luxor
- Border Grill or Burger Bar at Mandalay Bay
- Bradley ogden's restaurant
- Burger Bar :)
- Burger Bar is wonderful
- By Cirque du Soleil. Amazing. Oh also Orchids Garden Dim Sum ---- the best!!!
- Cabo Wabo
- Canyon Ranch at the Venetian - I love it there. Fogo De Chao steak house
- Canyon Ranch Spa Day
- China Poblano!!!
- China Poblano, Britney Spears show.
- Cirque du Soleil Le Reve at Wynn
- Cirque du Soleil O, or Michael Jackson show.

- Cirque du Soleil Ka at MGM Grand.
- Eiffel at Paris- wonderful dining experience, ambiance- a real treat!
- Eiffel Tower Restaurant; Auerole Restaurant (not sure of spelling, but it is best restaurant in Mandalay Bay.
- Elton John!
- Encore Spa at The Wynn.
- Encore spa treatments outta this world. Ceasers wet areas to chill out and relax.
- Encore's Spa.
- Euphoria-Canyon Ranch Spa Club, There are so many amazing spas in Las Vegas. It is truly the spa capitol of US.
- Fiore (Rio) for their chocolate soufflé.
- Fremont Street East - Downtown - Le Thai, La Comida and the Container Park!
- Get out of the strip, amazing thai restaurants in the suburbs.
- Gordon Ramsay Steak at Bellagio.
- Great buffets in Bellagio or Caesars+-\$30. Palace Station Buffet in downtown Fremont is cheap and good about \$12. Many good Chinese restaurants in Chinatown, very reasonably priced, only 1 mile from Strip
- Guy Fieri's Kitchen & Bar.
- Hash House A-Go-Go @ The Linq.
- I have always enjoyed the atmosphere at Mandalay bay. Strip steak is delish!
- I lived in Las Vegas for 9 years and opened a spa on the Strip. Definitely go to Firefly on Paradise Road for tapas and sangria. It's close to the Strip. If you have transportation, don't miss Honey Salt.
- I love the amenities at Qua Spa and at Mandarin Oriental Las Vegas, the small plates and wine flights at La Cave at the Wynn, and the Dueling Pianos at Napoleon's at the Paris.
- I love the sea predator exhibit at the Mandalay. Amazing!
- I LOVE the Wynn Encore spa drop-in.
- I received the clarisonic facial last year at ISPA and it was incredible. Would recommend that anywhere. Have been to Chippendales with friends in the past and it is a classic Vegas experience.
- I recommend seeing all the free "shows" on the strip: Bellagio fountains, Mirage volcano, Treasure Island show, etc. Also Pawn Stars people like. Hoover Dam nearby.
- I think everyone should do their own experience, according their desire and preferences. But surely Cirque du Soleil will be a good show.
- I would recommend Rick Moonen's Seafood and RX Boiler Room. For shows: Michael Jackson show, and Shark Reef. Treatments at Mandalay Bay are great.
- If you have the time - go and do a Helicopter tour over the Grand Canyon this is a WOW experience, dinner at Wynn - Lake of Dreams was fantastic.
- India Palace on Twain is a small out of the way restaurant with great food.
- Javiers, Any Cirque de Soleil show, Hammam at Cosmopolitan, Desert Rose at Vdara.
- Jersey Boys is the best show in Las Vegas, a must see!
- Julian Serrano in the Aria.
- Ka', & Zoomanity are great shows. Really enjoy the happy hour at Aureole at Mandalay. The Spa at Encore is always a favorite stop.
- La Reve is an amazing show.
- La Reve, Celine Dion, Fire Fly Tapas restaurant.
- Lavo for dinner (meatballs are awesome!), Phantom of the Opera show, Foundation Room bar, Hash House A Go Go for breakfast (good bloody Mary's).

- Lindo Michocan, hands down. Have been going for 10 years. We know our waiter by name - amazing Mexican food.
- Lotus of Siam Thai food(Slightly off strip and reasonably priced); the show Absinthe(it can be vulgar so not for the faint of heart); Celine Dion--worth every penny; Wynn Buffet(many vegetarian options--high quality food. The only buffet I will eat!).
- LOVE to watch the Pirate Ship show at Treasure Island-yea I am a dork from a small town!
- Love, Beatles show at Cirque. Restaurant at Canyon Ranch for brown rice and steamed vegetables. Bathhouse at The Hotel.
- Lupo restaurant , Hydrotherapy area and Aromatherapy massage in the Cosmopolitan , and Michel Jackson Show
- Mandalay Bay spa.
- Mandarin Oriental's Spa.
- Menopause...absolutely hilarious!!
- MGM's Turkish Hamman Tradition.
- Michael Jackson Cirque, China Poblano in the Cosmopolitan, Massage Service or Thai massage at Canyon Ranch Spa. Actually any Cirque show - takes you away from it all for a couple hours!
- Michael Jackson's show at Madalay - it's a MUST see!
- MON AMI GABI at Paris Las Vegas. Delicious!
- Mon Ami Gabi for brunch, SW Steakhouse, Milos, Jaleo, a Cirque du Soleil show
- Must see - Wynn Hotel - Le Reve - The Dream. Absolutely fab.
- Must visit Canyon Ranch Spa at the Venetian, if only for facility use
- Off the beaten path restaurant Thai: Lotus of Siam
- One of the most amazing massages I have ever had was at Encore, the therapist used a bar above the bed to control the weight of her body and the amount of pressure as she walked on my spin.
- Osaka sushi, Mothers Kitchen in China town.
- Penn & Teller and the Indian Restaurant at the RIO.
- Picasso or Prime at Bellagio.
- Qua Baths & Spa at Caesars Palace!
- Red Square at Mandalay Bay.
- Restaurant- Milo's (Cosmopolitan Hotel).
- Restaurants: Rivea at Mandalay Bay.
- Rio buffet.
- Sage is a must visit at Aria, Olives is a great atmosphere and exciting place to be, the Tuna Pizza at Yellowtail is a MUST HAVE, Milos at Cosmopolitan makes you feel like you've gone to a another city like New York. Human Nature is the hidden gem of Las Vegas and you can't go wrong with Le Reve or Love. The spa at Encore is like nothing else that you must see and experience.
- Serendipity 3 - delicious, stress relieving experience!!!
- Shibuya restaurant in the MGM grand.
- Short Ribs at Gordon Ramsay's Steak.
- Show Stoppers at the Wynn in the Encore Theatre.
- Sigma Derby Races at MGM Grand.
- So many options to choose from...for large groups and fun environment - entertaining Hofbrahaus
- Spa at Encore ... A treatment with Nicole (if she is still there) is a MUST!
- STK restaurant at the Cosmopolitan.

- Sushi Fever -which is off the strip but well worth the cab ride!!
- The Cirque du Soliel Shows.
- The Cosmopolitan.
- The endless tapas brunch at Border Grill within Mandalay Bay.
- The facilities at Caesar's Palace... The ice room, steam room and cold plunge pool.
- The Fountain show at the Bellagio.
- The only thing I like to do in Vegas is to go hiking in Red Rock Canyons. I'm not really into the strip.
- The Rasual at Canyon Ranch the the Grill at Canyon Ranch all organic food.
- The shark reef aquarium at Mandalay bay.
- The spa at the Four Seasons.
- The Spa at the Wynn or Encore a must! Too many great restaurants but Bouchon is a personal favorite!!
- The Spa at Trump Las Vegas.
- The Sugar Factory at The Paris hotel for breakfast!!
- The Venetian has so many great restaurants! Too many good ones to choose just one.
- The Wynn brunch is delicious
- The Wynn Spa
- This year will be my first visit. I'm really looking forward!
- Treatment at ESPA Vdara, day access to Mandarin Oriental facilities, Lakeside at the Wynn
- Vdara Spa – Journey.
- Vegan and vegetarian options at all of the Wynn restaurants.
- Visit Bellagio!
- Visit the spa at Encore - even if just to tour!
- We attended ISPA last year. We didn't really have time to leave the resort....and that was OK. Everything was amazing at Mandalay.
- When we take people who have never been they always want to see the fountains at the Bellagio.
- Wolfgang Puck's Spago Restaurant.
- Wynn spa.
- Wynn SW Steakhouse. Fabulous food with great wine pairing. The dancing balls on the Lake of Dreams is wonderful to watch while eating.
- Yard House at the Linq Promenade and the High Roller.
- First I would recommend spending time with each of the venders at the show. Second explore the relaxation area, and if you have time walk the strip. There is so much to see.
- I love Nobu!! Manadrin Oriental high tea is amazing.
- Red Carpet Treatment at the Wynn Spa.
- You have to see the dancing waters at Bellagio!!!
- Zarkana from Cirque du Soleil.