



# SPA Parties

*All in the Details*

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**S**pa parties have grown in popularity and, when done right, can bring in a great deal of revenue. But, if proper planning is not made to ensure that logistical requirements of a spa party is covered, group party services can pose complex nightmares in booking, facilities management and treatment preparation.

"Spa parties give guests the rare opportunity to spa together within an exclusive private space," explains Shannon Stringert, director of spa, salon, & fitness at Cosmopolitan of Las Vegas, Sahara Spa & Hammam in Nevada. "While spas have always been popular for an individual or couples' retreat, now more than ever, we are seeing the increase in requests for group spa and wellness experiences."

## Party Planning

Jessica Pickard, promotions and events coordinator at BJ Grand Salon & Spa, recommends taking several factors into consideration when designing spa party offerings, especially the size of the group—the size of the party has to fit the spa area. Furthermore, the exact service must be clearly envisioned, including what staff and resources will be necessary and what menu items are popular enough to include.

“Guests want the details,” Pickard says. “Before you begin offering spa parties, be prepared and organized. Create protocols on bookings, the day of flow and have answers to potential

questions a guest may have. Bringing alcohol into the spa is always a question.”

BJ Grand Salon & Spa’s most popular spa party is Girls Night Out, which chauffeurs eight to 10 guests to the spa by limousine for a blowout and full makeup application for one to two hours, after which the limousine continues to chauffeur them for a night out. The spa also has a partnership with a local winery so that if the girls decide to make it their destination, they receive free wine with dinner.

Sahra Spa offers suites in Las Vegas that fits up to 12 guests in a private, 1,400-square-foot “spa-within-a-spa,”

combining an entertaining area with spa accommodations and even a butler. The amenities include plush seating, a flat-screen television with DVD player, wet bar, whirlpool tubs, steam room, showers and changing and vanity areas, capable of hosting a variety of spa parties unlimited by type or demographic. Guests can also choose from a complete menu of spa services. However, Stringert recommends always surprising guests with something special, based on their occasion.

“Depending on the purpose of their visit, you could offer a glass of champagne at check-in or a personalized



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— **FAYEZ TAMBA** • Owner  
Faye Spa • London, Ontario, Canada



note welcoming them to the spa that is set alongside their robe and slippers,” he says. “Have a party or suite host on-site for the day of the event. This person should be focused on executing a seamless experience for the guest.” He also recommends designating a single group reservations specialist or manager as a point-of-contact for event and party registrations, to avoid miscommunications regarding reservations.

At Faye Spa in London, Ontario in Canada, Faye Tamba also has spa party itineraries organized according to groups’ specific objectives and size, rather than pre-designed packages. Because Faye Spa can host up to 40 guests, Tamba pays close attention to its employees’ ability to plan and execute the events.

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relations philosophy in that each new guest has the potential to be converted into a repeat client. In turn, the guest can also refer new clients within her/his circle of friends, family and colleagues,” Tamba says.

### Demographics and Demands

The large Sahara Suite at Cosmopolitan of Las Vegas is a popular choice for bachelor and bachelorette parties, birthdays, girls’ weekends and other celebrations. To deal with the challenges of diverse occasions, Sahara Spa & Hammam employs a Spa & Salon Group Experience Manager to focus on building relationships and experiences with guests.

Similarly, BJ Grand Salon & Spa’s bridal coordinator and spa day coordinator become points-of-contact for

organizing large parties. “This eliminates an unknowing staff member from having to try to figure out a guest’s questions or challenges,” Pickard says. “We work personally with them to create an event that meets their needs for relaxation and beauty.”

Centralized management and flexibility also allow spas to quickly shift their game plan when spa parties attract an unexpected demographic. For example, while BJ Grand Salon & Spa’s original Girls Night Out target young women ages 20 to 35, women between 35 and 65 ultimately showed more interest, and so Pickard redirected marketing by word-of-mouth and social media toward these individuals.

Word-of-mouth has been an especially powerful marketing tool for Faye Spa, whose spa parties have been most