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**WHAT WOMEN WANT:  
SPA-ING...IT'S MORE BUSINESS THAN YOU THINK**

*by Renie Cavallari  
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I just returned from speaking at SpaTec where 300 dynamic business people explored how to expand their revenues and enhance the spa experience. The spa industry clearly understands women and more importantly, what women want.

In economic times like this you would think that revenues would drop significantly in such a discretionary spending segment yet, this is not the case. In talking with this spa audience, I thought what a fantastic opportunity exists for spas to apply revenue management strategies that also give women what they want.

I always say if you want to get new answers start with new questions, so here are a few ideas:

**Why is it that all spa service times are created equal?**

Most spas know that Saturdays are more active than Mondays and that certain times in the day are more requested than others. So why does one price fit all? Take a look at flows, most requested services, and establish prices based on demand. Time and price are top buying decisions for women -- offering ways to save them money and their appointment time of choice will be of high value.

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## **1ST ADD**

### **SPA-ING - MORE BUSINESS THAN YOU THINK**

#### **What upgrades can you offer?**

If providing a facial, consider adding a foot massage. When giving a massage, offer aromatherapy or an extra 30 minutes if available. Also, women appreciate added value so consider offering samples or a complimentary eye brow wax with any other wax service. It won't take significant time and will go a long way in terms of perceived value.

#### **How can you proactively sell pre-arrival services?**

Imagine a busy woman coming to your hotel and five days in advance of her stay you help her by calling and offering a spa service so she gets the time of her choice. Communicate a special offer or signature service that she can get specifically during her stay. Optimize scheduling in advance which will lead to higher profits. Empower the reservations staff so they can fill holes and the schedule in advance.

Women are busy and the first time they think about a spa service when traveling is upon arrival at the suggestion of the front desk (another good source for spa business). Women don't have time to think about how to fit everything on their trip. I would have loved to have had someone offer a massage upon my 7 p.m. arrival at the last hotel I stayed. Fantastic and thoughtful...women love people who think of them!

#### **What about your backyard?**

Most resorts focus on in-house guests and not locals. Think about who is in your backyard and how to communicate with them. Is there a nearby homeowners association you can collaborate with? How about a neighborhood newspaper for targeting specific zip codes? Is there an opportunity to teach wellness at a nearby private school?

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## **2ND ADD**

### **SPA-ING - MORE BUSINESS THAN YOU THINK**

**What can hotels with no spas do to offer and capture spa-oriented revenues?**

Offering in-room massages, nail care or other easily transported services are a great way to capture new revenue streams and provide convenience. These new offerings also allow great partnerships with local day spas. Find ways to joint promote and take a revenue share for this primarily passive income opportunity.

Renie Cavallari is CEO and Chief Inspirational Officer for Aspire, an international training and consulting company positioning organizations to achieve optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix with a network of inspiring professionals across the country.

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