



SNAPSHOT SURVEY

COVID-19 and Vaccination

RESULTS REPORT | MARCH 2021

MARCH 2021 SNAPSHOT SURVEY: COVID-19 AND VACCINATION

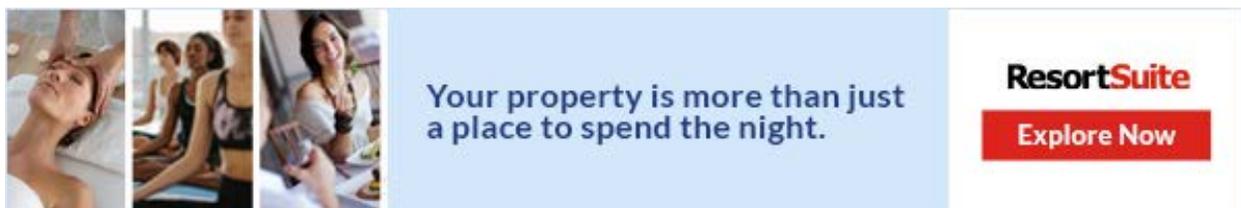
COVID-19 vaccination initiatives are underway around the world. Naturally, these vaccine rollouts have had an impact on the spa industry as leaders decide how best to—or even whether—to encourage employees to get vaccinated as hesitation persists among some groups. According to the results of this month's Snapshot Survey, just over half (53 percent) of spa respondents said that their spas will encourage vaccination among their staffs but will not offer additional incentives. Around one in five (22 percent) of spas do plan on offering incentives such as gift cards, stipends, paid time off or service credits to employees who choose to get vaccinated. Just three percent of spas survey indicated that they will mandate vaccination for employees, while 22 percent are either not planning to or are not sure if they will enact a specific vaccine-related initiative at their spa.

Resource partner respondents were far less likely to offer incentives to employees who get vaccinated (three percent), while more than half (54 percent) are either not sure about or have no plans to put a vaccination policy in place. However, 36 percent of resource partners say they will encourage employees to get vaccinated, while six percent will mandate it.

In large part, other COVID-19-related policies remain firmly in place, with 86 percent of spas reporting that they have not rolled back or eliminated those policies. Of the 14 percent of spa respondents who indicated that they had revised their COVID-19 policies, some said they have stopped requiring waivers and temperature checks upon arrival, while others have reduced or eliminated the cleaning time between services and reopened wet areas. As occupancy restrictions continue to be lifted or lightened in many areas, these trends appear set to continue. More than half (51 percent) of all spas are operating at a capacity of 56 percent or higher.

The results analysis of this survey includes answers from all 185 spa industry professionals who completed the January Snapshot Survey in an eight-day period from March 22, 2021 to March 29, 2021.

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The advertisement banner features three small images on the left: a woman receiving a facial treatment, two women in a spa setting, and a woman holding a glass. To the right of these images is a blue background with the text "Your property is more than just a place to spend the night." in white. Further right is the "ResortSuite" logo in red and black, with a red button below it that says "Explore Now" in white.

Your property is more than just a place to spend the night.

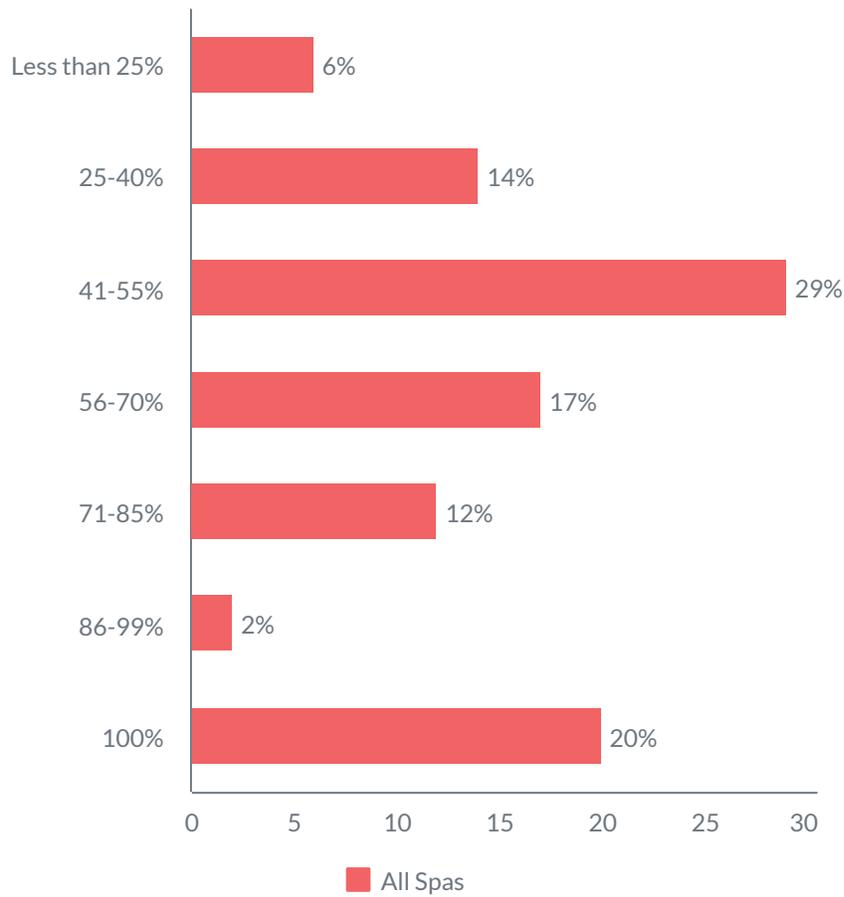
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Governmental restrictions have required some spas to reduce their maximum capacity as a result of COVID-19. Please identify the current capacity your spa is operating under for services/treatments.

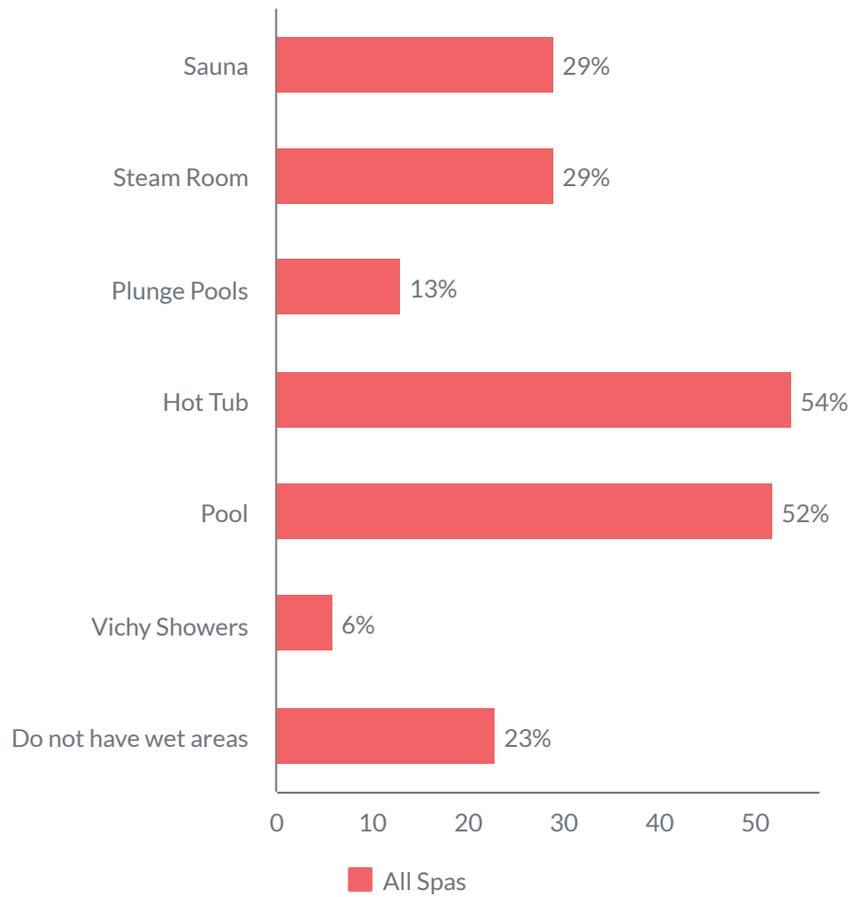
CURRENT OPERATING CAPACITY FOR SERVICES/TREATMENTS





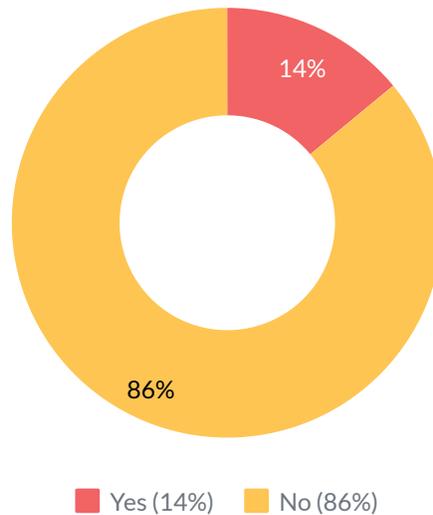
Which of the following wet areas/amenities are currently available at your spa?
Check ALL that apply.

WET AREAS/AMENITIES CURRENTLY AVAILABLE





Has your spa rolled back or eliminated any COVID-19-related policies or restrictions (symptom/temperature checks, mask mandates, etc.)?



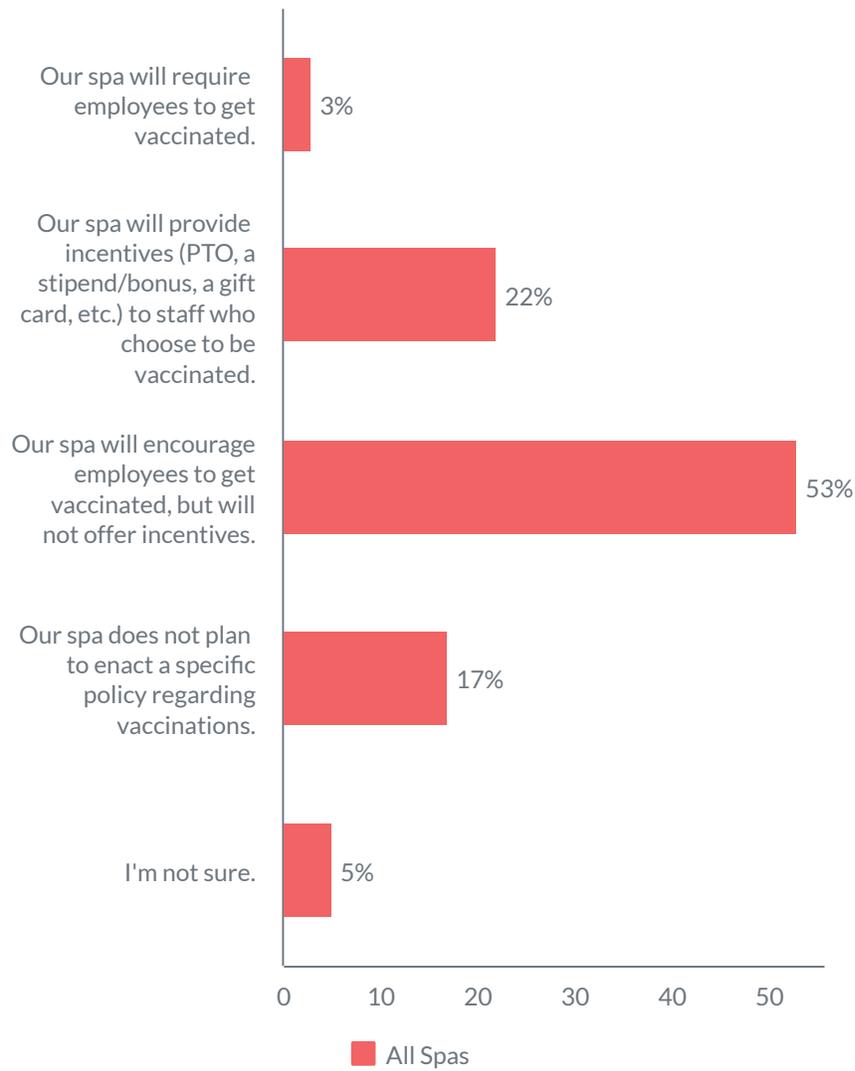
Please detail in the space below any COVID-19-related policies or restrictions (symptom/temperature checks, mask mandates, etc.) that your spa has rolled back or eliminated.

- Eliminated waivers and temp checks
- Full menu available, eliminated one way entrance
- Mask wearing throughout spa experience including treatments
- Still taking temps and wearing masks, but we did reverse some expecting mother's (high risk) policies.
- Symptom/temperature checks, masks, social distancing, staggered appointments, longer clean up time between spa reservations, new sanitation between mineral spring hot tub times (25 tubs), smaller groups of eight people rather than 20 people in our Oasis Lagoon Mineral Springs, we minimized our massages to three basic 60-minute massages for staggering purposes, we do not offer aromatherapy since they wear masks
- Temperature check at the spa for hotel guests if their temperature wasn't checked within two hours prior at the hotel entrance
- Temperature checks
- Temperature checks for all local guests entering the building
- We have eliminated all COVID-19 restrictions.
- We have rolled back the additional time between services. We have reopened Jacuzzis and plunge pools.
- We have stopped taking temperatures as well we removed cleaning blocks.



Which of the following best describes your spa's approach to COVID-19 vaccination?

APPROACHES TO COVID-19 VACCINATION





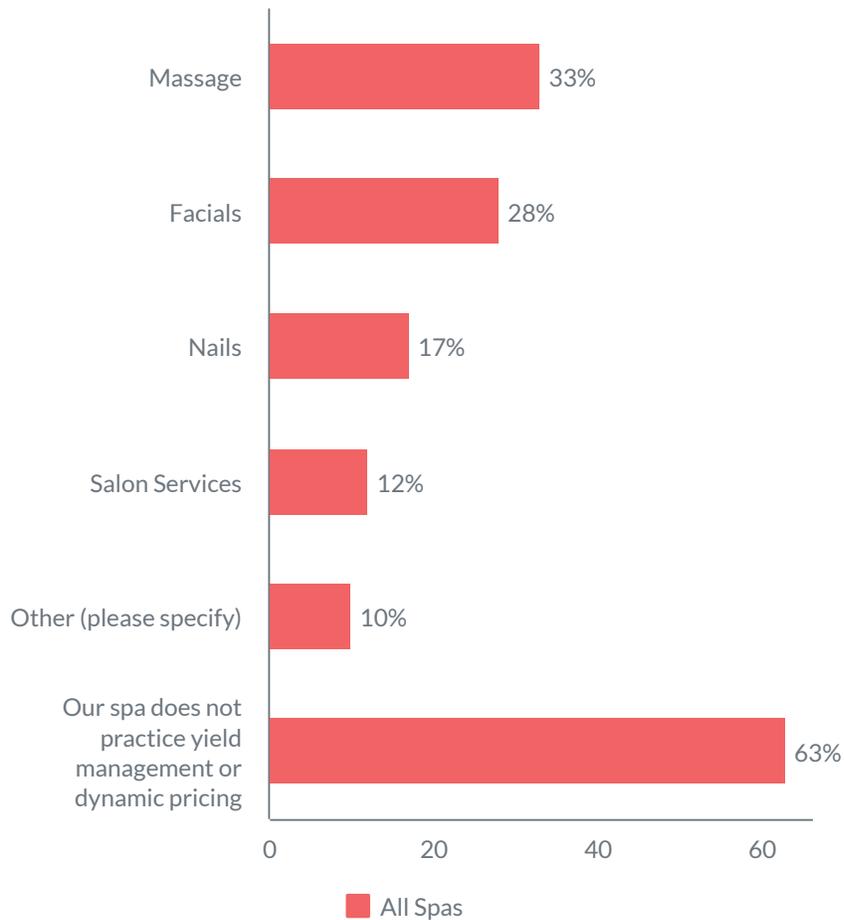
Please provide additional details (i.e. types of incentives offered, amount of time off offered to employees, communications strategy, etc.) regarding your spa's approach to COVID-19 vaccination policies below.

- \$50 gift card for employees that show they've received full vaccination.
- \$50 Gift Card Incentive for proof of vaccination.
- Four hours of pay
- Four hours of pay
- All spa employees are eligible for the vaccination since front facing hotel employees in New York are eligible. An email was sent to all encouraging staff to get the vaccine with links to schedule their appointment. I (spa director) was the first of the spa to receive it with many more already completed and more scheduled.
- Flex time
- Local government agencies state we cannot ask for employees to be vaccinated nor can we ask if they have been vaccinated. Many employees have volunteered the information that they have been vaccinated.
- Our spa is still closed but talking about opening if therapists will be vaccinated.
- Our spot is owned by a tribe of Native Americans who were among the first to get the vaccine which they did offer to all employees at no charge. The majority of our team members did take the opportunity to get vaccinated.
- Our staff is currently paid to get tested for COVID-19 on a bi-weekly basis. For those that have been fully vaccinated, they will no longer need to undergo our company-wide bi-weekly COVID-19 testing unless they exhibit COVID-19 like symptoms and need to go get tested. We'll provide vaccination information and how to sign up, but no incentives. Employees have both vacation and sick PTO that they may use if needed.
- The company is offering 4,000 CR point which is equal to \$100
- We are highly encouraging all spa employees to get vaccinated. We have many that have already started the process and several who are already fully vaccinated. Our company is also looking into having vaccines available on-site for employees.
- We are looking at offering gift cards.
- We are sharing all the FAQ's but the team will make their decisions.
- We had a guest speaker from Columbia Presbyterian Hospital speak to our entire team on the importance and safety of vaccines.
- We have also put a policy out about how to talk to guests about staff getting vaccinated—we cannot share with guests. We wanted our teams to have some language to use when speaking with guest when approached with questions.
- We have provided all employees as much information on the vaccines as we can—knowledge is power. We also have a place set up for them to get the vaccine if they want to.
- We hosted vaccination clinics for our employees and their family members, working in conjunction with a local physician.
- We will not discuss an associate's vaccination status with a guest. We will refer any questions regarding this to our published commitments to safety of guests and associates. We will also encourage therapists and associates not to discuss their health with a guest.
- We're providing vaccinated staff a \$100 service credit once fully vaccinated.



For which of the following services/treatments does your spa practice yield management or dynamic pricing (service price changes based on day/time it is booked)? Choose ALL that apply.

SPA SERVICES/TREATMENTS UNDER YIELD MANAGEMENT OR DYNAMIC PRICING





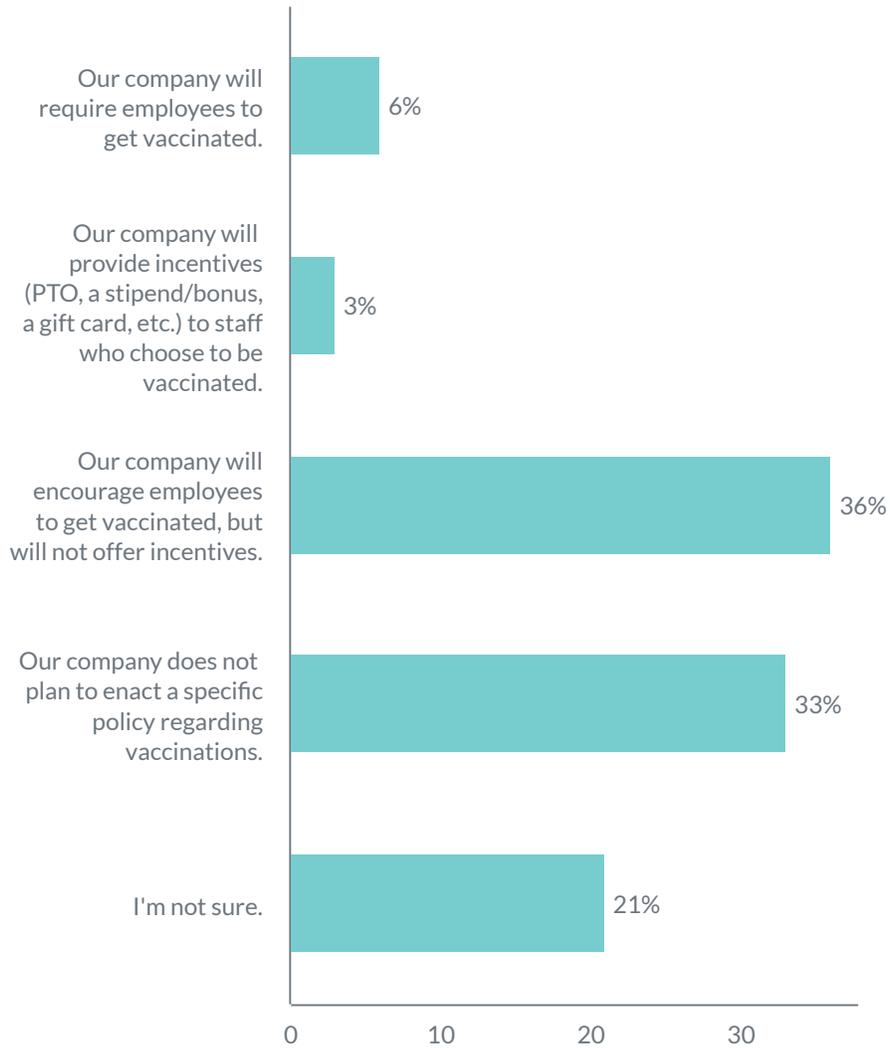
Has your spa adopted any new treatments, services, practices or revenue-boosting ideas during the pandemic that you plan to keep in place going forward?

- Reduced menus/surge pricing weekday and weekends and strong focus on packages
- An hour-and-15-minute service times for 50-minute services
- The most popular service and enhancements have been using CAUSE+MEDIC CBD in treatments which is also driving retail sales. Currently one in three clients who receive CAUSE+MEDIC in a treatment purchase in retail following their appointment
- Introduced new treatments: Seasons of Chakras
- Introduced a new experience: Night Spa
-
- Yes, we take reservations for our saunas and steam rooms to physically distance but we do not charge for usage.
- We are operating at 50% capacity and are fully booked most days; often unable to meet the demand for services. Yield management and dynamic pricing would be an interested practice once we're operating at 100% capacity.
- We've created more expensive/luxurious services that are here to stay
- We have temporarily suspended express services—we have noticed that because of this our average revenue per service and average revenue per day has increased as have compensation for our team. We are considering eliminating or very much restricting future use of express services.
- Unsure at this time
- We have developed a virtual membership utilizing resources from all of our locations. We offer over 70 classes online as well as workshops and events through our new app Mirbeau Balanced.
- We flipped to 60 minutes in 75-minute blocks, which has worked well for staff.
- We will keep the online booking features, automated pay features, masks for therapists (for the time being) and digital health waivers.
- We introduced yield management and midweek vs. weekend rates. We also increased pricing of all services.
- We are looking into this.
- Face Mask Recovery Facials
- We modified our business model to require reservations for hot tub soaking, require prepayment upon booking for soaking and spa services, and added lash and brow services, hand and foot eco-fin services, back facial and decollate facial that we will keep in place post-pandemic.
- Touchless Wellness Experiences based on technology
- We started a mask relief facial that we will keep as long as there is a mask mandate in our state. We have also increased our add-on menu—we are finding guests are doing 2-3 at a time. They want to feel taken care of and uber relaxed. We have also launched our Bubbles program. We have three levels of sparkling wine they can upgrade to. This is really helping with revenue since we are at 50% capacity for operating.



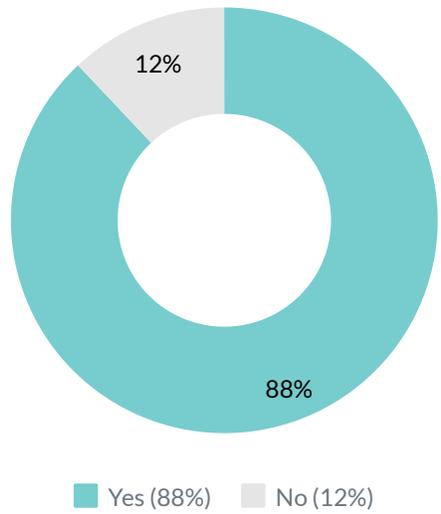
Which of the following best describes your company's approach to COVID-19 vaccination?

COMPANY APPROACH TO COVID-19 VACCINATION





Under normal circumstances, do your company's employees travel for work?



Please explain in detail your company's current employee travel policies/practices, including any restrictions you may have in place.

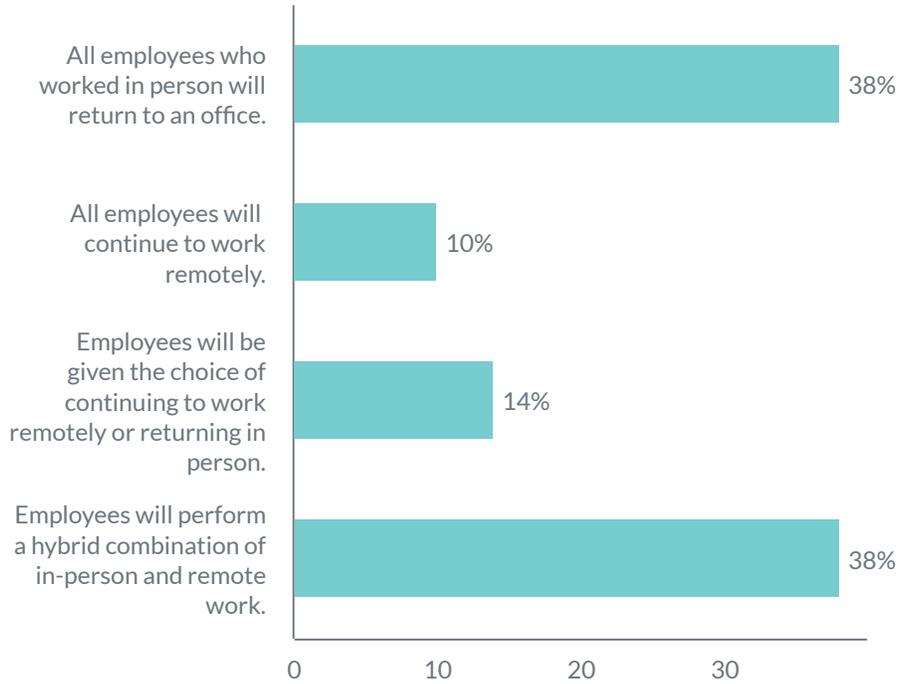
- A no travel policy
- All employees are on a travel ban.
- As of today, all employees who travel have been vaccinated. We strongly recommend wearing a mask and the six feet apart protocol. If you have a fever or any other COVID-19 symptoms, you must stay home.
- At present, all travel is cancelled. This includes trade shows, sales calls etc.
- At the moment, travel is on hold unless very necessary.
- At this time, travel has been suspended significantly. Small business meetings and events are possible but big trade shows and conventions have been put on hold until approximately June or July of this year.
- Currently, our policy is no travel. The Canada/US border is effectively closed and for the safety of our team, we are not requiring anyone to travel. All projects and training are handled remotely/virtually.
- Employees who normally require travelling as part of their work are grounded until we feel secure that the COVID-19 pandemic is over.
- Follow the current guidelines.
- I am the only employee and have begun traveling and only on a trusted carrier which implements good and safe COVID-19 restrictions. That company is Delta.

- Inconsequential since most spas are not doing on-site trainings. Team members do still travel to those partners that would like to train in person. We have had two corporate meetings during COVID for which team members flew in with no issues.
- International travel is restricted.
- Interstate travel is permitted to the employee's comfort level.
- Minimal travel—no air travel if no vaccines—along with one week in quarantine upon return from air travel and a PCR test with negative result is required before coming back in offices
- No current travel policies. Our employees generally do not travel for work. The partners do but we don't have any specific policies around COVID for travel.
- No one is currently traveling.
- No travel at this time as some are in Canada and some are in the USA. The borders remain closed at this time.
- No travel except for partners
- No travel until or after June 1, which will probably get extended.
- None
- They can currently travel to local accounts as long as they return home at night and do not have overnight stays in hotels.
- Travel by car within a short distance
- Very restricted. Permission based only.
- We are encouraging virtual training sessions and have switched our in-person meetings to Zoom for this first half of 2021. We will see what happens in the next several months.



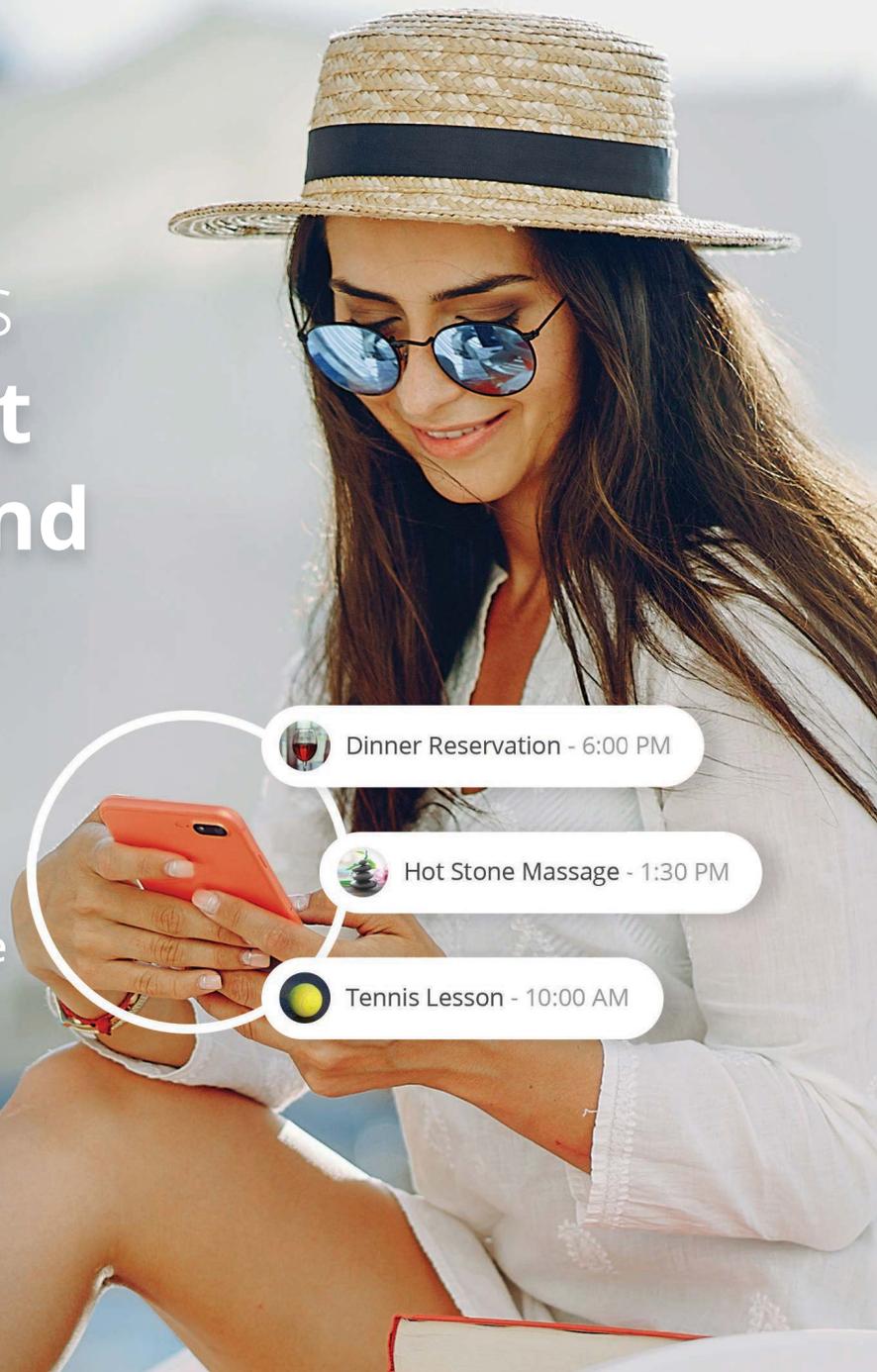
Which of the following best describes your company's outlook on remote work post-pandemic?

COMPANY OUTLOOK ON REMOTE WORK POST-PANDEMIC



Your property is more than just a place to spend the night

Allow your guests to
immerse themselves in a
complete booking experience
that goes beyond room
reservations



 Dinner Reservation - 6:00 PM

 Hot Stone Massage - 1:30 PM

 Tennis Lesson - 10:00 AM

Discover the many benefits
of a truly integrated
management system.

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