

hc. hotelconsult
Unternehmensberatung
für mittelständische Hotellerie

SPA hotel consult

With the growing global wellness economy, the number of spas throughout the world continues to increase. As the market is getting more ambitious and competitive, design is not everything - the right concept and profitability are the keys to make a spa successful spa.

SCOPE OF SERVICES

SPA hotel consult is offering spa consulting services with high practical relevance to developers, investors, owners and operators. We develop profit and service orientated strategies for wellness hotels and spas - from privately owned properties, boutique hotels to day and urban spas.

We will be pleased to assist you at any stage of process, from the first ideas until the opening of the spa. The whole project is only as good as the sum of its parts, and always a team effort where the most creative and talented people share and challenge one another in order to implement something very special.

Therefore, we strongly believe in networking with the best and talented people in the Spa- and Hospitality Industry – for the benefit of our customers and future guests.

A particular benefit is the membership in FCSI. Foodservice Consultants Society International is the premier association promoting professionalism in foodservice and hospitality consulting. With over 1,400 members in over 46 countries, FCSI members offer a wide range of consulting services including concept development, feasibility studies, food safety, design, marketing, operations and training. Membership requirements are stringent - independence from suppliers is required. FCSI members are recognized as industry experts.



STRATEGY

1. FEASIBILITY STUDIES

A successful spa concept merges the philosophy and standards of the property with its target markets. After a first site inspection and kick-off meeting, a market research with competitive analysis will be carried out. Further steps are recommendations regarding strategy, development opportunities, demand analysis and financial forecast.

2. CONCEPTS

Future spas have a holistic concept, which should be defined from the very beginning. Therefore, it is important to choose the proper alignment and address the right target groups from the very beginning. Different requirements come into play: lifestyle spas, urban spas, resort spas. We watch trends, but follow not every trend.



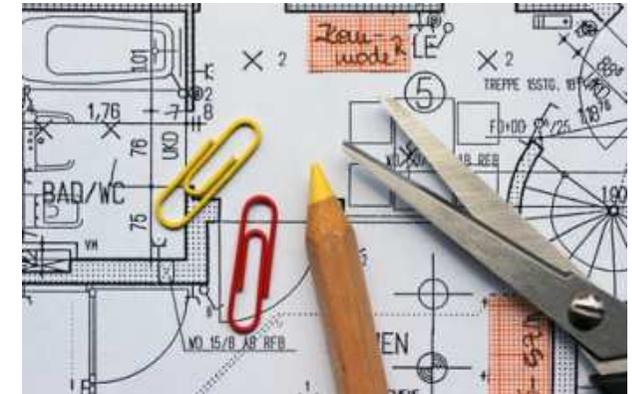
3. FACILITY PROGRAM

In most cases, space for the spa is limited. It is essential to define the size and allocation of space at an early stage of the project. This includes a break-down for revenue-gathering zones, comfort zones and back-of-the-house-support areas.

Conceptual floor plans will show the proper flow and relationship of areas. Our aim is creating innovative concepts that maximize the flexibility and utilization of the spa: multi-purpose treatment rooms or spa suites.

4. ASSESSMENT OF PLANS

For a project at the planning and development stage, it is never too late to ask for a second opinion from an outside expert. Guest- and workflow are essential for further operation, and a lot of details can be considered and changed until this point.



FIGURES AND FACTS

5. BUDGETING

Each project is systematically and creatively analyzed in terms of its immediate and long-term needs and budgetary requirements. We recommend a pro-forma budget for 3 years, using benchmarks and other sources. The target is to build a sound, investment secure and modern site, and not labyrinths or castles in the air.

Start-Up Costs have to be considered, from FF&E (Fixture, Furniture & Equipment), OS&E (Operating Supplies & Equipment), expenditures for Inventory stock, marketing, training and pre-opening payroll.

Upon completion, continuous controlling of budgets and results is suggested.

SPA CONSULTING

6. DESIGN OF TREATMENT ROOMS

It takes a great many details to furnish a treatment room functional, in order to ensure an easy work flow. We make sure that the guest receives the maximum comfort and luxury during the treatment.



7. BRAND SCREEING

The right choice of Spa Brands will be responsible for the success and resulting turnover of the spa. A list of preferred suppliers to weight all the pros and cons will be completed and discussed.

8. SPA MENU

The operator of the spa is responsible for the range of treatments, and not the supplier. A selective spa menu will attract customers, as does the gourmet cuisine in the restaurant.

Depending on the location, regional aspects can be considered and signature treatments developed.

This feature is particularly important when Day Spa guest will be part of the clientele, as they may have other requirements than international hotel guests.



9. MANAGEMENT ADVISORY SERVICE

A special focus lies on advisory service for existing spas, using our experience and expertise to help them to be more efficiently and more profitable.

The spectrum ranges from guided group discussions and moderated workshop to a complete analysis of operation performance and benchmarks.

We will be pleased to meet your special requirements!



10. MYSTERY-CHECKS

Measure what is important to you – measure the guest experience. We know how important to identify the strengths and weaknesses of hotels service chain in order to provide the highest standards of customer care.

Are your employees following established procedures to provide the best products and services possible to increase profits, please your customers, and keep them coming back? If you're not sure, or maybe you're just lacking the right kinds of tools to get the feedback you need, then you should consider implementing a mystery check. For spas, it is even more essential to use the mystery shopping tool: you can taste the food in the restaurant and check the cleanliness of a hotel room, but you will never know which quality of touch will be delivered in your treatment rooms until checked by a professional.

Our hotel and spa mystery shopping services are designed to objectively measure the crucial aspects of the guest experience that affect guest satisfaction and loyalty. We do not stop when the check is finished, but will be directly involved in the analysis and proposals for direct implementation. Our formula to success: What gets measured, gets improved!

COACHING

We have created interactive workshops and coaching programmes, to help spas meet their financial potential and better serve their guest.

To follow the holistic concept of Wellness, we prefer all departments of a hotel or resort to be included in the coaching process, using short term or one day workshops, if desired on special needs or problems.

Study Reveals Wellness Tourism a \$439 Billion Market Representing 1 in 7 Tourism Dollars

A study presented at the inaugural 2013 Global Wellness Tourism Congress (GWTC) found wellness tourism is a near half-trillion dollar market, representing 14 percent of total global tourism revenues (\$3.2 trillion) overall. According to The Global Wellness Tourism Economy report, the category is projected to grow on average 9.9 percent annually over the next five years, nearly twice the rate of global tourism overall, reaching \$678.5 billion by 2017, or 16 percent of total tourism revenues. Main outcomes for the European market are:

- 6 of the top 10 nations globally for wellness tourism expenditures are in Europe (Germany, France, Austria, UK, Italy and Switzerland)
- Europe is responsible for roughly 40% of all domestic and international wellness-focused trips taken worldwide each year
- Germany ranks No. 1 in the region for both trips and expenditures; representing nearly 1 in 10 wellness tourism dollars spent globally
- Regional spend to grow 7.3% annually through 2017, with Russia and Turkey the top gainers

The study also noted over one-half of growth in wellness tourism through 2017 will come from the Asian, Latin American and Middle Eastern/North African markets, and India will be number one globally over the next five years, clocking a 20 percent-plus growth through 2017. And wellness tourists are higher spenders, on average, spending 130 percent more than the average global tourist.

The study was conducted by SRI International, in conjunction with the Global Spa & Wellness Summit (GSWS) and is the first to benchmark and analyze this fast-emerging tourism segment and, according to SRI, is expected to be eye-opening for governments and tourism industry stakeholders worldwide.



Hildegard Dorn-Petersen

has been trained and worked for a long period in hotel business. Her roots are in the hospitality business, putting the client in the middle of every business, considering his needs and wishes as well as the benefit of the customer. Her long-time consulting experience over more than 20 years enables Hildegard Dorn-Petersen to build a bridge between hotel and spa, between theory and practical use.



Relay on the competence, the professional knowledge and the experience of Hildegard Dorn-Petersen. She is directly involved in any process, works individually and flexibly according to the needs of the client. There are no unnecessary or overlapping activities. Each project is handled systematically taking into account time constraints, priorities and long-term succession planning.

Hand by hand with the growing market of Spa and Wellness, Hildegard Dorn-Petersen has worked with pioneers and visionaries to receive valuable lessons, allowing to stay up to date at all times. As consultant and author for the trade press, she has participated in international congresses like Global Spa & Wellness Summit in Interlaken, Istanbul and New Delhi.

Consultancy is of a confidential nature. Please contact us. We would be pleased to quote you individual references upon request. Contact:



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