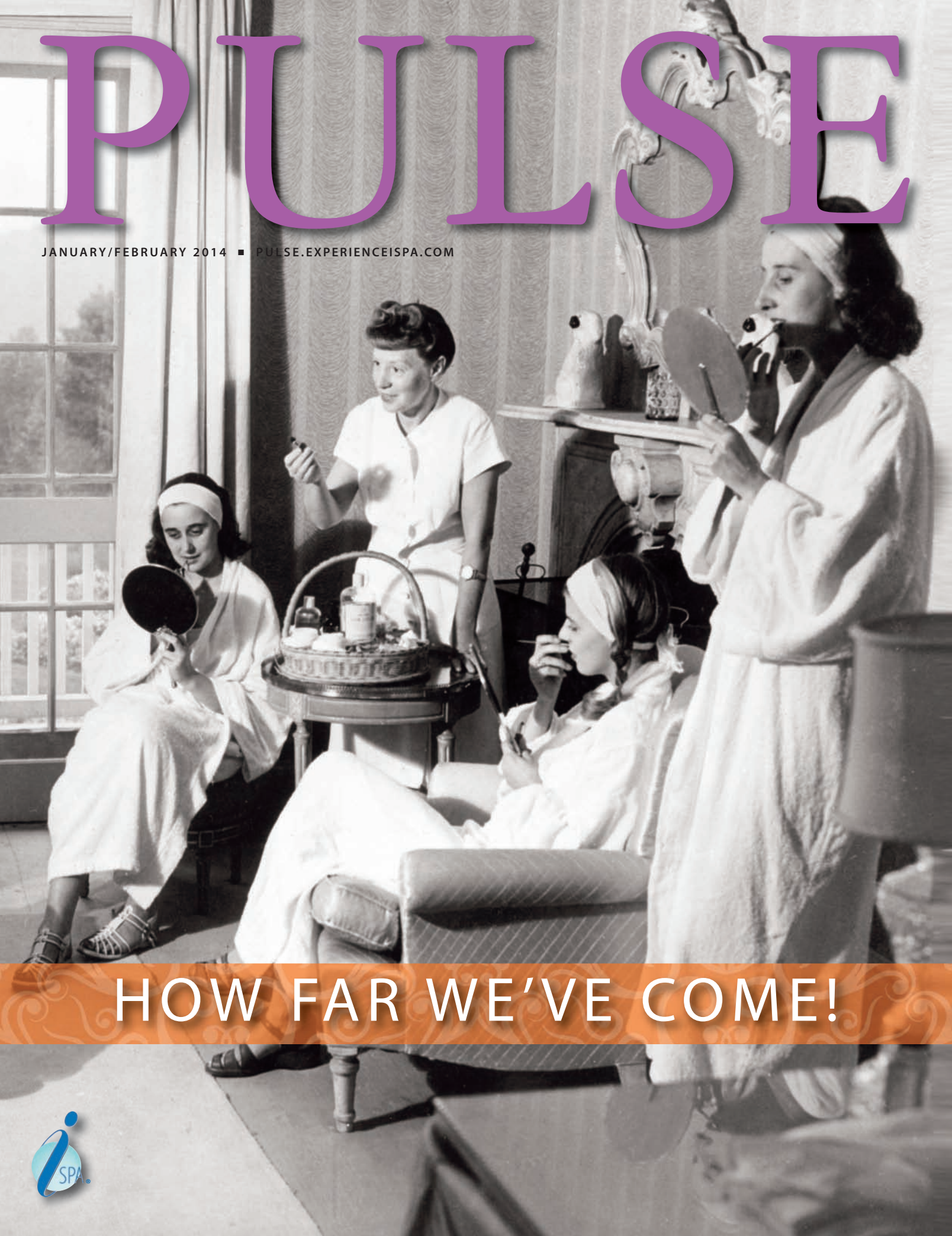


PULSE

JANUARY/FEBRUARY 2014 ■ PULSE.EXPERIENCEISPA.COM



HOW FAR WE'VE COME!



Smart Ideas WORTH IMPLEMENTING in Your Spa

BY MAE MAÑACAP-JOHNSON AND ALEXANDER MENRISKY

To promote expertise-sharing within the ISPA community, ISPA brought back the highly successful Innovate Sessions at the 2013 ISPA Conference & Expo. Winners of the ISPA Innovate Award—selected by the ISPA community—shared specific ways, strategies and processes in various business areas that helped them increase revenue and strengthen brand presence, among other remarkable achievements and results.

Here are 10 case studies of proven-and-tested ideas worth implementing within your spa.

CASE STUDY 1:

Raising Awareness for Ovarian Cancer

PRESENTED BY **BILL TOTH**
SPA DIRECTOR
THE SPA AT THE HYATT REGENCY ORLANDO
ORLANDO, FLORIDA

PROBLEM: According to the Ovarian Cancer National Alliance, more than 21,000 women each year in the United States are diagnosed with ovarian cancer, and about 15,000 die of the disease. Due to lack of awareness and education, many women are not diagnosed until their cancer has spread.

SOLUTION: To help raise awareness of ovarian cancer, The Spa at the Hyatt Regency Orlando (formerly Peabody) partnered with **Teal Toes** to begin an annual awareness initiative held every

September, the National Ovarian Cancer Awareness Month. During

the awareness campaign period, the spa offered a reduced pedicure rate to customers who painted their toenails teal, the color of Ovarian Cancer Awareness. The spa's partner organization Teal Toes also provided "symptom cards" for clients to take home, goodie bags, posters and table tents that help educate guests about ovarian cancer. The spa has seen a growing conversation about the disease among its guests, many of whom took part of the campaign to pay tribute to friends or families affected by the disease.



CASE STUDY 2:



Increasing Retail Sales

PRESENTED BY CATHERINE WARREN
SPA DIRECTOR
EAU PALM BEACH RESORT & SPA
LANTANA, FLORIDA



PROBLEM: While retail is one of the most challenging areas in operating a business, Eau Palm Beach Resort & Spa also sees retail as the single most important variable in compensating for other revenue deficiencies in spa budgets.

SOLUTION: In order to boost retail performance, Eau Palm Beach Resort & Spa trained its therapists in persuasive sales techniques and taught them how to sell to different profiles, adjusting booking orders accordingly. The spa also paid closer attention to recruitment, as they proactively hired front desk staff with strong skill sets. As a result, four months after the retail program was launched, the spa saw an increase in revenue by more than US\$120,000. The program has helped increase revenue opportunities of team members and, in turn, increased employee morale. It also opened up opportunities to hire four new full-time therapists and more back-bar products, as the additional retail revenue helped to cover both staff and product purchase expenses.

CASE STUDY 3:



Increasing Revenue Through Creative Marketing Promotion

PRESENTED BY FAYEZ TAMBA
OWNER
FAYEZ SPA
LONDON, ONTARIO

PROBLEM: One of the most common challenges of spa operations is thinking of creative ways to push premium skin-care products to clients.

SOLUTION: FAYEZ SPA took a creative approach to retail sales by offering clients a complimentary facial treatment with every purchase of three of the spa's premium skin-care products. According to owner FAYEZ TAMBA, this promotion has increased retail sales by over 900 percent! It also positively impacted aestheticians, who earned more and volunteered their time to provide complimentary facials in exchange for commissions. Clients became repeat guests and referred family and friends. The spa also partnered with skin-care suppliers who provided free products for the complimentary facials as a way to promote their products to more potential clients.



CASE STUDY 4:



Promoting Cancer Awareness and Community Outreach

PRESENTED BY JULIE BACH
SPA4THEPINK
DENVER, COLORADO

PROBLEM: Spa4ThePink needed to educate patients on the clinical evidence supporting the art of self-care for healing and provide actual tools that integrate spa, meditation, mindfulness and yoga.

SOLUTION: Spa4ThePink leverages the allure of "spa" to attract more cancer patients to attend its events, often held on-site at cancer centers and designed to teach stress reduction and resiliency. To further create a relaxing spa experience, Spa4ThePink ensures that patients need not do anything else, other than attend a meditation, mindfulness or yoga class. Many participants often sign up for private or off-site sessions after experiencing a "spa day" event. With its success, the organization has expanded its presence into four cancer centers within six months, and experienced a 100 percent increase in event requests by Survivorship Groups. It has also expanded its reach into the Latino market through a small seed grant by the Susan G. Komen Foundation.