



SNAPSHOT SURVEY RESULTS REPORT

Public Relations & Media Outreach

NOVEMBER 2019

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Public Relations & Media Outreach Results

ISPA Snapshot Survey | November 2019

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 November 2019 Snapshot Survey inquired about public relations, media outreach and influencer marketing for both spas and resource partners.

All members were asked if they had implemented or used a number of public relations activities and resources. The most common public relations activities that respondents utilized was inviting media to visit their spa for a complimentary treatment. A majority of spa respondents, 63 percent, had done so. More than one in three spa respondents had invited media to an event held at the spa. For resource partner respondents, just under one in three, 30 percent, had mailed gifts to media contacts.

Interestingly, when asked if their company has an internal employee dedicated to public relations efforts, the majority of spas, 71 percent, answered in the affirmative. This number is buoyed by resort/hotel spa respondents with 82 percent having an employee dedicated to these efforts. Comparatively, just 49 percent of resource partner respondents and 32 percent of day spa respondents had at least one employee in this role.

Nearly half of spa respondents (49 percent) and 38 percent of resource partners use a third party to manage their public relations efforts and boost their brand presence among media. The value of their expertise and overall media reach were noted drivers in the decision to outsource PR functions.

A majority of spa respondents, 71 percent, have not invested in a social media influencer relationship to enhance their marketing efforts; however, among that audience nearly one-fourth are considering using influencers. Only 10 percent of day spa respondents have paid for an influencer's services compared to 36 percent of resort/hotel spas.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, November 8, 2019 to Friday, November 15, 2019. During this time, 201 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 MEMBERS

Which of the following PR activities, if any, has your company done within the past year? *Respondents were asked to select all that apply. Some options were only presented to spa respondents or resource partner respondents.*

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS	RESOURCE PARTNERS
Purchased a list of media contacts	4%	0%	5%	7%
Paid to participate in a media event	12%	9%	10%	28%
Invited media to visit the spa for a complimentary treatment	63%	36%	69%	N/A
Invited media to experience the spa with all travel expenses paid	21%	5%	26%	N/A
Invited media to an event held at the spa	37%	36%	38%	N/A
Mailed gifts to media contacts	13%	14%	12%	30%
Held a press conference	3%	0%	4%	7%
Presented or pitched "trends" to the media	28%	27%	27%	24%
Invited media to visit your company headquarters	N/A	N/A	N/A	19%
Partnered with a spa for a media-focused event or initiative	N/A	N/A	N/A	24%
Sent new product launch items to the media to preview	N/A	N/A	N/A	41%
None of the above	27%	41%	23%	39%

Does your company have an internal employee(s) dedicated to public relations (PR) efforts?



YES: 71%

NO: 29%



YES: 32%

NO: 68%



YES: 82%

NO: 18%



YES: 49%

NO: 51%

Please identify the size of your internal PR team and share any details you can regarding the structure of the team. *A sampling of responses can be found below with the number in parenthesis identifying the number of duplicate responses for each respective response.*

- About 10 people. (3)
- Corporate team. (7)
- One employee. (28)
- One part-time employee. (2)
- Outside firm. (11)
- Shared responsibility among employees.
- Team of four employees. (8)
- Team of three employees. (16)
- Team of two employees. (12)

Does your company use a third party (i.e. PR firm, media consultant, etc.) to manage any PR efforts?



YES: 49%

NO: 51%



YES: 36%

NO: 64%



YES: 51%

NO: 49%



YES: 38%

NO: 62%








Respondents were asked what they consider to be the most valuable benefit of using a third-party resource to manage or assist with their company's PR efforts. *A sampling of responses can be found below.*

- A more professional approach.
- Additional exposure.
- Being able to focus on day to day operations.
- Being in the location media are based, operating in their time zone and having an extension of our team for proactive media relations.
- Buying power. Partnerships and expert design.
- Contacts and credibility.
- Diversification, fresh ideas, and different points of view.
- Existing relationships and access.
- Expert in their field with many resources at their fingertips.
- Extends message of spa beyond local area.
- Fresh ideas.
- Image and exposure to industry.
- Keeping on trend, SEO, accessibility, having an outside eye on what we create for quality.
- Larger reach.
- Lower cost and greater market awareness.
- More opportunities.
- Negotiating between what we can offer and what they want.
- Our 3rd party company has been in the PR industry for over 30 years and has established themselves as the market leader. They have an extremely robust list of contacts and connections.
- Out of the box perspective.
- Pre-existing relationships with consumer media, managing the volume of work, placements and mailings.
- Press releases as we are a private club.
- Professional management and optimization of efforts and resources.
- Resources that they have that we do not.
- Seeking out suitable media partners.
- Streamlining. They are dedicated to this specific function.
- That company has contacts that we don't have, and that is their sole job and specialty.
- The ability to get great ideas, ability to farm out for advertising or get collaborative with our assets in their portfolio. Having a team of experts in social media, SEO, marketing, web development, etc.
- The contacts that the firm has.
- The contacts to the media, filling our events guest list, and the return seen from the attendance.
- The cost.
- The most valuable benefit is we can use this when and where we want. Depending on the level of attention, both positive and negative, we are able to dial up what we need on demand.
- The real benefit for us in having a third-party PR firm is to have an independent objective viewpoint on how we position ourselves to the rest of the world. It is too easy for us to become insular in our thinking and therefore having another voice at meetings is really helpful. It is crucially important for any company using a

third-party PR firm to keep in constant communication with their contact person at the firm. Failure to do so will lead to great disappointment.

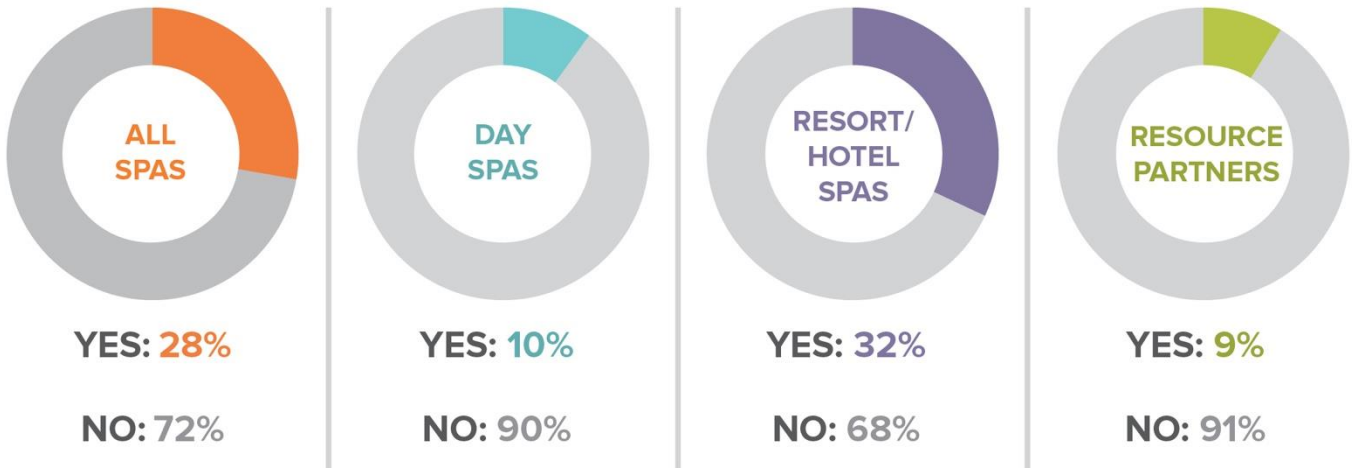
- Their breadth of experience and high professionalism.
- Their concentrated effort. Their list of contacts. The relationships they have in their rolodex.
- Their connections to high-level media.
- Their expertise in the field. (4)
- Their extensive relationships.
- They are able to see the entire industry as a whole, not just through the lens of one property or brand.
- They are experienced and have lots of contacts.
- They are third party agencies who help for arranging events.
- They can be very well connected to a multitude of outlets.
- They can look at trends across the industry and connect the dots between clients to pitch stronger stories.
- They can see trends that are more global.
- They have more precise and up to date knowledge of targeted audiences, most read publications/visited sites, and connections in that realm. Plus, another perspective for brainstorming and reception is always beneficial!
- They have the experience and relationships.
- They use outside sources sometimes to cross marketing the property as a whole. I would not say it would be directly related to the spa itself.
- Time
- Unbiased effort and knowledge of competitors.
- Valuable contacts.
- We can contract with them as needed and they have the knowledge and experience needed.
- Wider reach in connections.

Please identify which of the following PR tasks are handled internally and/or outsourced for your company.

	INTERNAL TASK	OUTSOURCED TASK	BOTH INTERNAL AND OUTSOURCED	DO NOT DO
 Developing a PR strategy	47%	4%	40%	9%
	37%	0%	37%	26%
	51%	6%	40%	3%
	55%	7%	17%	21%
 Preparing and distributing press releases	43%	11%	34%	12%
	22%	6%	28%	44%
	50%	12%	34%	4%
	44%	14%	19%	23%
 Preparing talking points or remarks for leaders presenting at public events	55%	1%	27%	16%
	47%	5%	11%	37%
	57%	0%	31%	12%
	61%	7%	2%	30%
 Building media relationships	46%	4%	44%	6%
	42%	5%	32%	21%
	48%	4%	45%	3%
	58%	9%	14%	19%
 Managing incoming media requests (i.e. quotes, photos, editorial and content resources, etc.)	53%	7%	37%	3%
	60%	5%	25%	10%
	52%	8%	39%	1%
	66%	7%	14%	14%
 Building relationships with social media influencers	44%	6%	35%	15%
	35%	0%	15%	50%
	50%	9%	37%	4%
	55%	16%	9%	20%
 Pitching story ideas to media outlets	38%	13%	32%	18%
	15%	15%	25%	45%
	45%	12%	33%	10%
	54%	14%	12%	21%

● ALL SPAS
 ● DAY SPAS
 ● RESORT/HOTEL SPAS
 ● RESOURCE PARTNERS

Does your company use an online media monitoring or communications resource (i.e. Cision, TrendKite, Meltwater, etc.)?



Approximately how many press releases has your company distributed within the past 12 months?

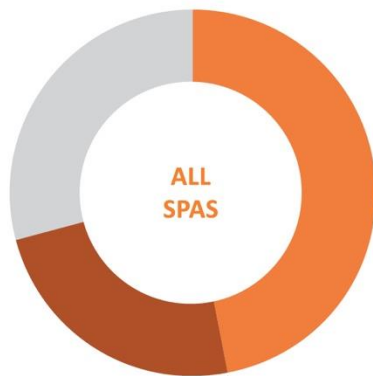
RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS	RESOURCE PARTNERS
1-4	20%	20%	22%	47%
5-10	21%	5%	25%	13%
11-15	6%	10%	6%	11%
More than 15	15%	5%	18%	6%
None	11%	45%	1%	21%
Do not know	27%	15%	28%	2%

Respondents were asked what they consider to be their company's most effective and/or creative PR initiative implemented in 2019. A selection of responses can be found below.

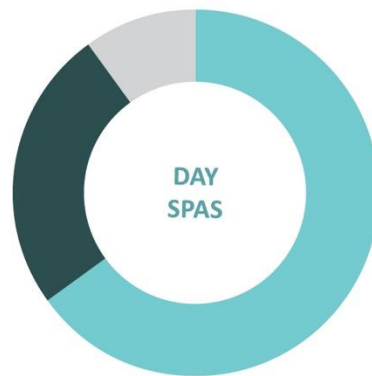
- A 55-year anniversary package to attract local clientele.
- Announcing the rankings that we were the number one spa in Ontario for the 3rd year and number two in Canada, awarded by Spas of America.
- Articles in industry publications.
- Becoming the Forbes Travel Guide Brand Official for Manicure and Pedicure.
- Blogs for specific providers and introductions of new providers.
- Community and grassroots events. Being out in the community.
- Consistency
- Continual statements and crisis communications surround conversations about human trafficking and its influence on the massage therapy profession.
- Email blasts
- Face-to-face meetings and desk sides.
- For the property they brought in Top Golf suites and the site rallied around that effort. Currently we brought in a Hydra Facial machine and built a couples' suite so there is a huge effort for marketing in the spa around those two categories.
- Hired a PR Agent to distribute our press release. The articles that have been written has provided traffic to our site.
- Hosted a press trip at Mii Amo to experience a preview of our new launch. Resulted in banner coverage and award wins for the brand.
- Houzz
- Influencer campaigns on social media. (2)
- Inviting influencers to the property to enjoy the spa, restaurant and hotel accommodations.
- It was popular during 2019 to have bloggers to come to hotel and spa for media promotions.
- It's a tie between our private label CBD line and our Soldier Boxes.
- Live radio broadcast
- Local media publications.
- Marketing to incoming guests as far as the spa is concerned.
- Marriott Bonvoy
- More targeted social media ads.
- New booking campaign commercials (for the hotels, not spa specifically).
- Not necessarily creative but we built a lot of brand interest by attending indie beauty expo.
- Our Passport to Wellness Event which invited members of press to "travel" the property with their Wellness Passport and visit all that Glen Ivy has to offer while get a stamp in their passport.
- Personal profile stories in editorial and advertorial.
- Pitching new trends related to our approach to wellness.
- Press release on new renovation.
- Press trips.
- Print advertising to coordinate with ongoing Blitz on Social Media - FB Instagram.
- Reaching out personally to the press based on prior relationships.
- Sending pitches to magazines. Engaging with influencers on Instagram.
- Social Media Campaigns

- Special Events (2)
- Successful unpaid influencer campaigns and media events at a destination spa.
- The introduction of our new brand.
- Very strong relationships based on experiencing the property for themselves vs. some packaged or canned experience.
- We are vying for acceptance in a caregiver community which is accustomed to using cosmetic products in their treatment protocols. Since we are not a cosmetics company, but a holistic pharmaceutical company and we were introducing an entirely different class of products to an audience that knew little or nothing about us, we needed to educate our target market. Having the experience of a knowledgeable PR firm on board helped us to distinguish our brand from the others in the spa class of trade. With the efforts of all the members of our PR team the Columbia Skincare brand is recognized by many if not most of the decision makers in the spa community today.
- We do press releases and articles in board room magazine.
- We have not been successful, many delays within the outsourced partner.
- We haven't done a lot of strategic PR in the past, which I believe is a big short coming but due to lack of resources. This year we hired someone on retainer to start some writing (a press release per month) Our leap into sustainable uniforms and our most recent initiative the Hospitality Lifecycle has been deliberate, well prepared and it made a big difference in media pick up
- Wellness Weekends
- When we had a contract with a PR firm, they sent 2 monthly releases out. 1 to Influencers/KOI and the other to Press. Our most successful initiative was partnering with a KOI surrounding their book release. We purchased her books and she promoted us on Good Morning America, in a few of her blog posts and on her website. This resulted in brand awareness and conversions.

Has your company paid a social media/online influencer to post or promote your company/brand in 2019?



No, and we have no plans to do so **47%**
 No, but we are considering it **24%**
 Yes **29%**



No, and we have no plans to do so **65%**
 No, but we are considering it **25%**
 Yes **10%**



No, and we have no plans to do so **40%**
 No, but we are considering it **24%**
 Yes **36%**



No, and we have no plans to do so **53%**
 No, but we are considering it **27%**
 Yes **20%**

Please share any success stories or lessons learned from your company's experience partnering with influencers. *A selection of responses can be found below.*

- As a small but fast-growing business, outsourcing the PR including partnerships with influencers is the result of lessons learned from doing it using limited internal resources.
- I am personally not a fan of influencers and haven't seen any positive traction from the few influencers we have hosted.
- Lesson learned: be sure to vet the influencers to be sure they represent your brand's image properly.
- Micro influencers can be more effective than trying to go "big."
- More brand awareness and exposure. More of an organic reach.
- Not much success. it was an Instagram influencer. Did not see many new clients because of this strategy.
- Totally depends on the influencer.
- Varied by brand.
- We have gained brand recognition and established partnerships with certain influencers to help promote our products.
- We have tried a number of services including PRIMP. These resulted in few sales. We had a successful partnership with a KOI, however it was before her fees became so high.
- We work with influencers for our Pedicure and equestrian division. We find the influencers are engaged and work on their followings and understand how to maximize reach.