



# SNAPSHOT SURVEY RESULTS REPORT

## *Quarterly Performance*

OCTOBER 2017





## Quarterly Performance Survey Results

*ISPA Snapshot Survey | October 2017*

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and help 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 October Snapshot Survey provides a look at performance for the third quarter of 2017.

The third quarter continued the trend of an increase in gross profit change from the year before. Seventy-eight percent of all spa respondents reported that their gross profit change had increased by at least one percent when comparing the third quarter of 2017 with the third quarter of 2016. Forty-five percent of all spa respondents reported an increase of 10 percent or more. Resource partner participants reported similar growth, with 69 percent reporting a growth of at least one percent in their gross profit change.

Spa visits were up once again for spa respondents, with 57 percent of all spa respondents reporting they were up, and just 22 percent reporting they were down. This number was even larger for Resort/Hotel Spa respondents at 63 percent, while 43 percent of Day Spa respondents reported an increase in spa visits.

The workforce has been a popular topic in spa of late. In the third quarter of 2017, 29 percent of all spa respondents added new positions, 41 percent filled vacant positions only, and just 4 percent implemented a hiring freeze or laid off employees. Forty-five percent of resource partner respondents added new positions. Fourteen percent filled vacant positions only, while four percent laid off employees and two percent implemented a hiring freeze.

Sixty-seven percent of resource partner respondents launched a new product or service during the third quarter, with both resource partners and spas detailing several planned holiday discounts, deals and more.

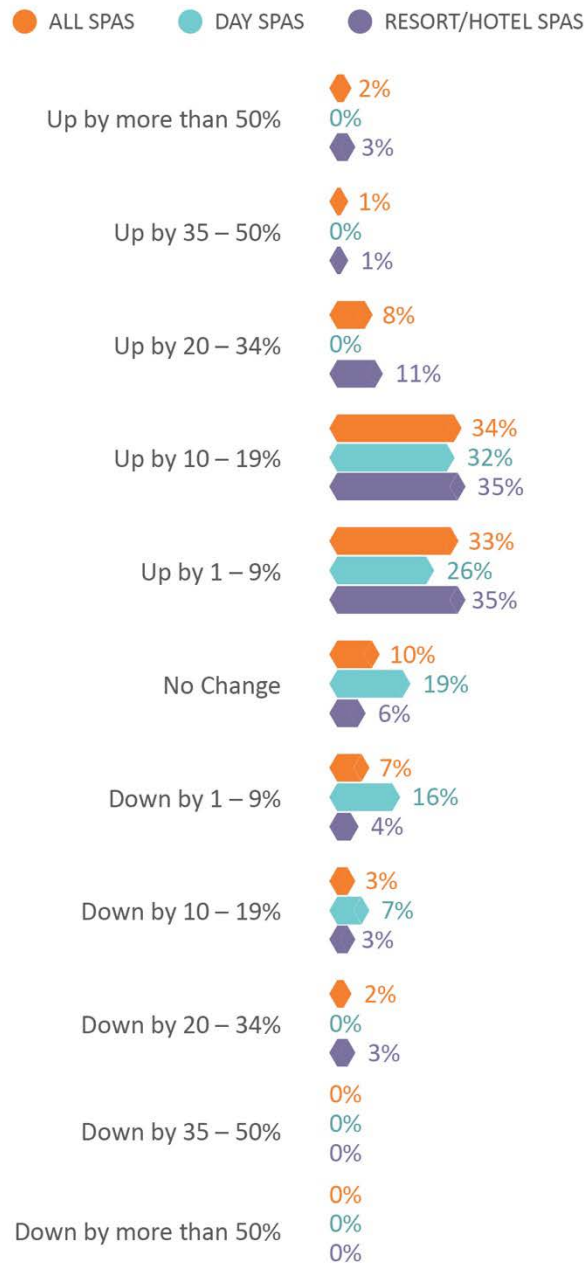
The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, October 20, 2017 to Friday, October 27, 2017. During this time, 310 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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## ISPA SPA MEMBERS

All survey responses were provided for the period of July 1, 2017 – September 30, 2017 (third quarter).

**What was your gross revenue change for the third quarter of 2017 compared to the third quarter of 2016?**



### Gross Profit Change | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	4%	5%	4%	3%	4%	3%	2%	1%	2%
Up by 20-50%	13%	15%	11%	12%	11%	16%	11%	19%	9%
Up by 1-19%	53%	52%	50%	49%	52%	55%	54%	52%	67%
No change	12%	13%	14%	19%	17%	11%	14%	13%	10%
Down by 1-19%	16%	13%	18%	16%	13%	13%	17%	17%	10%
Down by 20-50%	1%	3%	1%	1%	3%	2%	2%	1%	2%
Down by more than 50%	1%	1%	2%	1%	1%	0%	0%	0%	0%

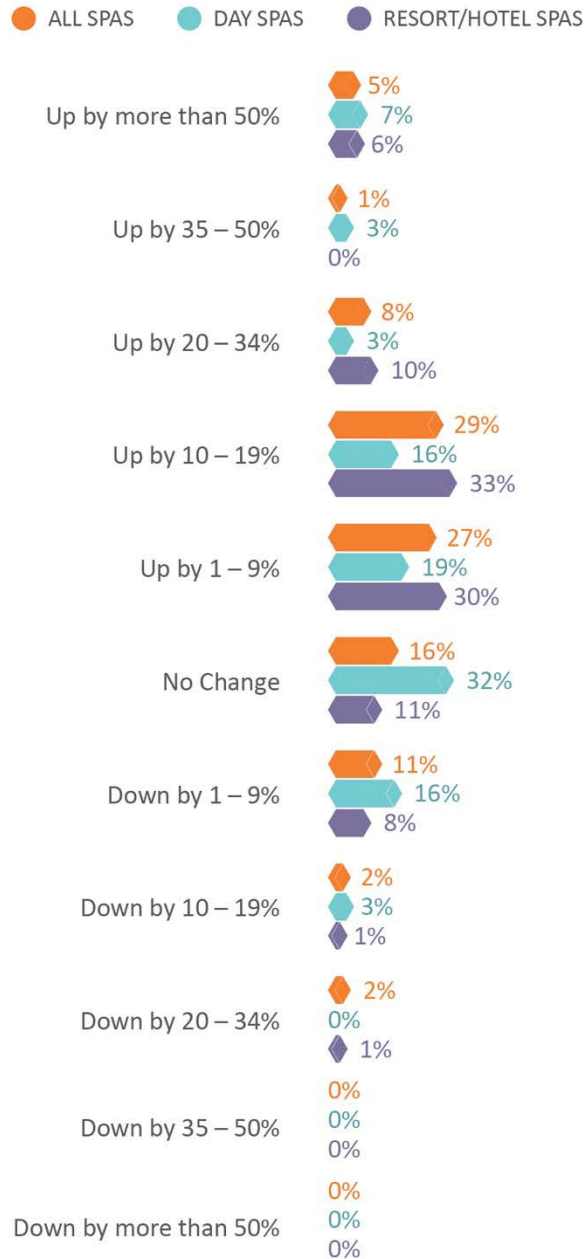
### Gross Profit Change | Day Spas

	2nd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	4%	9%	6%	9%	5%	2%	3%	0%	0%
Up by 20-50%	13%	19%	6%	7%	14%	21%	18%	20%	0%
Up by 1-19%	43%	47%	47%	43%	44%	53%	47%	40%	58%
No change	22%	13%	25%	23%	22%	13%	9%	20%	19%
Down by 1-19%	17%	13%	17%	16%	10%	10%	21%	16%	23%
Down by 20-50%	0%	0%	0%	2%	6%	2%	3%	3%	0%
Down by more than 50%	0%	0%	0%	0%	0%	0%	0%	0%	0%

### Gross Profit Change | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	2%	3%	3%	1%	4%	3%	1%	1%	3%
Up by 20-50%	14%	14%	14%	17%	9%	16%	7%	15%	12%
Up by 1-19%	54%	53%	48%	49%	57%	58%	58%	53%	70%
No change	11%	14%	10%	17%	14%	7%	17%	11%	6%
Down by 1-19%	17%	12%	20%	16%	13%	13%	15%	18%	7%
Down by 20-50%	1%	2%	1%	0%	1%	3%	1%	0%	3%
Down by more than 50%	1%	1%	3%	1%	1%	0%	0%	0%	0%

## What was your profit change for the third quarter of 2017 compared to the third quarter of 2016?



### Gross Profit Change | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	4%	5%	4%	3%	4%	3%	2%	1%	5%
Up by 20-50%	13%	15%	11%	12%	11%	16%	11%	19%	9%
Up by 1-19%	53%	52%	50%	49%	52%	55%	54%	52%	56%
No change	12%	13%	14%	19%	17%	11%	14%	13%	16%
Down by 1-19%	16%	13%	18%	16%	13%	13%	17%	17%	13%
Down by 20-50%	1%	3%	1%	1%	3%	2%	2%	1%	2%
Down by more than 50%	1%	1%	2%	1%	1%	0%	0%	0%	0%

### Gross Profit Change | Day Spas

	2nd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	4%	9%	6%	9%	5%	2%	3%	0%	7%
Up by 20-50%	13%	19%	6%	7%	14%	21%	18%	20%	6%
Up by 1-19%	43%	47%	47%	43%	44%	53%	47%	40%	35%
No change	22%	13%	25%	23%	22%	13%	9%	20%	32%
Down by 1-19%	17%	13%	17%	16%	10%	10%	21%	16%	19%
Down by 20-50%	0%	0%	0%	2%	6%	2%	3%	3%	0%
Down by more than 50%	0%	0%	0%	0%	0%	0%	0%	0%	0%

### Gross Profit Change | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	2%	3%	3%	1%	4%	3%	1%	1%	6%
Up by 20-50%	14%	14%	14%	17%	9%	16%	7%	15%	10%
Up by 1-19%	54%	53%	48%	49%	57%	58%	58%	53%	63%
No change	11%	14%	10%	17%	14%	7%	17%	11%	11%
Down by 1-19%	17%	12%	20%	16%	13%	13%	15%	18%	9%
Down by 20-50%	1%	2%	1%	0%	1%	3%	1%	0%	1%
Down by more than 50%	1%	1%	3%	1%	1%	0%	0%	0%	0%

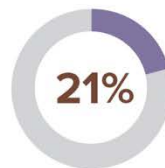
How did your number of spa visits change for the third quarter of 2017 compared to the third quarter of 2016?

● ALL SPAS   
 ● DAY SPAS   
 ● RESORT/HOTEL SPAS

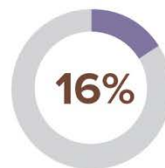
**SPA VISITS WERE UP**



**SPA VISITS WERE DOWN**



**NO CHANGE**



### Change in Spa Visits | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Spa visits were up	62%	71%	73%	65%	62%	69%	72%	64%	57%
Spa visits were down	27%	21%	17%	25%	24%	20%	20%	27%	22%
No change	11%	8%	10%	10%	14%	11%	7%	9%	21%

### Change in Spa Visits | Day Spas

	2nd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Spa visits were up	52%	70%	69%	62%	62%	73%	76%	70%	43%
Spa visits were down	39%	17%	17%	22%	16%	12%	12%	20%	27%
No change	9%	13%	14%	16%	22%	15%	12%	10%	30%

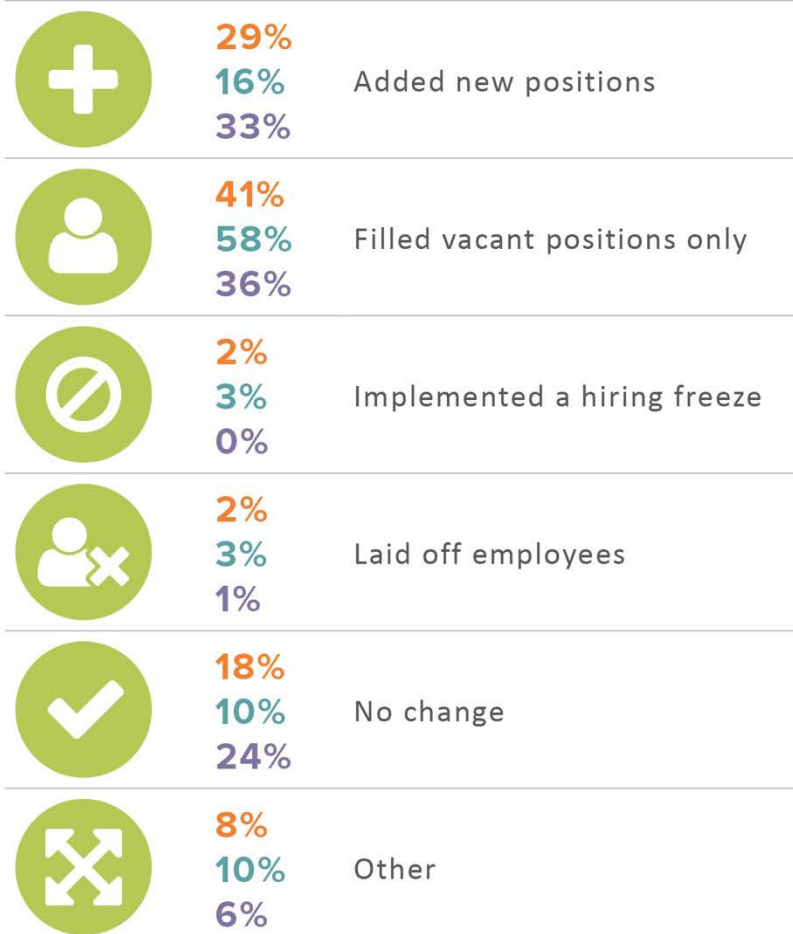
### Change in Spa Visits | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Spa visits were up	62%	73%	73%	66%	62%	68%	69%	62%	63%
Spa visits were down	27%	22%	18%	26%	28%	24%	25%	29%	21%
No change	11%	5%	9%	8%	10%	9%	6%	9%	16%



Which of the following best describes your workforce changes for the third quarter of 2017?

● ALL SPAS   ● DAY SPAS   ● RESORT/HOTEL SPAS



## Workforce Changes | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Added new positions	24%	28%	29%	26%	29%	32%	23%	29%	29%
Filled vacant positions only	46%	41%	42%	41%	46%	38%	53%	48%	41%
Implemented a hiring freeze	3%	4%	2%	3%	2%	1%	2%	5%	2%
Laid off employees	0%	3%	1%	2%	1%	1%	1%	0%	2%
No change	22%	19%	23%	21%	19%	23%	19%	12%	18%
Other	5%	6%	4%	8%	3%	5%	3%	6%	8%

## Workforce Changes | Day Spas

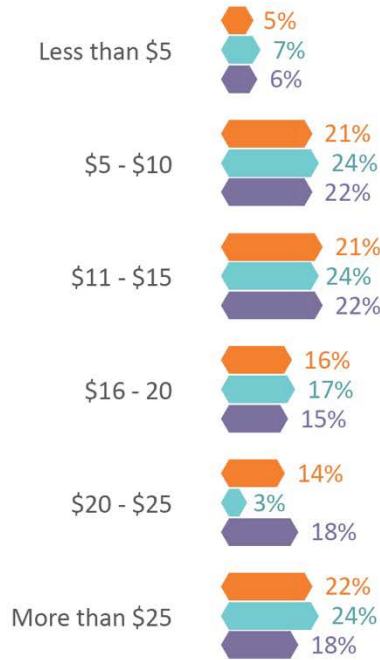
	2nd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Added new positions	41%	33%	31%	27%	40%	43%	20%	37%	16%
Filled vacant positions only	32%	30%	39%	36%	37%	35%	62%	57%	58%
Implemented a hiring freeze	0%	2%	0%	0%	3%	2%	3%	0%	3%
Laid off employees	0%	2%	0%	2%	0%	0%	3%	0%	3%
No change	18%	26%	25%	27%	16%	16%	9%	3%	10%
Other	9%	7%	6%	7%	5%	4%	3%	3%	10%

## Workforce Changes | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Added new positions	20%	27%	26%	26%	23%	27%	20%	21%	33%
Filled vacant positions only	50%	46%	45%	43%	51%	41%	52%	49%	36%
Implemented a hiring freeze	2%	3%	3%	5%	1%	1%	1%	6%	0%
Laid off employees	0%	3%	1%	1%	1%	1%	0%	0%	1%
No change	24%	16%	22%	17%	21%	25%	24%	17%	24%
Other	4%	6%	3%	9%	3%	5%	3%	7%	6%

### What was your spa's average retail revenue per treatment for the third quarter of 2017?

● ALL SPAS    
 ● DAY SPAS    
 ● RESORT/HOTEL SPAS



### Average Retail Revenue Per Treatment | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Less than \$5	12%	8%	8%	14%	10%	10%	8%	6%	5%
\$5 - \$10	23%	25%	30%	26%	24%	21%	24%	22%	21%
\$11 - \$15	28%	29%	19%	26%	22%	24%	25%	25%	21%
\$16 - \$20	13%	14%	19%	8%	16%	14%	21%	15%	16%
\$20 - 25	9%	10%	13%	11%	11%	13%	10%	13%	14%
More than \$25	14%	15%	11%	16%	17%	19%	12%	20%	22%

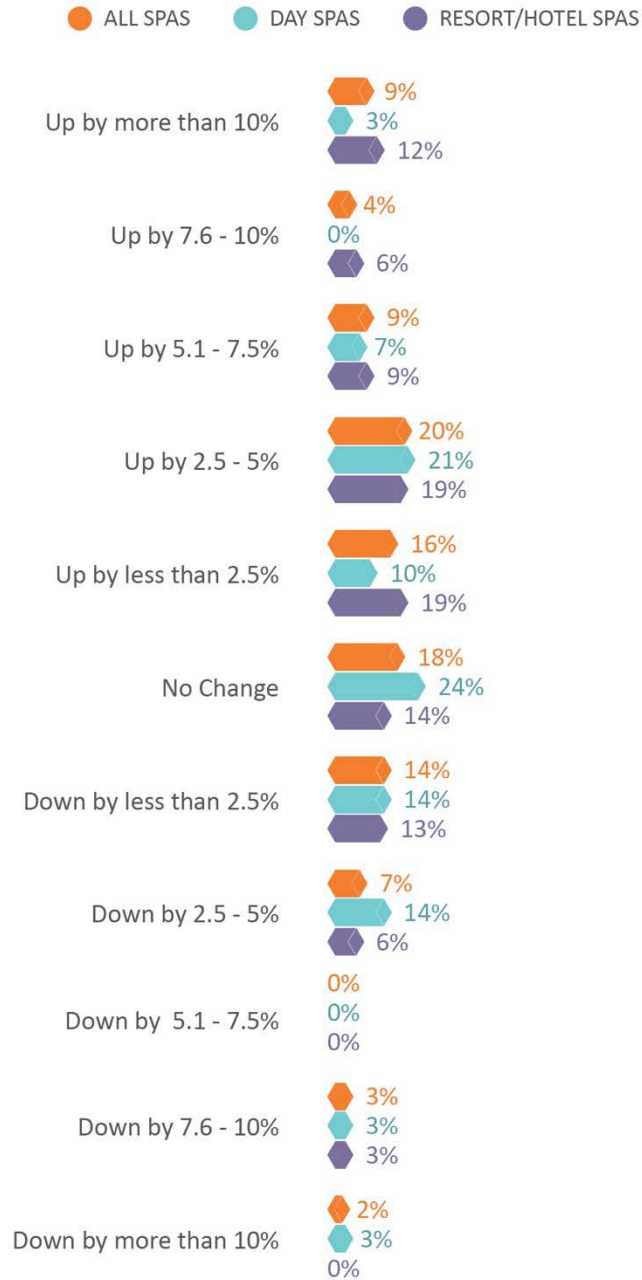
### Average Retail Revenue Per Treatment | Day Spas

	3rd Qtr 2015	3rd Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Less than \$5	22%	13%	6%	7%	13%	11%	6%	3%	7%
\$5 - \$10	17%	28%	34%	24%	21%	15%	18%	38%	24%
\$11 - \$15	13%	32%	9%	24%	21%	22%	27%	24%	24%
\$16 - \$20	13%	15%	11%	10%	16%	15%	18%	7%	17%
\$20 - 25	9%	2%	17%	17%	11%	15%	15%	10%	3%
More than \$25	26%	11%	23%	19%	18%	22%	15%	17%	24%

### Average Retail Revenue Per Treatment | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Less than \$5	11%	5%	9%	15%	8%	9%	9%	6%	6%
\$5 - \$10	23%	26%	26%	31%	24%	22%	25%	13%	22%
\$11 - \$15	34%	29%	24%	29%	25%	26%	25%	25%	22%
\$16 - \$20	12%	14%	24%	7%	15%	13%	23%	21%	15%
\$20 - 25	10%	12%	11%	8%	11%	12%	9%	15%	18%
More than \$25	10%	14%	7%	9%	17%	18%	10%	19%	18%

**What was your spa's change in retail revenue per treatment for the third quarter of 2017 in comparison to the third quarter of 2016?**



## Change in Retail Revenue Per Treatment | All Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 10%	11%	9%	9%	8%	8%	9%	6%	11%	9%
Up by 7.6 - 10%	7%	4%	1%	4%	6%	7%	4%	4%	4%
Up by 5.1 - 7.5%	7%	9%	10%	7%	13%	8%	8%	5%	9%
Up by 2.5 - 5%	14%	20%	15%	19%	16%	23%	16%	21%	20%
Up by less than 2.5%	13%	18%	22%	17%	18%	12%	20%	22%	16%
No Change	23%	21%	14%	26%	19%	23%	25%	14%	18%
Down by less than 2.5%	16%	7%	17%	10%	8%	10%	12%	12%	14%
Down by 2.5 - 5%	4%	6%	6%	5%	6%	4%	5%	7%	7%
Down by 5.1 - 7.5%	3%	2%	1%	1%	4%	1%	2%	2%	0%
Down by 7.6 - 10%	0%	1%	4%	1%	3%	1%	2%	0%	3%
Down by more than 10%	3%	3%	2%	4%	1%	2%	0%	4%	2%

## Change in Retail Revenue Per Treatment | Day Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 10%	4%	6%	17%	11%	8%	6%	9%	10%	3%
Up by 7.6 - 10%	13%	2%	0%	7%	5%	13%	3%	0%	0%
Up by 5.1 - 7.5%	4%	13%	14%	7%	8%	8%	6%	3%	7%
Up by 2.5 - 5%	17%	17%	11%	13%	16%	27%	15%	21%	21%
Up by less than 2.5%	9%	19%	19%	22%	14%	4%	24%	14%	10%
No Change	35%	26%	19%	24%	32%	27%	21%	10%	24%
Down by less than 2.5%	9%	11%	17%	9%	8%	6%	12%	21%	14%
Down by 2.5 - 5%	4%	4%	3%	4%	3%	2%	9%	10%	14%
Down by 5.1 - 7.5%	0%	0%	0%	0%	3%	0%	0%	7%	0%
Down by 7.6 - 10%	0%	2%	0%	0%	3%	0%	0%	0%	3%
Down by more than 10%	4%	0%	0%	2%	0%	6%	0%	3%	3%

## Change in Retail Revenue Per Treatment | Resort/Hotel Spas

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 10%	11%	10%	7%	6%	8%	10%	4%	10%	12%
Up by 7.6 - 10%	6%	5%	1%	2%	7%	4%	3%	6%	6%
Up by 5.1 - 7.5%	6%	7%	9%	7%	15%	7%	9%	6%	9%
Up by 2.5 - 5%	14%	23%	16%	21%	15%	21%	18%	21%	19%
Up by less than 2.5%	15%	18%	20%	13%	19%	16%	18%	27%	19%
No Change	20%	17%	12%	28%	11%	20%	27%	13%	14%
Down by less than 2.5%	20%	5%	17%	11%	8%	13%	13%	9%	13%
Down by 2.5 - 5%	3%	7%	7%	5%	8%	4%	3%	4%	6%
Down by 5.1 - 7.5%	4%	2%	2%	1%	6%	2%	3%	0%	0%
Down by 7.6 - 10%	0%	0%	6%	2%	1%	2%	1%	0%	3%
Down by more than 10%	3%	5%	3%	4%	1%	0%	0%	4%	0%

Respondents were asked to share any exciting new holiday promotions their spa will be offering during the fourth quarter of this year. A sampling of responses can be found below.

- 75% off "Prolong the Bliss" - extending a 50-min service to 80 min.
- 90-minute massage GC \$30 off.  
Achieve your best glow in preparation for the holidays with a customized clarifying facial from our skincare experts, complete with a pumpkin spice hand scrub for soft, supple skin.
- Anti-Black Friday retail event.
- Black Friday buy a \$100 gift card and receive four \$25 vouchers free. Early Bird gets the deal- \$30 off a 9am spa treatment Mon.-Thurs. 12 Days of Christmas- 12-punch mineral springs hot tub card (for the price of our 10-punch card). Receive 20% off skincare products with the purchase of a facial or body treatment. Must be purchased the same day.
- Black Friday exclusives on Series, and a Sparkle promotion of \$50 off 50 and 80-min facials, body services and hydrotherapy, \$25 off mani/pedis (Mon - Thur) Excludes massage.
- Bundle and save. Purchase three or more regular price products and save 10%. We will bundle it for you in our beautiful spa gift basket!
- Buy three, get one free on slow moving items and Holiday spa events.
- Caribbean Therapy body treatment.
- CHAMPAGNE ON THE ROCKS 80 min \$240  
CLARIFYING FACIAL

- Cranberry pedicure, apple spice facial.
- Creating Wellness Memberships and bringing on a nutritionist to kick off the New Year!  
Diamond Decadence Facial (80 min \$250)  
Enjoy 'like new' hands and feet with a deep cleanse and pumpkin spice exfoliation, followed by a skin perfecting hand and foot massage and polish or buff.
- Florian mani/pedi.
- Gift card redemption promotion. Pumpkin enzyme promotions. In-boutique activations to captivate gift card sales lines.
- Gift packages with varying products, 20% off on all retail for Black Friday and the more you buy the more you save on eye shadow purchases (in promotion of eye primer).
- Gift sets already made and gift box to customize gift sets.  
Glowing skin is in this holiday season! This renewing treatment clarifies and evens out skin tone, revealing a fresh and brightened complexion. Revitalizing advanced ingredients provide a melanin-minimizing and non-aggressive exfoliation which lightens the skin and diminishes the appearance of hyper-pigmentation. A significant anti-inflammatory effect soothes the skin providing rapid and long-lasting results. A revitalized skin texture is born and an overall flawless appearance is achieved.
- GWS for facials, product gift sets, trialing new sound healing treatment, introducing new clothing and jewelry lines.  
HEAVENLY PEACE MASSAGE 80 min \$240
- Holiday makeup services.
- In-room blow-outs.
- In-Room Marketing Piece for \$149 -30-minute express services and glass of champagne.  
Light to medium pressure relaxation massage with pure pumpkin oil, rich in essential fatty acids to keep the skin hydrated, elastic and youthful. Top it off with a pumpkin spice hand and foot scrub while letting your tension melt away.
- Massage, Facial, Pedicure, Hair, and Makeup specials. Usually adding a complimentary upgrade to each service.
- Peppermint Pedicure. Pumpkin Enzyme Facial. Naughty or Nice Package. Gift-with-purchase on Retail Spend.
- Purchase \$100 in skin care products and receive a complimentary express facial. This is to increase average product sales from salon clients growing in the skin care product area.
- Retail gift sets from our top three vendors. Service packages with 5% discounts.
- Seasonal treatment series- Himalayan salt stone massage with correlating seasonal element (metal, water, etc) oils and emphasis on particular meridian lines. Closing ritual includes sound therapy bowl tuned to specific chakra tone.
- Spaliday- holiday shopping launch party. Lightstim Holiday Facial. NuFace Facial.
- THE AUTMNN EDITION: MASSAGE  
This heavenly, deeply relaxing and clarifying experience begins with mindfulness. Guiding you through breathing and visualization techniques, your therapist will help calm both mind and body. The metamorphic zones on the feet are then massaged to rebalance and ground before a soothing



massage is continued up through the body, finishing with a re-energizing scalp massage using warm Rose Quartz Crystals.

- This year we are doing Black Friday and Cyber Monday specials. We are also having a member appreciation party to increase retail sales.
- This year we have decided to pair up with some different companies from ISPA since we loved their products so much that we would like to offer a seasonal manicure and pedicure in addition to a seasonal Facial for the holidays. We are also going to offer more retail travel kits since most of our Spa clients need something like that rather than full back bar due to all the traveling they do. To help you ease into the holidays, take advantage of the warmth of hot stones to both comfort and relax your mind and body. Treatment includes a back exfoliation and a deep back massage followed by traditional hot stone massage with the added benefits of specially heated essential oils to ease away stress. A relaxing facial massage is followed by a soothing scalp massage. A split of champagne is the perfect ending to this relaxing experience.
- Trick or Treatment specials / 75-minute massage for the price of 50 minutes / Complimentary Eye treatment with any Facial / Spellbinding Spa Deal / 50-minute massage, European Facial & pedicure \$220. October is one of our slowest months so we focus on GREAT Deals for our local clientele / Have not introduced December Specials yet.
- Twice is nice! Your second trip in 2017 doubles the fitness, doubles the fun, and will save you \$500 per 7-night stay.
- Ultra-lifting facial at a special Price of \$145 (Regular \$175).
- Upgrade service roe 50 to 80 includes an amazing body salts exfoliation.
- We are currently under expansion of a brand-new spa. From our existing spa of 5000 sq. feet to new standalone two-story state of the art 25,000 sq. foot facility opening December 18th. Our opening will be our holiday promotion
- We are going to offer a travel size retail product with the purchase of any 50-minute or longer service.
- We host an event every year called Spalidays! It is a two-hour event held in our resort ballroom and acts as a showcase for everything our spa has to offer. We serve champagne and appetizers and have a photo booth and fashion show. We sell 300 tickets and a majority of the proceeds from the ticket sales go to Project Beauty Share, which is a local nonprofit that distributes new and gently used cosmetics and hygiene items to women in need. Not only does this event support an amazing cause, but we also sell between \$15,000 and \$20,000 in retail in just two hours.
- We will be adding new lines for November and December. In addition, we will be doing gift-with-purchase and GWS.
- We will be creating a Holiday Package that will include a gift with purchase. This package will be priced at \$150 and guests will receive a gift with purchase. We also use some of our vendors to create special deals/services. For instance, we will offer a Caramelized Pear Body and Nail service from Farmhouse Fresh and a special for the newest add-on - The Perk from Hydrafacial.
- We will have a four-day Holiday Open house where we offer 10 percent off products.
- Winter Warmth body wrap with massage touch.
- Wrapping gifts (max three) while guests are in treatments.

Respondents were asked to describe any gift card promotions their spa will be offering during the fourth quarter of this year. *A sampling of responses can be found below.*

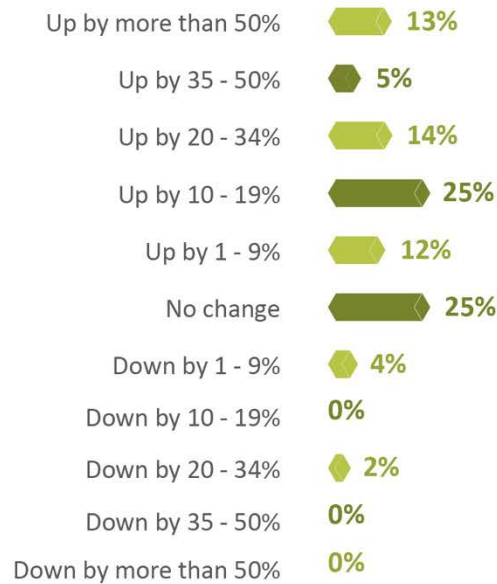
- \$15 reward card for every \$150 gift card purchased.
- \$15 Spa Service Credit voucher for every \$100 gift card purchase. Service credits are redeemable Jan1-March 31, 2018.
- \$250 get additional \$50. \$500 get additional \$100.
- 12.5 percent value added on specific increment purchases.
- Black Friday buy \$100 gift card and receive four \$25 vouchers free.
- Bring a friend for 10% off with use of your gift certificate.
- Buy \$500 in gift certificates, get \$100 free.
- Buy a gift card over \$125, receive an additional \$25 gift card for yourself.
- Buying six Gift Certificates will give you a 20% discount. Customizing gift certificates with additional products.
- Clients who purchased gift card last year will be invited to buy again at a savings if they purchase a higher value. i.e. some buying a \$150 gift card last year will be offered a \$200 gift card and receive \$20 off.
- Complimentary enhancement with gift card redemption to be used by 1/31/18.
- Complimentary robe with the Purchase of a Gift Certificate of \$400 or more.
- Free admission with purchase of multiple gift cards.
- Gift Card Promotion – November 24th-December 15th
- Gift Card Promotion- Spend \$200 or more in gift cards and receive a complimentary certificate for a mineral springs hot tub for two (valid Mon-Thurs. through May 31st).
- Gift card redemption. Redeem gift cards in December and January and receive a complimentary upgrade.  
 Gift with Purchase: Receive a free pair of custom Kohler Waters Spa Logo Slippers when you purchase a gift card with \$200 or more face value. Limit one per guest. While supplies last. Valid only at Kohler Waters Spa Burr Ridge.
- Mystery gift cards.
- None at this time, but we do plan on partnering with our rooms division to release a Cyber Monday deal.
- October promotion- purchase a \$105 gift card for only \$75.
- Offering a Best Of samples box for \$20 with GC purchase.
- Possibly thinking about also giving away a free travel size retail product, however we have not yet finalized. Or possibly adding a free upgrade/enhancement to all gift cards purchased for their visit.
- Power up gift certificates. Buy for \$100 get \$125 value.
- Purchase a \$100 gift card get a \$20 gift card complimentary.
- Purchase a \$500 or more gift card and receive a spa robe as a gift (Thanksgiving through Christmas promotion).
- Spa credit with room Night.



- Spin and Win. Purchase a gift card for \$250 or more and receive a chance to win a spa gift!
- We always offer gift cards but there are no promotions tied with it. We have thought of entering clients in a raffle for a very nice holiday gift if they buy a gift card over the amount of \$100.
- We have online gift card offers through booker.com and spa finder.
- We offer discounts for multiple purchases.
- We will have a 4-day Holiday Open house where we offer 10% off gift cards.
- We'll be promoting our gift cards and shopping in our Spa Newsletter.

## ISPA RESOURCE PARTNERS

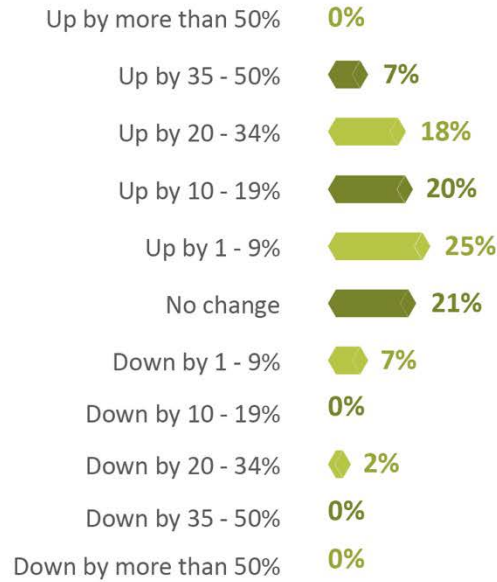
All survey responses should be provided for the period of July 1, 2017 – September 30, 2017 (third quarter). What was your gross revenue change for the third quarter of 2017 compared to the third quarter of 2016?



### Gross Revenue Change | Resource Partners

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	7%	8%	3%	13%	5%	4%	3%	7%	13%
Up by 20 - 50%	25%	25%	30%	27%	28%	32%	38%	24%	19%
Up by 1 - 19%	29%	46%	45%	36%	47%	52%	38%	37%	37%
No change	29%	13%	10%	16%	13%	8%	10%	24%	25%
Down by 1 - 19%	7%	8%	10%	9%	8%	4%	7%	10%	4%
Down by 20 - 50%	4%	0%	3%	0%	0%	0%	0%	0%	2%
Down by more than 50%	0%	0%	0%	0%	0%	0%	3%	0%	0%

## What was your profit change for the third quarter of 2017 compared to the third quarter of 2016?



### Profit Change | Resource Partners

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Up by more than 50%	4%	5%	3%	13%	5%	2%	7%	6%	0%
Up by 20 - 50%	11%	16%	13%	16%	19%	22%	27%	17%	25%
Up by 1 - 19%	43%	52%	53%	47%	42%	55%	34%	40%	45%
No change	32%	21%	20%	16%	24%	21%	28%	29%	21%
Down by 1 - 19%	11%	8%	7%	9%	10%	0%	0%	9%	7%
Down by 20 - 50%	0%	0%	3%	0%	0%	0%	0%	0%	2%
Down by more than 50%	0%	0%	0%	0%	0%	0%	3%	0%	0%

Which of the following best describes your workforce changes for the third quarter of 2017?



Workforce Changes | Resource Partners

	3rd Qtr 2015	4th Qtr 2015	1st Qtr 2016	2nd Qtr 2016	3rd Qtr 2016	4th Qtr 2016	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017
Added new positions	33%	39%	40%	52%	56%	43%	46%	42%	45%
Filled vacant positions only	17%	21%	20%	20%	15%	18%	11%	6%	14%
Implemented a hiring freeze	0%	0%	0%	4%	0%	4%	7%	0%	2%
Laid off employees	7%	3%	3%	4%	0%	0%	0%	2%	4%
No change	43%	39%	33%	20%	26%	31%	36%	49%	30%
Other	0%	0%	3%	0%	3%	4%	0%	2%	5%

**What percent increase or decrease did you see in your number of new accounts, repeat clients, account closures and international accounts for the third quarter of 2017 compared to the third quarter of 2016?**



Up more than 15%	<b>22%</b>
Up 1 - 15%	<b>60%</b>
No Change	<b>15%</b>
Down 1 - 15%	<b>4%</b>
Down more than 15%	<b>0%</b>



Up more than 15%	<b>20%</b>
Up 1 - 15%	<b>38%</b>
No Change	<b>38%</b>
Down 1 - 15%	<b>4%</b>
Down more than 15%	<b>0%</b>



Up more than 15%	<b>8%</b>
Up 1 - 15%	<b>16%</b>
No Change	<b>61%</b>
Down 1 - 15%	<b>14%</b>
Down more than 15%	<b>2%</b>



Up more than 15%	<b>14%</b>
Up 1 - 15%	<b>38%</b>
No Change	<b>46%</b>
Down 1 - 15%	<b>2%</b>
Down more than 15%	<b>0%</b>

**Did your company launch a new product or service during the third quarter of 2017?**



**Respondents were asked to identify the new product/service their company launched during the third quarter of 2017. A sampling of responses can be found below.**

- Beauty collection.  
Bliss Massage Butter
- Cinq Mondes.
- Clothing collections.
- Columbia Probiotics - Concentrate (serum) and Complex (cream).
- Earl Grey Body Care- new product launch and new protocols.
- Facial cosmetics.  
Gift Packs- Prickly Pear Home Spa Kit, Turquoise Sage Travel Set, Chakra Balance Pamper Kit, Chakra Balance Lip Balm Kit, Wild Sage Bath Kit
- Good Rocks, Healing stones.
- Hyaluronic Elixir.
- Hydramemory Eye Gel and Essence.
- Hylauronic Lip Fillers, Bamboo exfoliators, Mattified Lip colors long wear, Matte Fluid Lip Glosses, Additional colors in foundations.
- Increased emphasis on treatment/backbar protocols.  
Magnesium Muscle Spray
- Marula lip and eye treatment.
- New bon vital complete dual-purpose massage cream launched at AMTA in September.
- New pedicure and treatment table designs.  
Ocean Dew Magnesium Melt with Spirulina  
Ocean Dew Magnesium Salt Soak  
Ocean Dew Replenishing Magnesium Body Lotion
- ResortSuite MOBILE 2.0.
- Salt of the Earth Blend Bar Three.
- Satin Long Wear Foundations, Lip Pencils, & Skincare Kits.
- Spas of America, the No. 1 spa and wellness travel website, has re-launched [www.spasofamerica.com](http://www.spasofamerica.com), placing over 750 of the best spas at the fingertips of consumers around





the world. Offering beautiful high-resolution images, accurate contact information and descriptions, and dynamic maps, thanks to a partnership with Google, Spas of America delivers on its mission of connecting consumers with the spa and wellness experiences they're looking for.

- Summer UPF 50+ Collection.
- Tess, a new brand of eco-conscious and cost-effective solutions for hair and body.
- Three new spa uniform collections. New handbag collection. New Women's travel Fashion Collection.
- Treatment room accessories.
- Unscented Magnesium Melt Body
- Vitamin C Probiotic Polish.
- We have launched four new pedicure spa units.
- We just launched our new breast comfort system - Conforma LE.
- We now offer a financial modeling package.
- We released three new Bathrobe styles. The initial reaction at ISPA was amazing.
- [www.aethern.com](http://www.aethern.com). Medical Nutraceutical, that means an Ingestible Liquid Nutraceutical that is backed by clinical trials, and thus suitable for medical environments. Other companies do not have medical clinical studies to back up results.
- Yoga Mat Cleaner.