



SNAPSHOT SURVEY

QUARTERLY
REPORT

RESULTS REPORT | **OCTOBER 2024**

OCTOBER SNAPSHOT SURVEY: QUARTERLY PERFORMANCE

The October 2024 ISPA Snapshot Survey asked respondents to share details about their spa or company's third quarter performance (July 1, 2024- September 30, 2024) compared to the third quarter of 2023.

Compared to the same period in 2023, 51 percent of spas surveyed reported an increase in third quarter revenue, and over half of spa respondents reported an increase in profits. In addition, a total of 65 percent of respondents hired a new employee during the third quarter. However, 49 percent said spa visits were down in Q3 compared to the same quarter last year.

As for retail sales, a total of 16 percent of respondents indicated that their average revenue per treatment for Q3 exceeded \$25, while 19 percent of spas reported that their retail revenue per treatment remained unchanged.

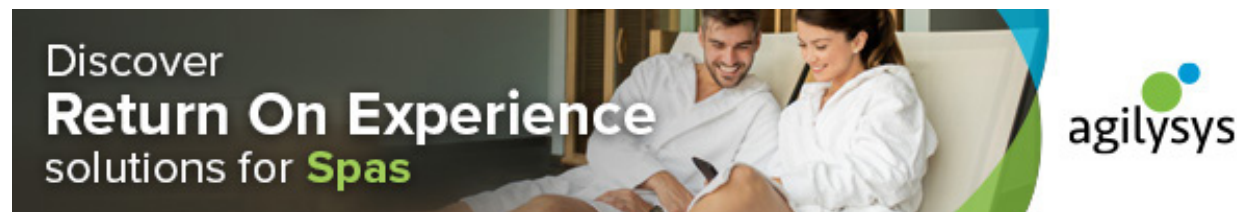
Resource partners remained steady during third quarter with 56 percent indicating an increase in revenue compared to the same period in 2023, and 58 percent reporting higher profits.

Compared to the third quarter of 2023, 50 percent of resource partners reported no change in their workforce, while 31 percent added new positions. Additionally, 24 percent of respondents noted an increase of more than 15 percent in their number of new accounts.

Both spas and resource partners also shared information related to their sustainability practices overall and in their treatment rooms and retail offerings.

The results analysis of this survey included answers from 254 ISPA members who completed the October Snapshot Survey from October 18, 2024, to October 28, 2024.

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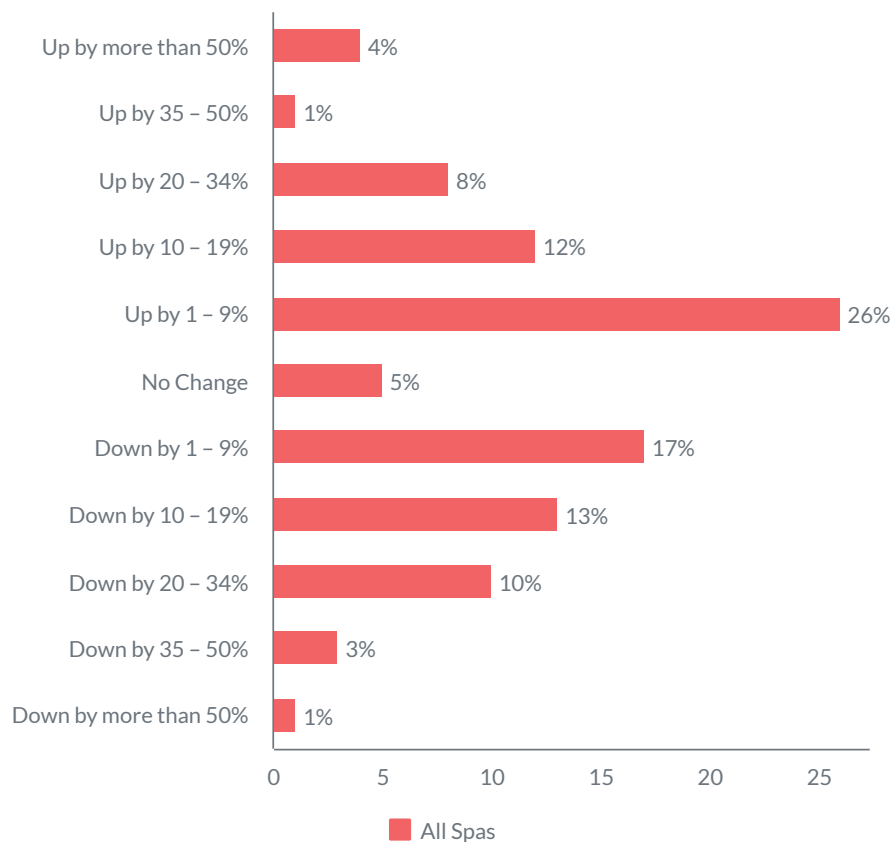
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What was your gross revenue change for the third quarter of 2024 compared to the third quarter of 2023?

GROSS REVENUE CHANGE



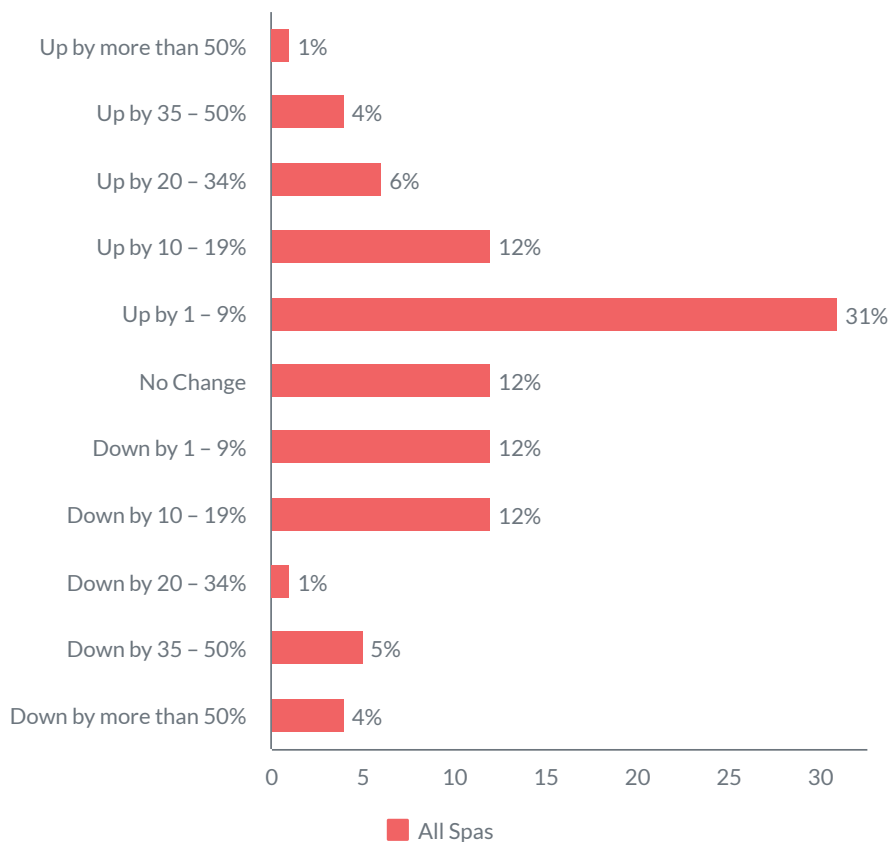
Gross Revenue Change | ALL SPAS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	1st Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Up by more than 50%	8%	9%	13%	3%	0%	3%	3%	2%	4%
Up by 20-50%	23%	28%	22%	20%	14%	18%	19%	18%	9%
Up by 1-19%	48%	45%	39%	44%	45%	46%	50%	47%	38%
No change	8%	5%	12%	11%	5%	9%	5%	10%	5%
Down by 1-19%	12%	12%	11%	17%	32%	20%	20%	17%	30%
Down by 20-50%	3%	1%	3%	4%	3%	3%	2%	3%	13%
Down by more than 50%	0%	0%	0%	0%	1%	0%	0%	1%	1%



What was your profit change for the third quarter of 2024 compared to the third quarter of 2023?

PROFIT CHANGE



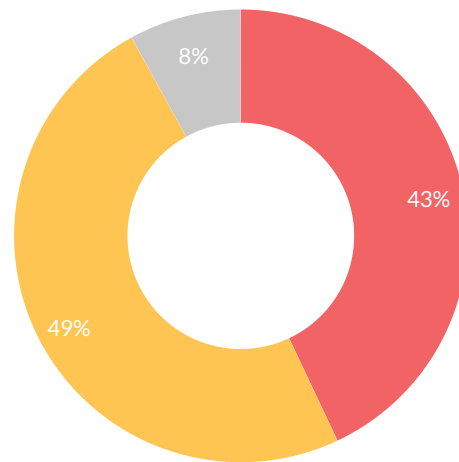
Profit Change | ALL SPAS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Up by more than 50%	7%	10%	13%	5%	1%	7%	8%	6%	1%
Up by 20-50%	20%	18%	18%	15%	6%	13%	9%	10%	10%
Up by 1-19%	45%	44%	39%	46%	43%	49%	55%	15%	43%
No change	9%	12%	13%	15%	12%	8%	5%	17%	12%
Down by 1-19%	17%	14%	18%	18%	33%	22%	19%	18%	24%
Down by 20-50%	2%	2%	1%	2%	9%	2%	2%	3%	6%
Down by more than 50%	0%	0%	0%	0%	1%	0%	1%	1%	4%



How did your number of spa visits change for the third quarter of 2024 compared to the third quarter of 2023?

CHANGE IN SPA VISITS



■ Spa visits were up (43%) ■ Spa visits were down (49%) ■ No change (8%)

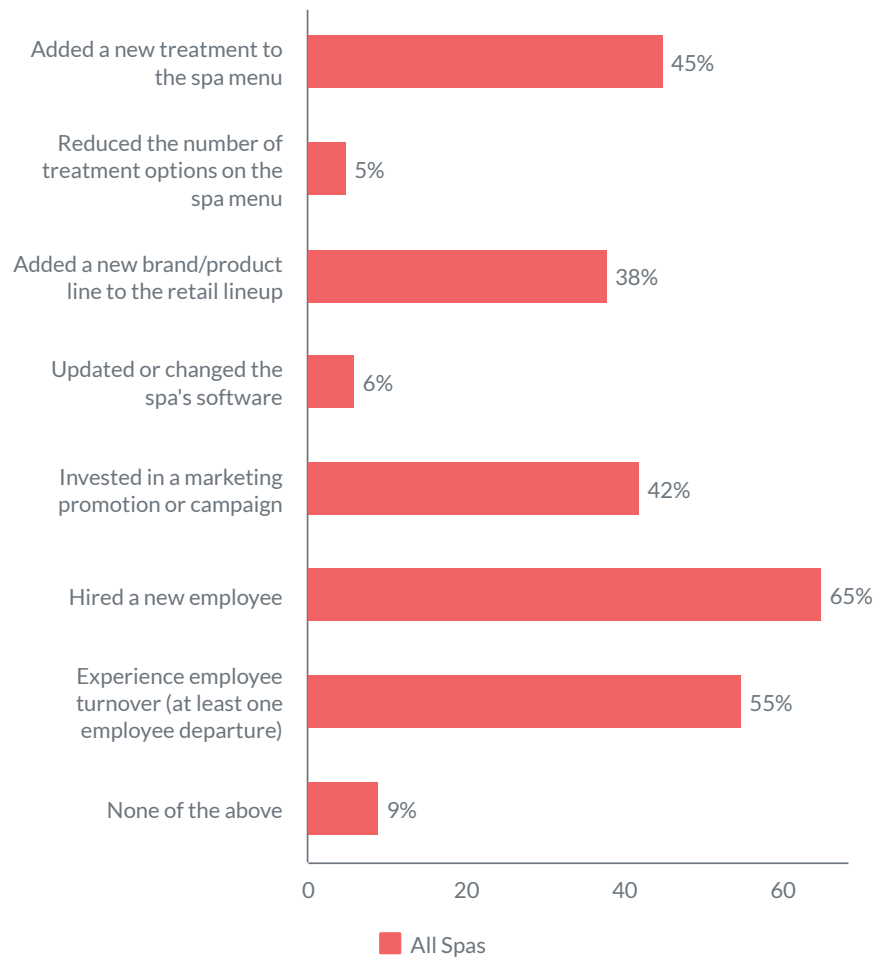
Change in Spa Visits | ALL SPAS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Spa visits were up	62%	75%	70%	49%	46%	59%	64%	48%	43%
Spa visits were down	18%	17%	19%	34%	46%	25%	31%	41%	49%
No change	19%	8%	11%	17%	8%	16%	5%	12%	8%



Which of the following, if any, did your spa do during the third quarter?

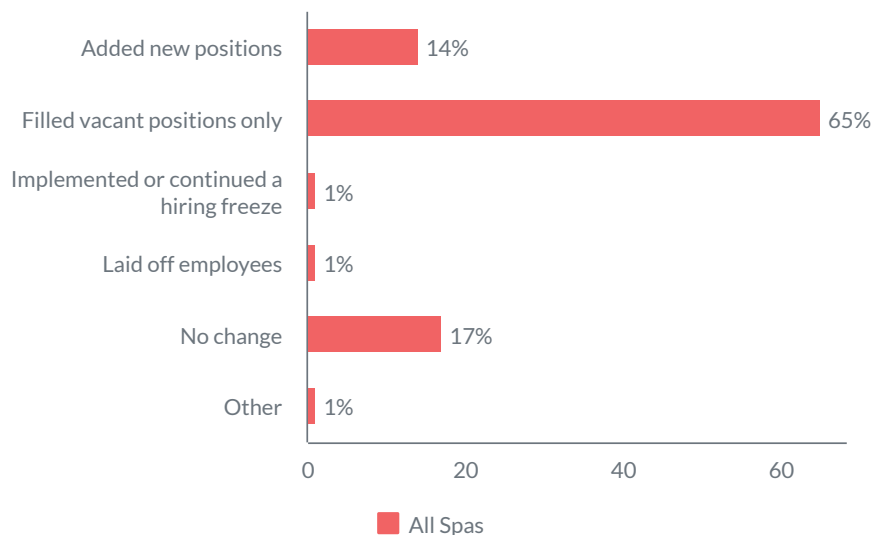
SPA ACTIVITIES DURING THIRD QUARTER





Which of the following best describes your workforce changes for the third quarter of 2024?

WORKFORCE CHANGES



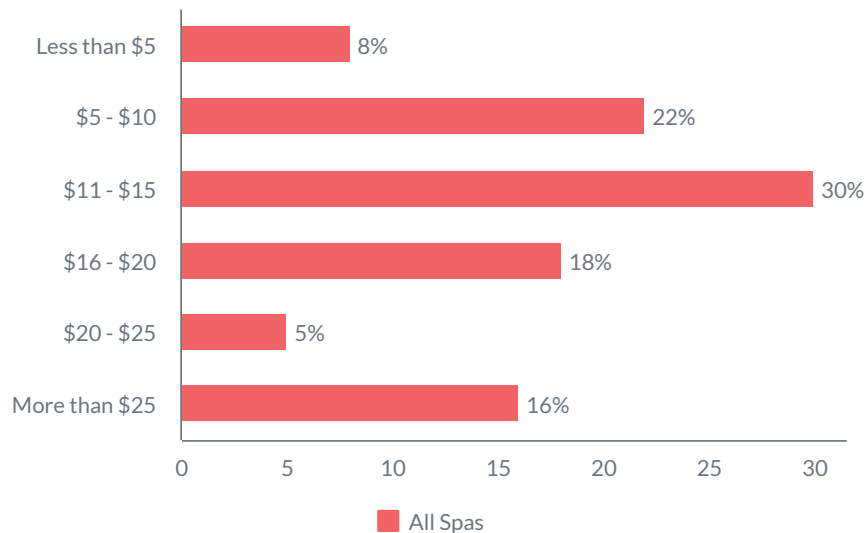
Workforce Changes | ALL SPAS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Added new positions	27%	38%	43%	19%	20%	26%	27%	23%	14%
Filled vacant positions only	42%	40%	34%	55%	56%	46%	46%	48%	65%
Implemented a hiring freeze	3%	1%	3%	1%	4%	2%	1%	3%	1%
Laid off employees	4%	0%	0%	0%	0%	0%	1%	1%	1%
No change	17%	20%	13%	22%	19%	24%	22%	20%	17%
Other	8%	1%	7%	3%	1%	2%	3%	5%	1%



What was your spa's average retail revenue per treatment for the third quarter of 2024?

AVERAGE RETAIL REVENUE PER TREATMENT



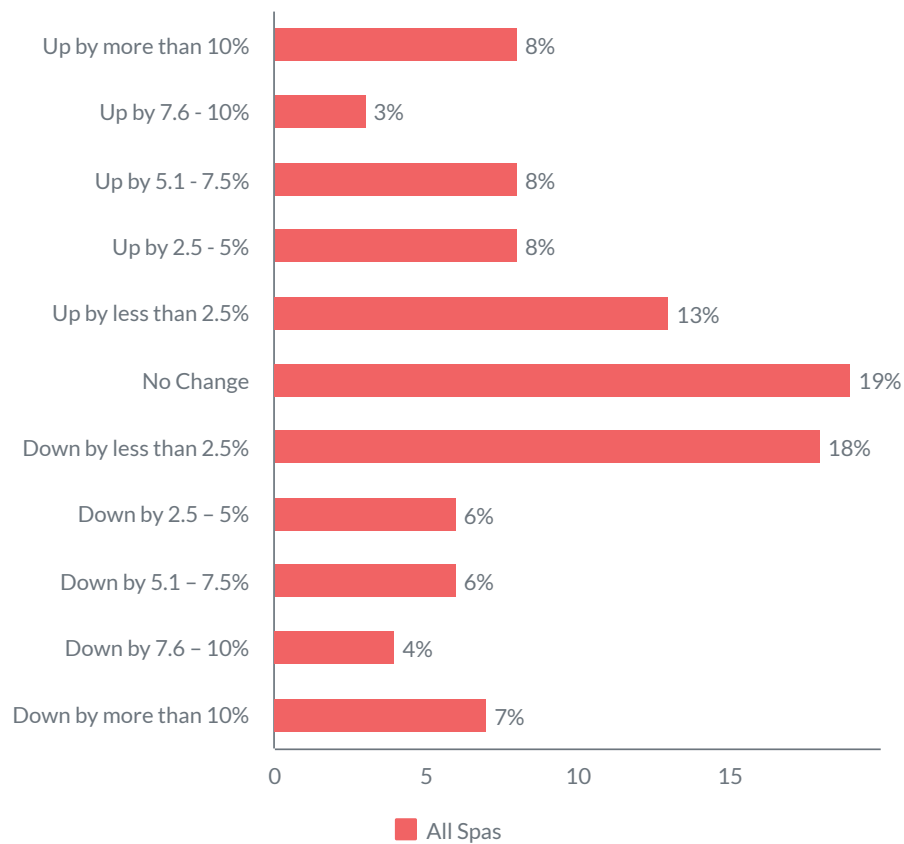
Average Retail Revenue Per Treatment | ALL SPAS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Less than \$5	6%	9%	15%	11%	10%	19%	10%	10%	8%
\$5 - \$10	25%	16%	25%	22%	15%	15%	24%	20%	22%
\$11 - \$15	11%	22%	18%	23%	21%	22%	19%	29%	30%
\$16 - \$20	17%	14%	15%	20%	19%	15%	15%	13%	18%
\$20 - 25	17%	17%	8%	10%	16%	6%	12%	13%	5%
More than \$25	24%	23%	18%	14%	18%	22%	20%	16%	16%



What was your spa's change in retail revenue per treatment for the third quarter of 2024 compared to the third quarter of 2023?

CHANGE IN RETAIL REVENUE PER TREATMENT



Change in Retail Revenue Per Treatment | **ALL SPAS**

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Up by more than 10%	11%	13%	10%	9%	4%	14%	16%	6%	8%
Up by 7.6 - 10%	3%	7%	7%	5%	3%	5%	4%	4%	3%
Up by 5.1 - 7.5%	7%	13%	1%	5%	6%	13%	5%	11%	8%
Up by 2.5 - 5%	22%	18%	13%	18%	17%	11%	22%	16%	8%
Up by less than 2.5%	17%	12%	13%	14%	27%	12%	11%	18%	13%
No Change	25%	12%	32%	29%	19%	23%	17%	18%	19%
Down by less than 2.5%	7%	9%	13%	12%	9%	8%	14%	10%	18%
Down by 2.5 - 5%	1%	6%	8%	3%	7%	6%	0%	9%	6%
Down by 5.1 - 7.5%	4%	3%	1%	0%	3%	2%	4%	3%	6%
Down by 7.6 - 10%	3%	4%	0%	0%	3%	2%	3%	4%	4%
Down by more than 10%	4%	1%	2%	5%	3%	4%	3%	3%	7%



Which of the following environmental sustainability practices, if any, has your spa implemented?

SUSTAINABILITY PRACTICES IMPLEMENTED





How are you effectively integrating sustainability practices in your treatment rooms or retail offerings?

- Offering products from companies that support sustainability.
- Our linens and bathrobes are microfibers therefore, there is no ironing process, all plastic bottles are recycled
- Our spa retail products are environmentally friendly and certified.
- Reduced pre portioned ramekins by bringing back portion bowls. Enhancements portioned before treatment begins.
- Removing all plastic and disposable containers being used to dispense products. Choosing sustainable packaging for retail items that have a low carbon footprint.
- Sustainable linens, sustainable laundry practices, partnerships with vendors who have sustainable practices and packaging.
- Sustainable supporting brands
- The majority of our retail and back bar products are sourced from a certified b corporation. A certified b corporation is a business that meets high standards of social and environmental performance, accountability, and transparency. These companies aim to balance profit with purpose, using their business to positively impact workers, communities, and the environment.
- This has not been a large focus at our property, but we are hoping to incorporate more initiatives this winter season.
- Utilizing reusable cups, dispensers, storage. Reusing and or recycling bulk product containers once empty, donation of phased out linen & terry, eco-conscious retail product offerings.
- Very effective! My team and i are making sure we not using any plastic and introduced most of the items which can be reusable, and bamboo made.
- Water conservation. Prominent use of glass and reusable plastic in spaces. Brand partners which also support sustainable practices
- We focus on working with brands that prioritize sustainability. Our building is leed certified.
- We have now removed all plastics from the spa. No more water bottles in our steam and sauna area.
- We look to incorporate vendors that use sustainable materials in their products.
- We minimize the use of any disposable products, and prefer using house washed rags rather than paper products. We compost all paper towels used on site. We always aim to bring in products that are organic, natural and/or sustainably made.
- We only provide robes to guests with multiple appointments, compost sponges and other treatment and guest supplies. We do our best to source local, sustainable retail offerings.
- We pick brands that have sustainable agendas and give back
- We use as few disposables as possible in the treatment room. (ex: no table paper for waxing, just towels, reusable under eye pads, etc,) every retail item we carry is carefully vetted for ethical, sustainable and clean ingredients, practices and sourcing. We sell as few single use and disposable items as possible. We also try and only sell U.S. based or locally made goods to cut down on the environmental impact of global shipping. We are totally paperless except for business cards and retail bags (which most clients don't want.) We really try!!

- We use high efficiency light weight fabrics that reduce energy usage. Our primary goal is to work with vendors that are also operating with sustainable practices and clean ingredients. Educating our guest consumers is another critical area which relays into the back of hour amenities and retail telling the story of each brand.



Please describe any successful environmental sustainability initiatives implemented by your spa or conducted in partnership with another organization.

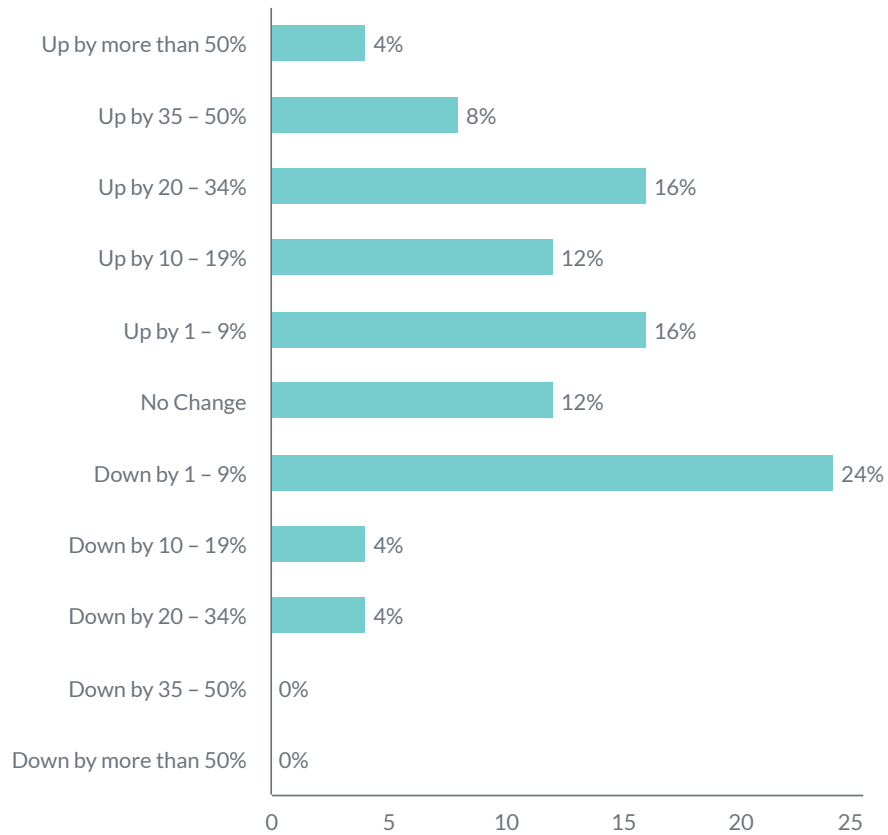
- All our spa vanity amenities are bamboo based only such as toothbrush, razors, combs and paper packaging for cotton buds and paper mouthwash cups.
- As supported by our community waste program, all facilities have the three-bin program in place: waste, recycle, compost. Eliminated plastic guest amenities (brushes, combs, razors, etc) for biodegradable product.
- Currently working on initiatives to become more sustainable both front and back of the house. The small changes really do make a big difference starting with removing or decreasing the use of plastic containers.
- Join the Pipe - gift re-usable biodegradable bottles made of sugarcane encouraging re-use throughout the property. On top of purchasing for each staying guest we donate an additional dollar to their project - reducing plastics and improving water access in the developing world. Safe approx 250k water bottles a year throughout property.
- Partnering with local farms and ranches to reduce food map.
- Replaced all trash bags, guest amenities with eco friendly items
- Sandals from Feelgoodz are from Recycled towers and water bottle wrappers.
- Spa products and lockers amenities were implemented respecting the environmental sustainability.
- We compost, recycle, turn off all equipment, set our thermostats low overnight and use LED lightbulbs.
- We do not offer any reusable cups for tea or water. We have a restaurant grade dishwasher.
- We have implemented a bathing suit spinner due to the plastic bag bylaw and it has been very well received.
- We have replaced our razors, combs, shower caps, and toothbrushes with sustainable options.
- We offer emerginc Skin Care which is certified carbon neutral through their partnership with Carbonfund.org. Also, their office runs on wind power, and approximately 80% of their products are manufactured using this renewable energy source.
- We partner with Green Circle Salons and are able to recycle all paper, plastics, metals, hair clippings, used nail implements and discarded waxing papers and sticks. This program has greatly reduced our salon/spa waste and has attracted new employees that are looking at what businesses are doing to reduce or recycle.

- We started using rechargeable batteries instead of disposable for our spa candles. Our resort also offers guests free reusable water bottles during their stay to cut down on plastic. We do also use compostable cups for guest beverages.
- We try to recycle much of what we use on a daily basis. We use sustainable retail bags. Our products that we use in our treatments and sell are sourced from a Certified B Corporation. We use water efficient laundry machines to do our laundry in-house. Our light bulbs are LED.
- We use a company called Ridwell to pick up hard to recycle items like lightbulbs, batteries, cloth, multi layer plastics, bubble wrap, etc. The collection box sits by our front entrance.
- Working with Fill It also known as pathwater for our Logo water bottles we removed our plastic bottles and use refillable locations throughout. We integrated a QR code that reduced our paper menu purchases by over 5,000 a year while enhancing the guest experience and reducing outdated materials waste.



What was your gross revenue change for the third quarter of 2024 compared to the third quarter of 2023?

GROSS REVENUE CHANGE



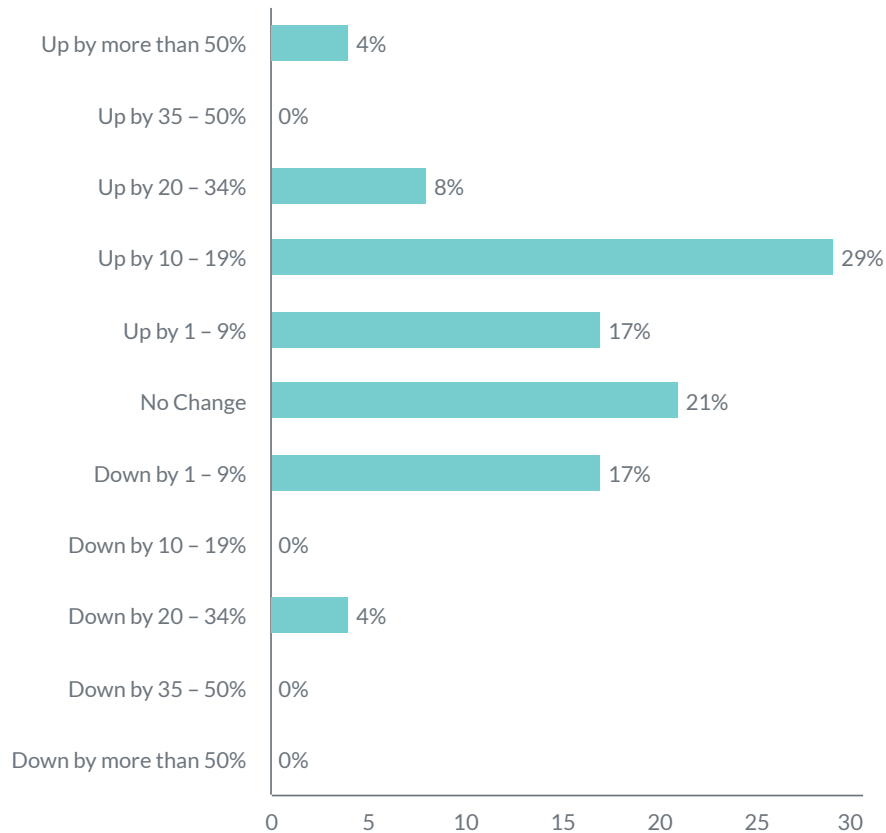
Gross Revenue Change | **RESOURCE PARTNERS**

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Up by more than 50%	4%	2%	8%	6%	3%	6%	8%	0%	4%
Up by 20-50%	67%	37%	18%	15%	21%	29%	20%	6%	24%
Up by 1-19%	18%	42%	46%	45%	53%	45%	36%	52%	28%
No change	4%	17%	18%	23%	15%	11%	14%	24%	12%
Down by 1-19%	8%	0%	10%	6%	6%	6%	20%	17%	28%
Down by 20-50%	0%	2%	0%	6%	3%	0%	3%	0%	4%
Down by more than 50%	0%	0%	0%	0%	0%	3%	0%	0%	0%



What was your profit change for the third quarter of 2024 compared to the third quarter of 2023?

PROFIT CHANGE



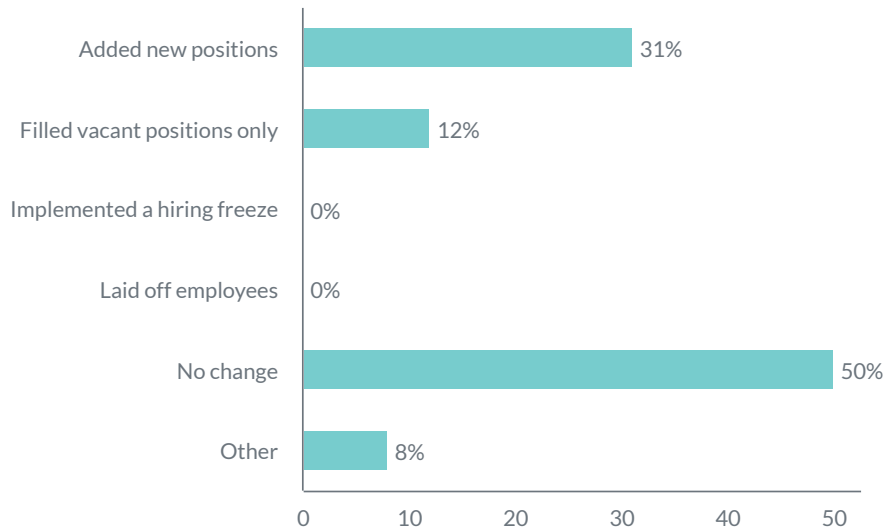
Profit Change | RESOURCE PARTNERS

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Up by more than 50%	4%	6%	3%	6%	6%	0%	6%	0%	4%
Up by 20-50%	40%	19%	24%	15%	18%	12%	18%	11%	8%
Up by 1-19%	32%	54%	35%	33%	45%	57%	34%	50%	46%
No change	16%	17%	32%	26%	18%	23%	20%	32%	21%
Down by 1-19%	8%	2%	3%	15%	9%	3%	20%	14%	17%
Down by 20-50%	0%	2%	3%	6%	3%	0%	3%	8%	4%
Down by more than 50%	0%	0%	0%	0%	0%	6%	0%	0%	0%



Which of the following best describes your workforce changes for the third quarter of 2024?

WORKFORCE CHANGES



Workforce Changes | **RESOURCE PARTNERS**

	3rd Qtr 2022	4th Qtr 2022	1st Qtr 2023	2nd Qtr 2023	3rd Qtr 2023	4th Qtr 2023	1st Qtr 2024	2nd Qtr 2024	3rd Qtr 2024
Added new positions	43%	26%	49%	40%	38%	18%	42%	36%	31%
Filled vacant positions only	18%	17%	13%	14%	12%	14%	11%	4%	12%
Implemented a hiring freeze	-	2%	0%	0%	6%	0%	0%	8%	0%
Laid off employees	4%	8%	3%	0%	3%	4%	0%	0%	0%
No change	36%	47%	36%	37%	38%	64%	44%	52%	50%
Other	37%	0%	0%	9%	3%	0%	3%	0%	8%



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 2024 compared to the third quarter of 2023?

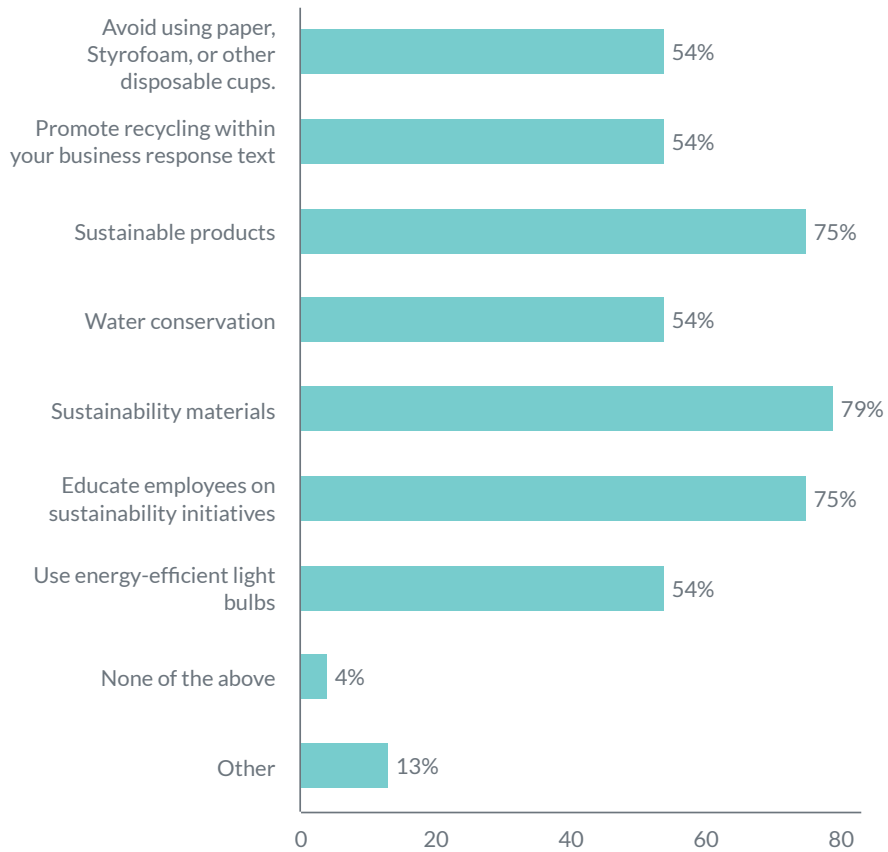
CHANGE IN ACCOUNTS

	UP MORE THAN 15%	UP 1 - 15%	NO CHANGE	DOWN 1 - 15%	DOWN MORE THAN 15%
Number of new accounts	24%	44%	16%	16%	0%
Number of repeat clients	21%	25%	33%	21%	0%
Number of account closures	9%	9%	70%	13%	0%
Number of international accounts	13%	29%	58%	0%	0%



Which of the following environmental sustainability practices, if any, has your business implemented?

SUSTAINABILITY PRACTICES IMPLEMENTED





Please describe any successful environmental sustainability initiatives implemented by your business or conducted in partnership with another organization.

- In Kind Direct - distributed personal care items tackling hygiene poverty
- Moving all product to glass versus single use plastics and moving samples to recyclable tubes.
- Our new office was painted using 100% natural paint , which was made from cow dung. It is chemical free and extremely safe as compared to commercial paint. Through this initiative we supported women, as the manufacturer is a women led business. We also supported farmers , as the cow dung is bought from them to make the paint. This gave the farmers an extra source of income.
- Partnered with RSPS (Europe's largest conservation charity)
- We are proud of our sustainability from our recycling packaging to water conservation.
- We are sponsors of Sea Cleaners and World Ocean Clean-up Day.
- We continue to sponsor and support environmental and humanitarian organizations, such as Trees for the Future®, Sustainable Harvest®, the Green Spa Network®, and the Red Cross®
- We use advanced research into biodegradable plastics for our bottles, funded multiple projects on compostable new materials science options for our packaging and place environmental activism as a mainstay of our brands
- World Clean-up Day - ELEMIS Litter Pick Up at Madison Square Park (Our employees in London and Bristol participated in their markets)

Imagine...

...if you could optimize revenue and profits with forecasting logic that enhances **Dynamic Availability** and **Dynamic Pricing** ensuring your spa books *the right guest for the right service at the right time and at the right price*—all while AI-based algorithms constantly minimize booking gaps that cost you time, resources and money.

Imagine no more... *now you can.*

 Spa
powered by **guestsense.ai**TM

Dynamic Availability

Change menu mix based on demand



Dynamic Pricing

The AI model constantly adapts & adjusts prices based on availability & arrival




agilysys
High Return HospitalityTM



Snap to get started!