General Criteria for Spa and Wellness Hotels

Essentials and operating requirements for planning spa areas and the differences between Europe, Asia & the USA.

Annika Jackson
Managing Director
Raison d'Etre
raisondetrespas.com
Enhancing wellness in a sustainable and profitable framework, while developing people to their maximum potential.
IT ALL STARTED WITH...

SONEVA FUSHI, MALDIVES

LATER SIX SENSES
ANOTHER FIVE MALDIVIAN SPAS ...

HILTON RANGALI

MALDIVES FIRST OVER WATER SPA
THEN CAME AMAN...

Amanpuri opened in 2001, then another 15 spas
TAJ JIVA
SPAS...

Created the Taj Jiva Grande brand and built the Taj spa division.
SPA BRANDS CREATED
ANOTHER 100 PROJECTS IN 60 DIFFERENT COUNTRIES

Four Seasons - Doha
Atlantis the Palm - Dubai
Capella Auriga Spa - Singapore
Taj Jiva Wellington Mews Club - Mumbai
One & Only St. Geran - Mauritius
Orient Express Nazarenas - Peru
Cascades Spa - Egypt
LivNordic Spa - Stockholm
The Seari - India
Kempinski the Spa - Bangkok
Amangani - USA
Four Seasons Bosphorous - Turkey
Anassa - Cyprus

And many more.....
ANOTHER CLAIM TO FAME

#1 in Travel + Leisure World’s Best Awards Destination Spa 2007 & 2009
Spa differences
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<td>LUXURY</td>
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WELL KNOWN EXAMPLES

EUROPE
Lanserhof
Viva Myer Clinic
Nordic Spa & Fitness – Liv Nordic
Caudalie Spa

ASIEN
ChivaSom
Jiva Spas
Kamalya
Ananda
Six Senses

US
Miraval
Mii amo
Spa Montage
Equinox Spa
Hotels worldwide are increasingly finding that spas can drive Guest bookings, with nearly half of the respondents in a 2012 global survey stating that the existence of a spa is an important factor in selecting a hotel.

*Blue Paper: Emerging Global Spa Trends, Hilton Hotels & Resorts*
TRAVEL TRENDS

Europe
The fast-growing affluent and middle classes of BRIC countries can find a wider selection of their favourite foreign brands and cheaper prices in Europe due to high import taxes back home.

Asia
Luxury car brands are leveraging the popularity of luxury brands across Asia and making inroads in the hotel sector.

USA
Despite weak economic recovery, the US is expected to continue to experience growth in domestic and international demand for travel.

WTM Global Travel Trends report 2102, Euromonitor – download at www.gsws.org/resources
EUROPE / ASIA / USA
Spa case
EXAMPLE

150 ROOMS
2 000 m² SPA
WELLNESS GUESTS

LivNordic Spa, Grand Hôtel Stockholm
LivNordic at Grand Hôtel Stockholm

SPA

- Decent retail
- 400m² wet area
- Practical treatment rooms
- Fitness Medium
OPS

Rules & regulations

Vacation

Labor laws
SPA

- 150m² wet area
- Outdoor treatment rooms
- Small retail
- Fitness small
Network is key

6 day work week

Loyalty

OPS
Big retail space

Luxurious (separate) wet areas

Large treatment rooms

SPA
OPS Limited

Insurance Costs High

Few (but growing) labor laws

Network is key

Limited vacation

Fairness and Equality

Network is key
**FINANCIAL**

**Europe**
- Staff Costs 50-60%
- Cost of Sales 10-15%
- GOP 20%
- Avg. Investment per m² = 3K-7K

**Asia**
- Staff Cost 10-30%
- Cost of Sales 10-15%
- Avg. Investment per m² = 500-5K

**USA**
- Staff Cost 30 – 45%
- Cost of Sales 10-20%
- GOP 25-35%
- Avg. Investment per m² = 2K-4K
CONCLUSION
You cannot cook European, Asian or American food with the same ingredients...for Spa’s the facilities you build will have similar features, however, they will differ in myriads of ways.....Tailor your spa and wellness center to the people you serve – this is why “We the experts exist and love what we do”
The most important factor to take into consideration is not WHERE your spa is located but WHO will come.

Understanding your target market, communicating to them through a clear concept, will ultimately decide your design.
THANK YOU