



Bon Voyage!

*Launching your spa's
summer escape*

by Dori Soukup

Summer is a season when many clients relax and stray from their regular routines, making it a perfect time to introduce new options to your spa menu and generate excitement from your clients while you take great care of them.

Creating an innovative summer package program is a great way to entice members of your community to try new spa experiences, and at the same time help you generate revenue and be more profitable.

A SPA SUMMER ESCAPE

Create a “summer escape” for your clients via a pass they can purchase allowing them to “travel” to different places, consisting of treatments they can select and enjoy throughout the summer.

Set a price for the trip pass, entitling the client to a certain number of treatments to experience for each summer month. Every time the client experiences a treatment, their pass gets stamped. Once they use all the treatments, the pass should have stamps on every treatment of each page of the pass.

This trip pass is a fun way to promote and sell many treatments at once and to keep guests coming back throughout the summer months. Ensure success with your summer escape program through the following action plan.



1 CHOOSE DESTINATIONS

The summer escape pass is all about offering a traveling theme. Decide on a place to include in your trip pass for each month. During that month, offer treatments and products from that region in your spa. For example:

June: France

Decorate the spa with a French theme and have your team wear French berets or dress in French colors. Offer treatments, products and refreshments with a French twist.

July: United States

Choose indigenous ingredients and treatments from the United States. Some possibilities include themes around the American holidays, national parks or California wineries featuring vinotherapy.

August: Fiji islands

Offer exotic tropical treatments based on concepts from Fiji (or any other tropical island).

You don't necessarily even have to reinvent treatments; use places that already have treatments featured by skin care companies — many will be happy to be part of your summer escape program!



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3 PRICE YOUR SUMMER ESCAPE

The summer escape pass should entitle guests to experience a minimum of four treatments per month. Choose the treatment selections based on your spa's existing offerings. They could include anything from massages, facials, manicures and pedicures, waxing, tanning or hair design.

The appropriate price for the escape package will vary based on the type of treatments included, but it should be at least \$600. The rate of the package also depends on your menu's current pricing. The best way to price your summer passes is to add the product cost, compensation cost, operating expenses and the profit margin you want to gain. For example:

Body Treatment

Product and program cost: **\$15**

Compensation cost: **\$30**

Operating expenses: **\$40**

Profit margin: **\$15**

—————
Total Price: **\$100**

Instead of discounting your services for this package, add value to them. Include a gift with purchase, enhancements or loyalty points. You can be creative here by keeping in mind the reasons why clients will be interested in this summer escape package:

- Experience new treatments
- Have fun
- Relax, de-stress and achieve balance
- Enjoy great perceived value through additional enhancements and gifts
- Enjoy regionally themed refreshments

2 WORK WITH VENDORS

Explain to your vendors what your goals are with the summer escape program so they can help you select the treatments and products that are ideal for your theme. Ask them to provide a cost per treatment estimate to help you price them to profit.

Negotiate prices and encourage your vendors to become sponsors for specific months in your summer escape pass. Invite them to provide a "gift with purchase" to help sell your program. This gift could be a travel kit or product that ties in with the summer escape theme. In exchange, you can put their logo on the pass or feature them on your website in your promotions for the program. Also consider bartering with partners to provide things like themed refreshments in exchange for mentioning them on the pass itself.

Each month, use a vendor that is appropriate to represent the monthly theme. It is fine to represent a different vendor each month.



4 CREATE MARKETING MATERIAL

Create all of your collateral material, including passes, posters, flyers, postcards, email, Facebook ads, videos, an updated website and buttons. Hold an event in advance to introduce it. Make sure you tell everyone about this exciting seasonal program prior to its launch, with an ideal lead time of two months.

5 TRAIN YOUR TEAM

Reaching sales goals requires a team effort, so it is essential to effectively train your team to sell the summer escape package. Encourage this by setting a sales target for each team member, and giving a bonus to those who reach it.

Create scripts on how the reception team and therapists should present the spa summer escape pass. This script should include outlining the benefits, the client's gain, the added value of the enhancement they receive and the results. Engage in role playing with the team to develop their confidence in delivering the pitch.



**TELL EVERYONE
ABOUT THIS
EXCITING PROGRAM
PRIOR TO ITS
LAUNCH.**



6 SELL THE SUMMER ESCAPE

How many summer escape passes can you sell? Your goal should be based on the number of treatment rooms you have and what percentage of your summer business should be from the escape passes. Keep in mind the fulfillment process, as you don't want to oversell the program and be unable to satisfy your buyers.

Do the math

Consider this example based on fulfilling 12 treatments per package over the three-month season:

$\$75 \text{ per treatment} \times 4 \text{ treatments per month} = \300
 $\$300 \times 3 \text{ months} = \$900 \text{ revenue per pass}$

Total program revenue potential
 $\$900 \text{ per passport} \times 30 \text{ sales} = \27K
 $\$900 \text{ per passport} \times 50 \text{ sales} = \45K
 $\$900 \text{ per passport} \times 75 \text{ sales} = \67.5K
 $\$900 \text{ per passport} \times 100 \text{ sales} = \90K

So what are you waiting for?

Take your clients on an exotic trip around the globe and enjoy a summer bump in your bottom line! ■



Dori Soukup is an executive coach, author, professional speaker and the founder of InSPAration Management. She speaks at conventions all over the world and hosts public and private seminars. Her Spa BizTools and strategies have helped thousands of spa professionals experience exponential growth and profits. Soukup can be reached at info@inspationmanagement.com.