



WORLD SPA & WELLNESS

CONVENTION 2018

DELIVERING THE PROMISE

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EXEMPLARY CUSTOMER SERVICE

Expectations have risen for all properties as guests are more experienced and well-travelled

The standards for Forbes Five-Star designated properties have become more competitive, and spas must achieve a 92% in shops

Facilities must not only be pristine, but also stay current with technological advances and trends

Service must be exceptionally personalized, thoughtful, surprising and gracious throughout the spa journey

Spa and wellness areas must have a unique theme that stands apart from the competition

Story telling is integral to creating a memorable customer experience

FIVE-STAR NECESSITIES

- Uniforms
- Robes
- Slippers
- Combs
- Brushes
- Razors
- Contact Lens Cases & Solution
- Foot Powder
- Shaving Cream
- Face Moisturizer
- Flat Iron
- Curling Iron
- Powerful Blow Dryer
- Shower Cap
- Feminine Hygiene Products
- Toothbrush & Toothpaste
- Towels
- Bath Mats
- Washcloths
- Hair Gel & Hair Spray
- Mouthwash & Cups
- Shampoo
- Conditioner
- Body Wash
- Hand Wash
- Fruit
- Snacks and Treats
- Tea Display
- Logo Cups
- Logo Cocktail Napkins
- Tea Amenities
- Shoe Covers for Wet Areas
- Logo Water Bottles
- Fresh Flowers
- Diffusers
- Music Selection
- Lighting Selection
- Temperature Selection
- Guest Waivers
- Aromatherapy Selections
- Table Runners & Blankets
- Fruit Water
- Showers in Treatment Rooms
- Magazines in Perfect Condition
- Newspapers in Perfect Condition
- Logo Thank You Notes
- Fond Farewell Gift
- Proper Verbiage



SMALL SPA
*LUXURY ON
A BUDGET*

If your Average Treatment Price is extremely competitive, then budget the Cost Per Guest <10%, and count on that amount being a guarantee Cost Per Visit.

Focus on a consistently spartan, neat, and crisp space – less is more

Train staff daily on attention to detail, verbiage, anticipatory service, and graciousness – let them shine

Be a strict watchdog for your brand & color pantones: retail, amenities & decor

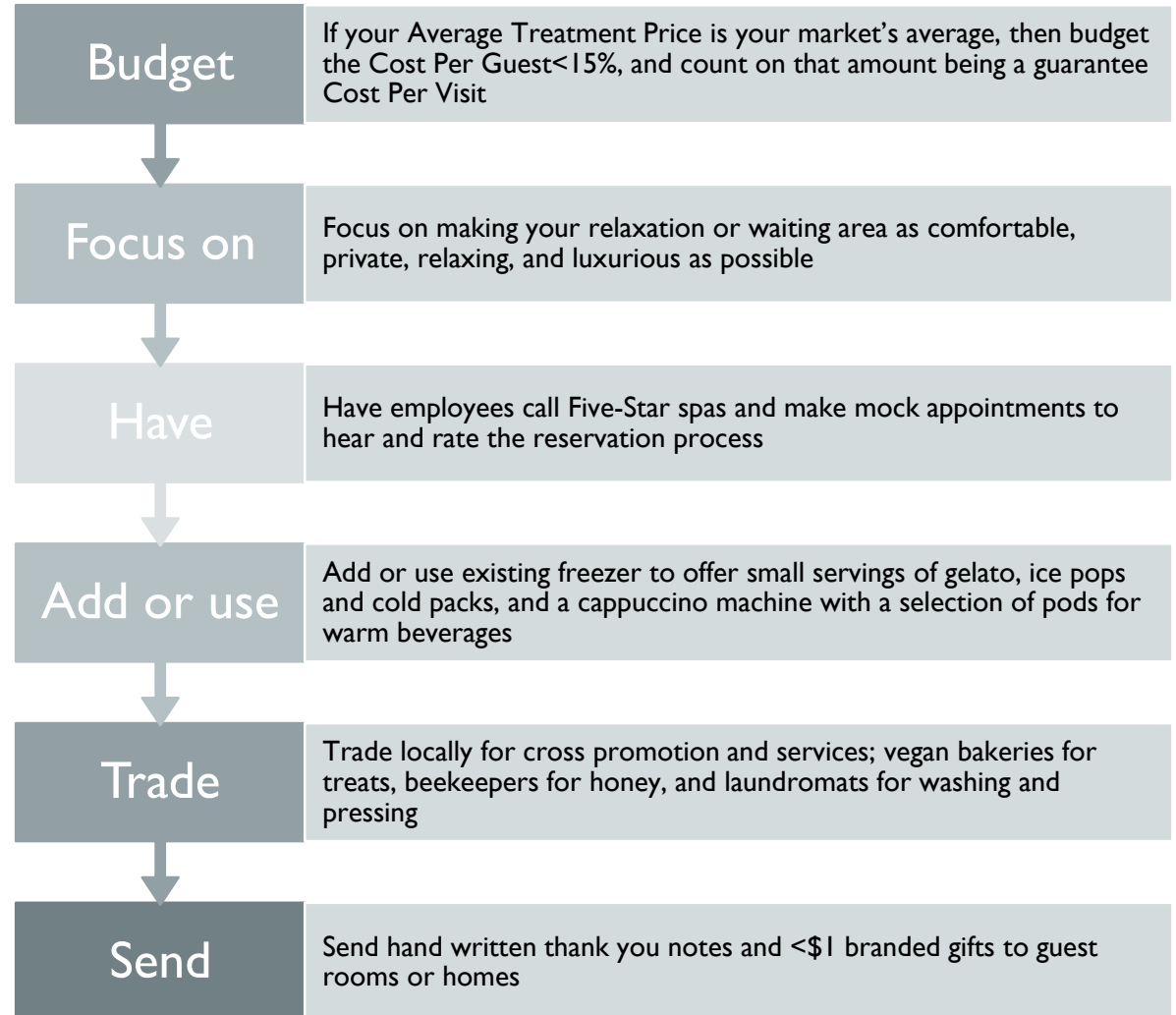
Have higher priced and smaller (easier to take) amenities available upon request and offer a framed list of the items

Keep uniforms inexpensive, simple and consistent with lab coats, scrubs, and aprons

Add elements of luxury by offering interesting beverages and treats, displaying a few pieces of high end décor

Integrate added values to your services like soothing eye and neck treatments

MID-RANGE SPA
CREATING A THIRD
SPACE



LARGE SPA *BE ASPIRATIONAL*

If aspiring towards Five-Star, then plan budget for 40-50% payroll and 20-25% operating expenses of gross revenue

Have employees visit Five-Star properties and reimburse just for a drink

Give employees homework and provide them with spa rewards for high marks

Use radios and ear pieces to communicate with staff at all times

Brand all amenities with logo, and use a signature scent to be memorable

Use washcloths on trays with hampers instead of tri-fold towels

Add delightful surprises to lockers such as branded inspirational cards, bath kits, and scrub packets

Display fresh flowers everywhere possible

DELIVERING YOUR PROPERTY'S PERSONALITY

A memorable experience –
something for the guest to talk about
when they leave

Notable elements throughout

Consistent story telling throughout the
guest's journey

A sense of place





NAME PERSONALIZATION

Hand written on thank you letters

Thoughtfully printed on amenities

Engraved onto wooden hangers

Monogrammed onto robes

Embroidered onto mats when possible

Discreetly and creatively tagged on retail
hold and recommendation tags





UNIQUE OFFERINGS

All elements must pair seamlessly with one another

Find a way to make guests smile

Consider all of the senses when creating a space and story telling

Put yourself in the shoes of the guest

W T S I N T E R N A T I O N A L
Building better lifestyles.™

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THANK YOU!

Contact me anytime for more information!