

SPA AS A BUSINESS MODEL: “The European hotel industry’s challenges faced to see on site Spa as a profit center”

1. SPA and Entrepreneurship - RAY F. IUNIUS & STEFAN FRAENKEL (SWITZERLAND)
2. Know Your Guest. Craft Your Spa Program. Build Your Bottom Line
MINDY TERRY (USA)
3. Luxury Spa in Urban Europe - the challenge to make the Spa productive
ANDREW GIBSON (HONG KONG)
4. The Credit Crunch is bad for Business or isn't it? - JACQUELINE LE SUEUR
(SINGAPORE)

Onsite Spa: an added value to a hotel resort. The challenge of the European hotel industry is to see onsite Spa as a profit centre. Today's hotels are designed with onsite Spa facility but management fails to use it to their full advantage. What can hotel operators implement to leverage on the presence of a Spa on their premises? What are the advantages hotel operators can get from building a Spa and incorporating it in their business model?

- Which are the objectives of building a Spa?
- How can an hotel approach the Spa niche market: men's, medical, fitness?
- Which are the challenges in converting the space into Spa use?
- Which are the solutions proposed from hotel certified Spa business oriented chain?

WHO'S WHO

RAY F. IUNIUS Professor of Strategic Operations and Project Management, Ray F. Iunius is Deputy to the General Director of EHL, Director of EHLITE (École Hôtelière de Lausanne Institute of Technology and Entrepreneurship - Switzerland) and Director of EHLITE publication, the magazine of creativity and innovation produced by EHL. Professor Iunius has worked as a consultant in many sectors of service industry for governmental and non-governmental institutions.

STEFAN FRAENKEL Stefan Fraenkel is Deputy Director of EHLITE (École Hôtelière de Lausanne Institute of Technology and Entrepreneurship - Switzerland) and held top level positions in International Hospitality General Management.



His experiences have enabled him to specialize in being a generalist with a view to being 'in league with the future'. He is currently spending most of his time and energy building a better understanding of the way in which the driving forces of changes should be incorporated into more effective business strategy.

RAY F. IUNIS & STEFAN FRAENKEL (Institute of Innovation & Entrepreneurship - École Hôtelière de Lausanne - SWITZERLAND) will talk about "SPA and Entrepreneurship".

- Whether your Spa is a standing-alone one or part of a hospitality structure (hotel cruise ship, or others), the aim is revenue and to transform it into a profit center
- As manager/supervisor or owner, you need to be able to understand P&L statement and balance sheets
- Developing a marketing strategy appropriate to your Spa to attract and retain clientele and to maintain the correct spirit within your team
- Focusing on customer satisfaction, bringing client retention and finally leading smooth operation to enhance client experience and return on investment.



MINDY TERRY with Creative Spa Concept has developed and led an integral part of guiding Spas to national "Top Ten" status including the rankings in Condé Nast Traveler, Luxury SpaFinder and Spa magazines. Before creating Creative Spa Concepts, Terry was on the executive development team and served as Spa director for Las Vegas' Aquae Sulis Spa in Las Vegas. Prior to that role, she led the sales direction for Phytomer Corporation. As the Founder and President of Creative Spa Concepts, Terry leads a team of consultants who represent more than 100 collective years of experience in the wellness and hospitality industries. For more than 17 years, Mindy Terry has successfully helped establish and grow some of the world's most notable Spas.

Mindy Terry (President, Creative Spa Concepts - USA) will focus on: "Know Your Guest. Craft Your Spa Program. Build Your Bottom Line".

- Due diligence and research prior to creating a spa is critical in ensuring success
- A review of tools necessary to succeed will include ways to create solid financials by plotting out realistic spa capture rates
- Another critical step in the pre-planning phase to be reviewed is how to determine the most effective size and design of a spa facility
- In addition there will be an emphasis placed on how to best identify and craft the spa concept and programming.



ANDREW GIBSON has been appointed to lead and manage the global activities of Mandarin Oriental's internationally acclaimed luxury Spa division. He is a well known and respected Spa professional with twenty-five years of luxury and diversified hotel and leisure services experience. Mr. Gibson was most recently a partner and Chief Executive Officer with Raison d'Étre Spas Discovery, a Spa consultancy and management services company based in Thailand. From 2003 to 2006, he was Managing Director of Six Senses Spas, Thailand.

Andrew Gibson (Group Director of Spa, Mandarin Oriental Hotel Group - HONG KONG) will focus on: "Luxury Spa in Urban Europe - the challenge to make the Spa productive":

- ① Define the statement luxury Spa in urban Europe and some of the key challenges facing the owner/ developer of such a Spa
- ① Explain that the term productive has different meanings depending upon the philosophy for the Spa
- ① Look at how your mix of business can affect your revenue streams
- ① Contrast the advantages and disadvantages of contracting out duties within the Spa
- ① Examining the role of employees and payroll on the business model.

MODERATOR:

JAQUELINE LE SUEUR is Director of Development & Operations for Pret a Spa, a global company delivering innovative turnkey & management solutions to the Spa industry. She is Education board member of the APSWC, a multi-disciplinary complementary therapist & consultant to a medical R&D company in the UK. She speaks at conferences around the world and is regularly published in the international media, specializing in all aspects of health, wellness & sustainability. In all of her works she aims to unlock the potential that lies within us all.

Jaqueline Le Sueur (Director of Development and Operations - Pret a Spa SINGAPORE) will talk about: "The Credit Crunch is bad for Business or isn't it ?":

- ① Is the age old expression that 'recessions are largely emotional' valid?
- ① Should the 'credit crunch' be limiting your business opportunities?
- ① What avenues for success do your businesses have in the current climate if mindsets shift and thinking climbs a little 'out of the box'?



For further info:

SogeCos - Press Office

annalisa.beretta@cosmoprof.it - Ph. +39 02 796 420 Fax: +39 02 45 47 08 281

cristina.rossi@tragara.it - Ph. + 39 02 76 00 26 73 Fax: + 39 02 76 31 31 88

www.cosmoprof.com

Organised by SoGeCos s.p.a. - via filargo, 38 - milan (I)  BolognaFiereGROUP in partnership with  UNIPRO C.F. and P.IVA/VAT SoGeCos 04717230967 - BolognaFiere 00312600372