

THE CALM CABIN

ENTERPRISE PITCH

At Bristol Airport



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Enterprise Project
BMTP5020



The Calm Cabin

AT BRISTOL
AIRPORT



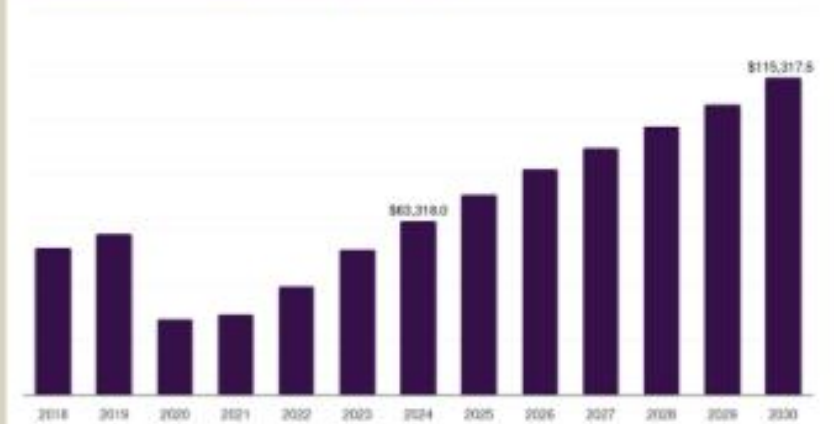
Value Proposition
of our Business

MARKET OPPORTUNITY



- Passenger Numbers
- Growth in Business Travel
- Trend in Wellness Travel
- Airport Experience

UK business travel market, 2018-2030 (US\$M)



TRAVEL

Wellness travel in 2026—here's what's trending

From glowcations to rage retreats, these are the wellness travel trends set to take off in the months ahead.



CUSTOMER SEGMENTATION



NERVOUS FLYERS



BUSINESS TRAVELERS



FIRST TIME FLYERS/INFREQUENT





- Beauty treatments- spa, waxing, makeup
- Rural Setting

- Traditional Full service spa
- Longer treatments
- Countryside setting

- Airport spa
- Massage, nail service and beauty treatments

4 P'S OF MARKETING

- 15- 30 minutes Japanese head spa treatment
- Massages Tailored to each individual
- Mindfulness breathing sessions
- Quiet zone for business Travelers



- Massage 15 mins - £25
- Japanese Head spa 30 mins- £45
- Mindfulness breathing session 15 mins- £15
- Pamper package for 1 hour and 30 minutes- £55

- Digital screens at check in
- Bristol Airport website
- Instagram
- Facebook
- Collaboration with businesses near Bristol

- Located in Bristol Airport after security
- Pre booking system via Bristol Airport website & Socials.
- Partnership bookings through the lounge
- Walk ins from customers

Meet the team *at the Calm Cabin*



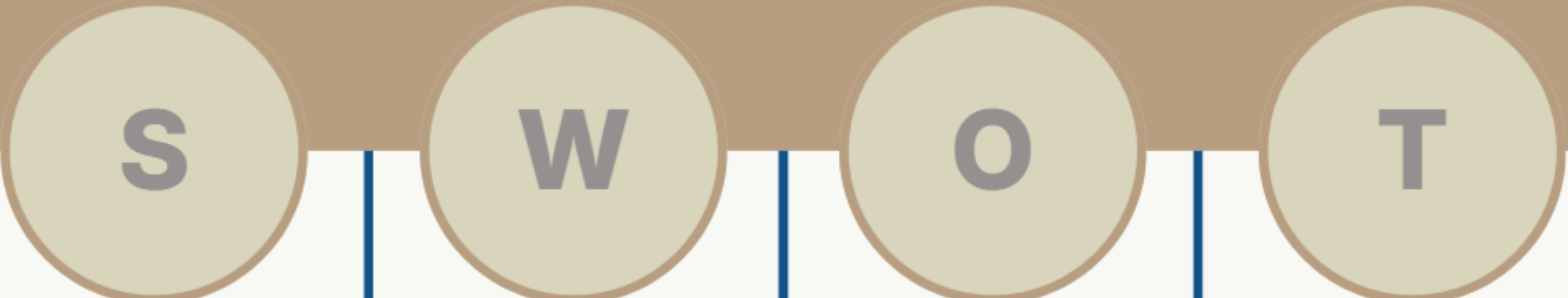
Founder- Caitlin



Massage and
Mindfulness
Therapist- Pierra



Headspa Therapist-
Adele

A diagram showing a SWOT analysis. At the top, four light green circles with brown borders contain the letters S, W, O, and T. Below each circle is a vertical blue line that separates the four columns. The background is a solid brown color.

S

STRENGTHS

- Unique concept of pre flight wellness targeting nervous and business flyers
- Personal Connection to Target Market
- Strategic Location- High footfall airport environment

W

WEAKNESSES

- Limited initial team size which may struggle during peak travel
- Airport rental expensive
- Operations of busy security may reduce passengers

O

OPPORTUNITIES

- Partnerships with Multi-million airlines
- Grow to major Airport e.g London Heathrow, Birmingham.
- Add ons such as Face masks, travel kits

T

THREATS

- Cancellations of flights
- Reduced disposable income
- Competitor AeroSpa expanding
- Customer timing through check in and security.



☀️ Why you
should be
interested in
The Calm Cabin

The Calm cabin addresses a growing problem such as Pre-flight stress and anxiety and we are here to tackle this



THANK YOU
FOR YOUR
CONSIDERATION



The Calm Cabin Bristol Airport

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