



SNAPSHOT SURVEY RESULTS REPORT

Revenue-Generating Ideas

JUNE 2018



Revenue-Generating Ideas Results

ISPA Snapshot Survey | June 2018

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 June 2018 Snapshot Survey inquired about revenue-generating ideas, from both the spa and resource partner perspectives.

Sixty percent of all spa respondents reported they have partnered with a local business or organization to help generate new revenue. Many of these partnerships consist of local restaurants, stores, corporate offices and hotels, offering discounts and making use of cross-promotions. In contrast, just 21 percent of resource partner respondents have partnered with a local business or organization to help generate new revenue.

Spa respondents were asked to name their most successful revenue generating ideas for retail, marketing promotions, special packages and special events respectively. Common responses for retail included buy-one, get-one deals and other bundled packages. Making use of social media and email campaigns were common tactics for marketing promotions and special packages, with seasonal specials performing well for a number of respondents. Hosting events for local spa guests was a popular response in the special event category as well.

Resource partner respondents often described tailoring products and events to their spa clients' individual needs and values in order to generate revenue effectively. More than half of resource partner respondents provide spa clients with merchandising and display materials (71 percent), complimentary product samples (57 percent), recommended marketing promotions (52 percent) and event hosting at their spa (52 percent) in order to help them generate revenue.

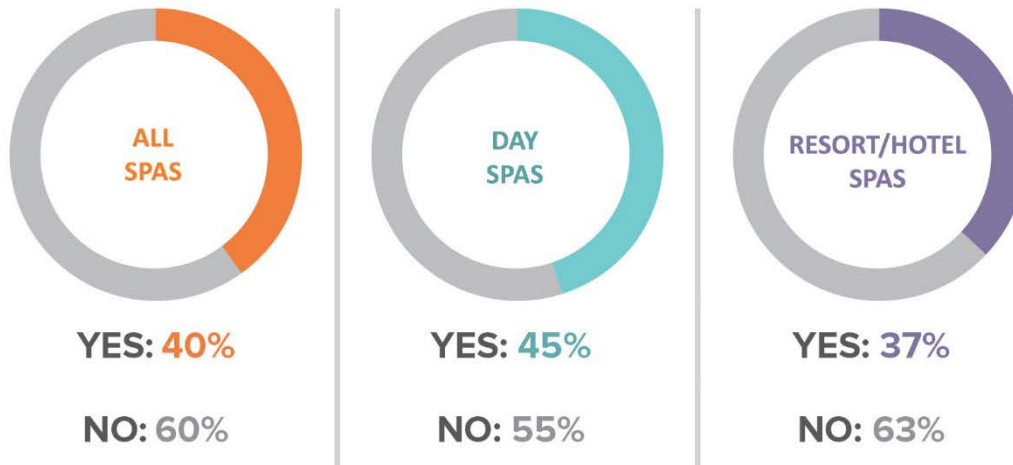
Further responses from both spa and resource partner respondents can be found throughout the report.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 15, 2018 to Friday, June 22, 2018. During this time, 175 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

Has your spa partnered with a local business/organization to generate new revenue?



Respondents were asked to identify local partnerships that have generated new revenue for their spa. A sampling of responses can be found below.

- Companies like Audi, SA-VIA, and some others.
- Gyms and yoga studios.
- Hospitals
- Injectables doctor, local psychic, IV nutritionist, personal training, Yoga studio, juice bar.
- Local beauty product company.
- Local Bed & Breakfasts - created couple massage packages for them to offer their guests.
- Local events, socializing and meeting clients.
- Local malls where we sell vouchers for the spa.
- Local restaurants, local charity organizations and local schools are big for us.
- Lululemon for yoga events.
- Miami Chamber of Commerce - Spa Month
- Partnered with owners/managers of vacation rental home agencies to get spa treatment menus put into homes throughout the community.
- Partnership with FlyWheel indoor spin next door to support and create awareness among each other's client base.
- Placer County Wine Trail
- Residential homeowner associations.
- RIDE is a cycle studio that we partner with frequently. We have a similar clientele demographic. When RIDE has an event or anniversary, we give them promo cards, giveaways and products to offer as prizes.

- Several Corporate businesses to offer Wellness/Fitness Memberships. Local Wineries to offer salon and spa services for wedding venues. Chamber of Commerce to offer promotions to local merchants and businesses.
- Soliciting local country clubs, HR Department of local hospital, etc.
- There is a local IT company that hosts awards-style events for their sales teams. One of our therapist's husbands works there and introduced us to the event coordinator. The day we traveled on site to the tech company they also had an oxygen bar. We performed 10-minute massages and mini manicures for about 6 hours, charged by the hour for each therapist/nail tech.
- University of Miami Lennar Medical Center to bring in nutritionists to offer services to our guests and members.
- We are providing services out of a room for a hotel.
- We have done a trunk show featuring a local business with an open house of sorts with mini services. We have done promotional events where a portion on the ticket to an open house benefits local animal refuge league, etc.
- We have partnered with a medical practice that does procedures. We share a client base so that our clients have a reputable place to go for face/body procedures and spa care before and after.
- We host and promote event partnerships with local speakers, educators and instructors. We have done culinary workshops with regional chefs, inspirational speakers to promote mental and physical health, and Fusion Yoga Workshops and Meditation Based Workshops. We also partner with our chamber of commerce.
- We offer 20% discount to local business.
- We offer a "spa day" to certain local organizations/businesses. For a fixed fee, their employees have full access to the spa amenities (sauna, whirlpool, steam, pool) for one day. We limit the number of attendees who must sign up to participate. When they arrive, they show identification and receive 20% off any services they book. It is a great day of getting together with their peers. During slower times of the year this has brought in revenue and kept our employees busy. We see return guests from these days.
- We participated in the "pop-up Spa" at BottleRock.
- We partner with a local plastic surgeon's office, who has a database of over 40,000 clients, to offer additional services like injectables and CoolSculpting. We co-host events at the spa, and she also gives her clientele day passes to our facility. This is a great opportunity for our spa to market our location to her clientele, which is our target demographic. We are located within a large resort and do not do any external marketing, so this helps to generate interest in our community.
- We partner with the local hospitals to refer patients for pre and post op diet and exercise programs as well as offering support through our Life Management and Spiritual Wellness offerings.
- We partnered up with a local apartment complex that was just built and did an event with them. We are offering them a discount during the week and they have been helping us.

- We work with several nonprofit organizations to promote each other as well as with local restaurants and schools.
- Working with local medi-spa doctor, generating commission on injectables and laser.

On average, how often do you formally brainstorm new revenue generating ideas at your spa?

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
DAILY	11%	13%	12%
WEEKLY	32%	35%	28%
MONTHLY	33%	35%	34%
QUARTERLY	22%	17%	23%
ANNUALLY	2%	0%	3%

Respondents were asked what they consider to be their spa’s most successful revenue generating ideas in the following areas: retail, marketing promotions/special packages, and special events. A *sampling of responses can be found below.*

Retail:

- Adding yoga classes both group and private.
- Anything inspirational and healing.
- Bi-annual Peel Party with Cosmedix.
- Bringing on the Hydropeptide lines and their new facial. We also just brought on a candle with our own label.
- Bundle up. Discount increases when you purchase more items.
- Bundles
- Bundling retail into service enhancements.
- Buy one, get one deals. (4)
- Buy3 get 1 free, and new product launches. Annual holiday sale.
- Casino and hotel guests.
- Clothing and skin care products.
- Create monthly spa events and turn them into retail money makers.

- Cross-promoting stores in the resort. For example: There are many drive-in guests who come to the spa, who do not visit the resort gift shop. We created bounce back cards between our two stores to drive business to the other.
- Devising new treatments that include a full price retail product. We create a treatment that does not exist on the menu and it includes retail take home product.
- Discounting product on the day of service. (3)
- Educated staff that had had the product in their hands for personal use.
- Featured facial product - get 50% off with a facial.
- Finding new small items to retail to our stores.
- Focus on narrow and deep stocking. Few lines well stocked with top sellers. Expanded men's active wear. Better use of call to action and gift with purchase incentives.
- Focus on the products that sell in your market. What is popular and why? Is it a seasonal item or good all year? We periodically offer specials or gifts with purchase to guests. But, we find the biggest influence are our staff incentives that we develop with our brand partnership. We create group goals as well as individual ones and send everyone a weekly update to show their progress.
- For breast cancer awareness month, 20% off anything PINK in the boutique.
- Gift with Purchase (7)
- Hosting events that tie in to our resort.
- Introducing new product lines and services quarterly.
- Know your clients and purchase to their interest and needs.
- Membership discount
- Merchandising daily to create movement with all retail items. Incentive plans for retail team to drive revenue.
- More local gifts that sell an experience.
- Offering 10% commission and incentives for the most sold.
- Offering product as a gift inside actual package.
- Our Sizzling Deals and Dazzling Deals sale twice a year. As of recent we do 20% off of our flagship skincare line and then savings on all other products are tiered Buy 2 = 10% off, Buy 3 = 15% off, Buy 4 or more = 20% off. We call clients to pre-sale retail prior to the event as well in the last year and that has been working really well for us.
- Pairing a monthly service and retail product together and making sure the entire team knows the details and information.
Peel party - we partner with COSMEDIX to host peel parties where we offer 50% off peels for 1 day at all locations. We have wonderful support from our reps, specials on series and retail. We feature generous specials every month, mostly skincare focused. For example: buy any cleanser and any moisturizer to get a specific exfoliant free.
- Post-care treatment.
- Product of the month with a 25% discount on an expensive skincare product. Sold a lot of them at 25% off still making a nice profit.
- Renovating our reception area and adding 200% more retail space. Also attending Las Vegas Market for amazing lifestyle retail items. Retail has increased by 40% year-over-year.

- Resource Partner Presence/Trainings.
- Retail discount on post treatment home-care items.
- Sales Challenges for the Therapists & Spa Front Desk (with prizes).
- Seasonal products - introducing new gift items made locally - things they can't purchase anywhere else.
- Shower spray. We placed the shower spray in our locker room showers, and it just flies off the shelf.
- Skincare products.
- Stock top sellers weekly.
- Trading baskets with local businesses as incentives for their staff and gift cards for our staff. This usually brings in people to continue to purchase the product.
- Trunk shows combined with hands on workshop opportunities.
- Trunk shows, Babor Beauty Boutique.
- We always have retail games/competitions for the staff. Lots of trainings as well that get them excited about the products.
- We did steep discounts for our members during our slower periods and this really brought in a ton of business. It also built some loyalty with that guest base.
- We haven't been able to do much here due to cost/budget expectations, however we do offer occasional deals when the vendor has a special offer that makes sense for us. We offer an ongoing discount with bundled full-size hair care.

Marketing promotions/special packages:

- \$30 off of a 90-minute massage.
- 2.5 package including scrub, massage and facial.
- Adding layers of more expensive services into 'value season' pricing menus. More and more guests book the services that are \$10+ more, which drives rate.
- As we are in a hotel, we have done special offer cards that we place in key packets for arriving guest and have done some extra in room literature promoting seasonal special offers.
- Bi-Annual Spa Treatment Promotion
- Combo packages that offer a great value by offering a second service.
- Coupons in the hotel key packet.
- Daily special
- Daily specials, special price for new treatments and products.
- Discount for multiple services.
- Discounts on need dates (i.e. Weekdays); even a 10% discount makes a difference to our guests.
- Dollars off as opposed to percentages off.
- Email Campaigns
- Facebook ads, Travel Zoo promotion, monthly treatment specials.
- Facebook promos

- Facebook, Instagram and pushing out into social media.
- Gift with purchase
- Groupon
- Groupon, TravelZoo, Teacher appreciation.
- High playing casino promotions. Hotel/spa packages.
- Holiday gift card focus at Christmas, Valentine's Day and Mother's Day.
- Hotel with spa packages.
- Instagram
- Launching of new services. Featured services/packages, couples' services.
- Local open house events to introduce our Destination Spa to local guests - important for local business.
- Local trunk shows, fitness class packs for promotions, holiday specials.
- Marketing product with monthly specials.
- Membership
- Midweek promotions to local guests and adding packages for our residents (buy 5 get one free) generated \$30k in revenue.
- Monthly promotions and local preferred club.
- Our gifts for giving where we issue a \$20 gift cert when someone donates to our giving tree over holiday season is a huge hit!
- Our marketing team is massive and sends out information and material all over the state.
- Our members enjoy special pricing on different treatments or add-ons each month.
- Packages and marketing promotions on social media is highly effective for us.
- Packages with big savings.
- Seasonal services. (5)
- Seasonal specials work well for us. Our PR team is excellent in getting this information out to the public for us.
- Simple packages do best with no more than a pairing of two services.
- Social Media
- Social media
- Spa / Culinary getaway packages, SpaFinder, TravelZoo, Groupon driving business to off peak hours/days.
- Spa Club
- Spa membership cards. Basically it is like a debit or gift card. Depending how much they put on the card (different tier levels are available for sale), determines the value of the card. For instance, the entry level bronze card is worth \$500. When they buy it, they get an additional value of \$75 on the card so that it is worth \$575. They will use this card every time they come to the spa and have the amount slowly deducted away. The higher tier card that they purchase, the higher the additional value on the card.
- Teacher Appreciation Month
- Value add packages.
- Varies - percentage off with 2 or more services, special priced seasonal services seem to work the best.

- VIP Program to reward client behavior and drive business.
- We are currently offering Luxury for Locals Sunday - Thursday to offer locals special pricing.
- We changed up our seasonal services by starting to incorporate a special take home gift in the cost. They generate automatic retail revenue and we have seen a great response.
- We do a monthly email to our Spa guests that feature both a service and a product of the month. We are also located within a resort that is attached to a casino, so our casino team sends out a monthly email and mailer that includes either a product or service special that is exclusive to our player's club members.
- We have a custom seasonal facial that we offer for \$99 monthly and then we switch out technology treatment add-ons at special prices so we can introduce clients to new services they may not have tried before such as Dermaplaning, LED treatment, SilkPeel, etc.
- We have placed flyers at the spa front desk and bedding sales have increased.
- We have seasonal promotions.
- We offer local discounts to guest in our area.
- We see the most excitement when we discount our higher end services on slower days.
- We tried a 'Massage Me Under the Stars' beach package (couples massage on the beach with wine and light hors d'oeuvres) and it was very successful with guests in the many ways we tried it. Unfortunately, the set up became too cumbersome on the staff without a permanent beach cabana/structure. I think the key is to keep creating. Even if one idea misses the mark, the spin-off may be a huge success.
- We use an email blast with discounted services when business is slow. It has an immediate impact and often fills the books within hours.
- Weekday promotions either discounts or value-adds to drive Monday through Thursday business.

Special events:

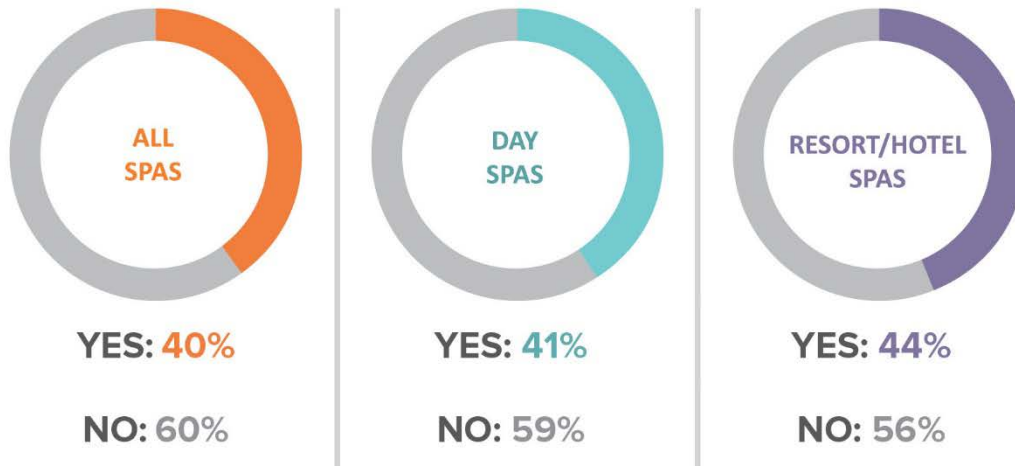
- An open house with food, beverages, and vendor booths for guests to try products.
- Annual anniversary event for our best clients, they receive discounted express services, 20% off their entire retail purchase for the day, a swag bag, and enter a raffle for gift baskets.
- Annual Holiday Open House in November focused on retail and gift certificate sales. Lots of fun for staff and guests and keeps growing.
- Annual locals event, inviting our affluent community for a night at the spa with complimentary treatments, special offers on series packages, swag bag giveaways and raffle prizes.
- Bringing in vendors who offer complimentary services in our Retail space to promote their products and drive sales. A favorite is Make Up Factory!
- Combining Spa & F&B events to cross promote throughout the property
- Customer appreciation
- Customized 1-1 consultation with take-aways.
- Earth Day Celebration
- Events where we offer express Skin Consultations, Makeup Application & Hair Styling.

- Frequent visitors (loyalty) events that include wine and food.
- Full day events with discounts, free services and raffles. Charging a booking fee to participate which in turn can be used as a retail purchase.
- Holiday giveaway promos - Every guest picks a number that is attached to a gift. It could be a discount on their service, it could be skin care product or soaps.
- Holiday Soiree Party (mini treatments and shopping)
- HydraFacial/ Skin care event
- International Women Day, Valentines, Mother's Day
- Ladies Night (2)
- Local Spa Week Events
- Makeup launch event
- Margaritas & minis
- Meaningful content
- Mommy and me nights.
- Monthly workshops
- Mother's Day Special
- Paired with a vendor or non-profit organization works well.
- Partnering with vendors on mini services for \$30 or \$40 and then having that money applied to retail purchase.
- Product line centered events
- Skin Deep Vendor Events
- Spa Bi-Annual Community Open Houses
- Special guest teachers
- Summer and Christmas Open Houses where we do product, service and other promotions.
- Sunset yoga and fitness events
- Trunk shows
- Two mini services seems to work the best for us.
- Usmooth promo in salons with free demos.
- We did an event for company sales and front desk staff to bring awareness to our spa. We offered mini massages and mini manicures, did prize draws, had some F&B, etc. and it was a great night. We saw a number of bookings from this evening, both from the staff themselves and referrals.
- We have been offering specialty workshops as of late that seem to do a good job of creating a buzz and making us known as the place to go for skin education! They have also done a great job of creating excitement about new services/ retail products we are offering such as Gua Sha.
- We hit every special event in our area that is applicable to our business.
- We hold quarterly happy hours for our members.
- We host an event every winter that we call Spalidays. We use this as a kickoff to the holiday season and typically sell about 300 tickets. We partner with a local non-profit called Project Beauty Share, which collects cosmetics and hygiene products and distributes these to local shelters. We donate the proceeds from the ticket sales to PBS. Our vendor partners come

support the event and we do mini services, product demos, a fashion show, photobooth and food and wine. It is a really fun and festive event that gets bigger each year and helps us showcase what our spa has to offer. Plus, it is for a good cause. Last year we were able to donate over \$10,000 from the event to PBS. We also see a significant increase in our retail sales that night, last year we were over \$12,000 in just two hours.

- We offer a quarterly beauty & glam retail & spa event.
- We try to vary our events to expand our market and keep repeat guests interested in our events. For example, we hosted a local Celebrity Cooking Workshop as well as a Skincare Master Class featuring one of our skin care lines and generated \$8400 in retail revenue.
- We were in the Balboa Day parade and passed out 4,000 cards.
- We will be launching a Spatini hour for hotel guests and invited them to join us for complimentary cocktails made with Pure Inventions enhancers to get them to visit the spa and retail boutiques.
- We will do whatever is needed to accommodate any large group, conference, wedding party, etc. that reaches out to us. Customization... and educating the person inquiring on what will works best from an operations standpoint seem to go a long way.
- We would like to be more present in special events and are looking to do chair massage and other spa involved activities at events.
- Weddings
- Wellness fairs.
- Yoga/champagne events

Do you provide incentives/rewards to employees to encourage them to help identify new revenue generating ideas?



Describe how your spa incentivizes employees to help identify new revenue generating ideas. A sampling of responses can be found below.

- \$100 gift card for reaching the goal set out for them. In this case it was the number of Enhancements Sold in one month.
- 10% commission and they are able to win products.
- Anyone who come up with an idea for generating revenue that works well receives a gift card from the business of their choice around us.
- Cash / gift cards, treatments / services, training, choice of days off for holidays, prize wheel etc.
- Commission (3)
- Commissions and free service participation.
- Commissions, prizes.
- Extra day off or products.
- Gift cards, gifts such as product.
- Inspiration box to submit ideas - if an idea is implemented and brings in revenue they will be rewarded via \$ gift card, F & B credit, etc.
- Inventory Specialist gets 1% bonus on revenue made over monthly budget.
- It would depend on the amount and frequency of revenue but would probably involve a bonus or percentage of the profit. I think it's important to explore every idea, even the not

so great ones, so the employee gets an idea of my thought process and to not discourage an employee to bring their next idea.

- Making them participate in brainstorming and implementing those that have the most impact on them.
- Monthly retail and service goals with high dollar prizes and recognition.
- Our groups manager is incentivised to produce revenue over budget and she consistently does so through direct and personal outreach to coming groups, personalizing a program to meet their needs, and hand holding their business once they are here.
- Points towards purchasing products or treatments.
- Pre-booking contests for therapists and booking contests for concierge.
- Prizes, taking them to lunch, recognition at meetings.
- Sales Contests
- Services, Gift cards, points towards venues in the casino.
- We added a commissioned spa group sales supervisor
- We have awesome products! If new ideas or sales come up, then getting a free product or treat is great.
- We work with the vendors to develop programs to support the team.

What treatment on your spa menu generated the most revenue for your spa within the past 30 days? Please be as specific as possible (i.e. \$260 90-minute Deep Tissue Massage). A sampling of responses can be found below.

- 50-minute Anti-stress Massage, \$100
- 50-minute Aroma Swedish Massage
- 50-minute Aromatherapy Massage
- 50-minute classic Swedish massage
- 50-minute Custom Massage, \$165
- 50-minute customized massage is king, \$160-170
- 50-minute Heavenly (Swedish) massage, \$150
- 50-minute lomi lomi massage, \$189
- 50-minute Massage
- 50-minute massage, \$140
- 50-minute Pedicure, \$65
- 50-minute Relax massage (light to medium pressure), \$100
- 50-minute Relaxation massage, \$110
- 50-minute Signature Massage, \$130
- 50-minute Stillwater (Swedish) massage, \$175
- 50-minute Swedish massage, \$120
- 50-minute Swedish Massage, \$125
- 50-minute Swedish, total for 30 days = \$74k
- 50-minute Swedish/Relaxing Massage, \$95

- 50-minute Well Being Massage, \$170
- 60 and 90-minute massages
- 60-,90-,120-minute Massage, \$215, \$305, \$405 respectively
- 60-minute custom massage generated \$41,839 in last 30 days, \$120
- 60-minute custom massage, over \$7,000 worth of revenue
- 60-minute Massage (Relaxation or Therapeutic), \$150
- 60-minute massage session, \$68
- 60-minute signature massage
- 60-minute signature massage, \$110
- 60-minute signature massage, \$125
- 60-minute Sports Massage
- 60-minute Swedish Massage (3)
- 60-minute Swedish massage, \$105
- 60-minute Swedish massage, \$200
- 60-minute Swedish-style massage
- 75-minute Jade Ritual Massage, \$165
- 80-minute deep tissue
- 80-minute deep tissue, \$200
- 80-minute hot towel muscle melt, \$200
- 80-minute Stress Relief massage Signature treatment
- 80-minute Therapeutic (Deep) Therapy Massage
- 80-minute therapeutic massage, \$225, wins the single service dollar total but couples massages of various lengths generate more than all other areas.
- 90-minute Essential Journey Massage (60-minute massage with 30-minute wellness experience in suite), \$225
- 90-minute LED light/Fruit enzyme peel/microdermabrasion treatment, \$210
- 90-minute massage upgrade
- Bikini wax
- Classic Massage, \$85
- Classic package (50-minute massage of your choice, deep cleansing facial 50-minute and body scrub 25-minute), \$225
- Classic Swedish Massage, \$135
- Custom Facial
- Custom Massage, \$50
- Customized Massage
- Himalayan Hot Stone Massage, \$175+
- Himalayan Salt Stone massage with same salt and grapefruit oil for foot scrub
- Hydra facial, \$175
- Lip chin wax
- LumiLift Facial (this treatment uses Microcurrent technology for firming and lifting and LED therapy for specified skin concerns such as fine lines, wrinkles, acne, hyperpigmentation, etc.), \$175

- Massage
- Medium-pressure 50-minute massage, \$130
- One-hour deep-tissue massage, \$120
- One-hour massage
- One-Hour Spa Massage, \$90
- Our 50-minute Signature Swedish Massage, \$130
- Seasonal Body Treatment that includes exfoliation, wrap and massage, 80 minutes.
- Self-Focus Massage using RAD rollers, \$150+
- Signature 60-minute massage, \$202
- Spa & Beauty combo, \$149
- Suite experiences, with food and Champagne
- Therapeutic 60-minute massages, \$163
- Tied between the 50-minute Swedish Massage and 50-minute Lomilomi Massage (traditional Hawaiian)
- Total Massages = \$253k
- Well we have weekday/weekend pricing - so Aromatherapy 60-minute massage, \$200/\$225

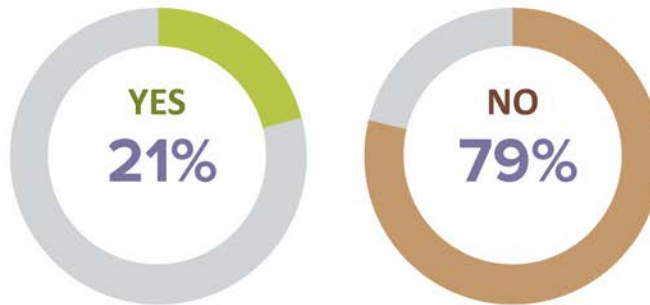
If you identified a massage treatment as the response to the question above, please identify the treatment on your spa menu that generated the most revenue that was not a massage treatment. A sampling of response can be found below.

- Classic Pedicure, \$65
- 60-minute Recommended Facial, \$160
- 90-minute Essential Journey Facial (60-minute facial with 30-minute wellness experience in suite), \$245
- 50-minute Relax Facial, \$115
- 50-minute Customized facial, \$180
- Signature Facial
- 50-minute Signature Facial, \$130
- Facials, \$80
- 50-minute signature pedicure, \$70
- 60-minute signature facial
- One-Hour Pedicure, \$65
- 60-minute HydraFacial
- 50-minute Customized Facial, \$100
- 60-minute Natura Bisse Vitamin C Facial, \$175
- 60-minute spa pedicure
- Couple's massages
- Brazilian wax
- 50-minute Intraceuticals Oxygen Facial, \$175
- Summer time toes that comes with a drink.

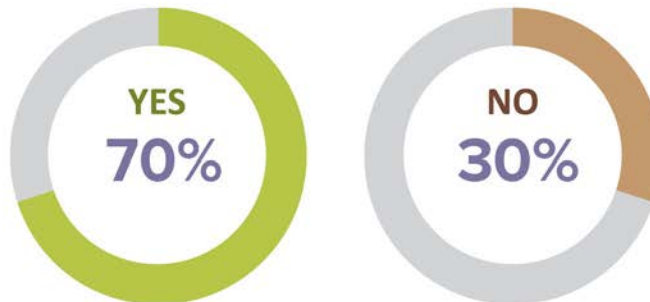
- 60-minute Signature Facial, \$110
- 110-minute Rituals, \$320+
- Soak, Scrub, Wrap, Massage
- 60-minute Facial
- Signature Facial, \$130
- Elemental Facial 60-minute, \$215/\$240
- Facial
- 50-minute Hydrafacial, \$195
- 50-minute Ocean Mist Facial, \$130
- 60-minute Facial
- 50-minute Oxygen Facial, \$120
- Antioxidant facial
- 50-minute Spa Pedicure, \$65
- Age Corrective Facial
- Signature 60-minute facial
- 60-minute Essential Aromatherapy Facial, \$165
- 60-minute organic facial
- 25-minute Facial mini facial, \$78
- 80-minute Mauna Lani Signature Ginger Body therapy
- Our first non-massage revenue maker was our Ultimate Zen Package which is a scrub, wrap, hot oil scalp & massage 105-minutes for \$230. Our first revenue maker that includes no massage what so ever was our Ocean Siren (Osea) facial at \$125 for 60-Minutes.
- 50-minute Signature Facial
- Hydrafacial based facial
- 50-minute Facials
- Custom Facial
- 50-minute customized facial, \$160-170
- Pedicure, \$55
- Our classic pedicure, \$65, generated \$14,686 in last 30 days
- Nails and Facials are only \$100 apart, respectively. Closely behind these is hair & makeup services which I think is a bit of an untapped resource for a lot of spas. These services do present challenges but can provide that bit of extra consistent revenue for hotels that host weddings.
- 50-minute facial
- 60-minute deep cleansing facial, \$180
- Signature facial, \$125
- 50-minute Hydrafacial
- 50-minute Facial
- 50-minute Hydropeptide Intense Refresher Facial
- 60 Caviar Facial, \$245
- Vitamin C Facial, 80-minutes, \$200

ISPA RESOURCE PARTNERS

Has your company partnered with a local business/organization to help generate new revenue?



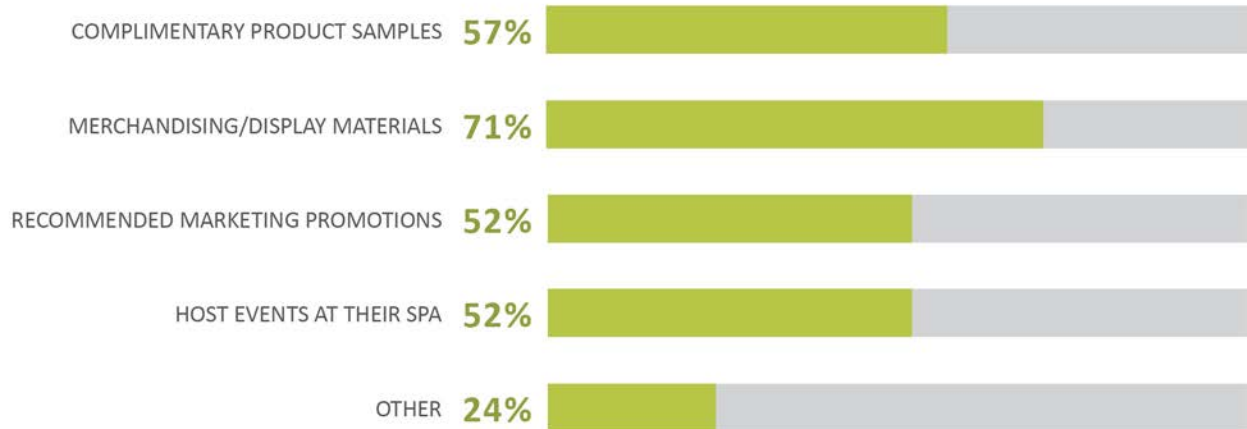
Does your company help its spa clients identify new ways to generate revenue?



Please describe how your company helps spa clients identify new revenue generating ideas. *A sampling of responses can be found below.*

- As a manufacturer of spa/salon equipment and furniture, we bring new ideas to our partners on how to fully maximize the massage/skin/body treatment table they have purchased. For example, if they need a table for a specific treatment room, we always dig a bit deeper to provide them with the best possible solution for the guest experience and revenue generation.
- By identifying products and services that will fit with their ethos and space, allowing them to enhance their offerings.
- Create specific promotions and events tailored to specific clients' needs.
- Dazzle Dry created the mobile mani cart to bring nail services to areas outside of the spa walls for example at poolside, in guest rooms, special events, etc.
- Education
- L'DUEX opening order offers a turn key "kit" that includes a real estate friendly display that is a "silent sales person". This becomes an add on at checkout which increases your bottom line sales.
- Portable pedicure bowls allow businesses to take their treatments anywhere .. lounge, pool deck, in room, etc.
- Promoting new treatment options and retails offers.
- We discuss either private labeling options or more signage or even commercial options to help them drive clients in and to the retail section.
- We have a digital spa school where we publish videos, downloads and marketing information to help our spa accounts be more successful in their businesses.
- We offer additional retail items and add-on services.
- We regularly schedule business reviews with partner spas to identify areas of opportunity such as seasonal specials, event support, menu redesign, home care sales training, etc - and then we provide support to implement and execute.
- We walk through the booking process, waiting room, changing room, service, post-service, etc. to identify areas where there are opportunities to increase revenue.
- We work with each spa to find a formula today works for them.
- Yield Management functionality, online booking engine.

Which of the following resources, if any, does your company provide to its spa clients to help them generate revenue? *Respondents were asked to select all that apply.*



Do you provide incentives/rewards to employees to encourage them to help identify new revenue generating ideas?

