

SPA & WELLNESS BRANDING PROJECT

The importance of branding several spa and wellness
concepts within one hotel group

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WHAT IS A BRAND





Creating an identity beyond the 'look and feel'

- emotional connection and strong stories that connect with audiences
 - ability to deliver the brand experience
 - company values
 - environmental and social impacts
- **audiences segmentation** → targetted market → bigger followers
→ more attention → create new audiences within the brand

Followers of 'Tween' brands in the US, targeting young girls 8–12 years of age whom share similar interests in fashion, was popularised by the Olsen twins and Britney Spears in the late 1990s, are estimated to spend over US \$10 billion every year on themselves, with their parents spending over US \$175 billion. Davis (2009 p. 78)*



THE LUX COLLECTIVE

THE LUX COLLECTIVE

PEOPLE

PASSIONATE

RESPONSIBLE

INNOVATIVE

Resorts & Hotels

BRAND

LUX*
RESORTS & HOTELS

Tamassa

salt

socio

BRAND
PROMISE

A Lighter, Brighter
Holiday Experience

Vibrant, Fun, Relaxed
Happiness

Truly Human, Local,
Transformational

Amazing things happen
when people connect.

AUDIENCE

Simplicity Searchers
Social Capital Seekers

Simplicity Searchers
Obligation Meeters

Cultural Purists
Ethical Travellers

Obligation Meeters
Social Capital Seekers

PURPOSE

Helping People
Celebrate Life.

Bringing People Together
and Joy to Life

Inspiring travellers
by connecting with
people and places.

Give locals and visitors a
friendly, flexible space to
work, play eat and stay.

VALUES

People, Passion,
Integrity, Creativity

Fun, Inclusive,
Passionate, Original

Simple, Local,
Curious, Human

Flexible, Inclusive,
Bold, Playful

Aims

- To explore the importance of branding
- To find out the impact when offered various hotel brands and various wellness and spa concepts
- To recommend different spa and wellness brands within my hotel group

Objective

To explore the importance of having different concepts of spa and wellness department within a hotel group

Heyes and Gehrels (2015 p. 93-97)* mentioned in their research, the importance and impacts of having a wellness facility within a luxury hotel, be it relaxation or the active fitness part.

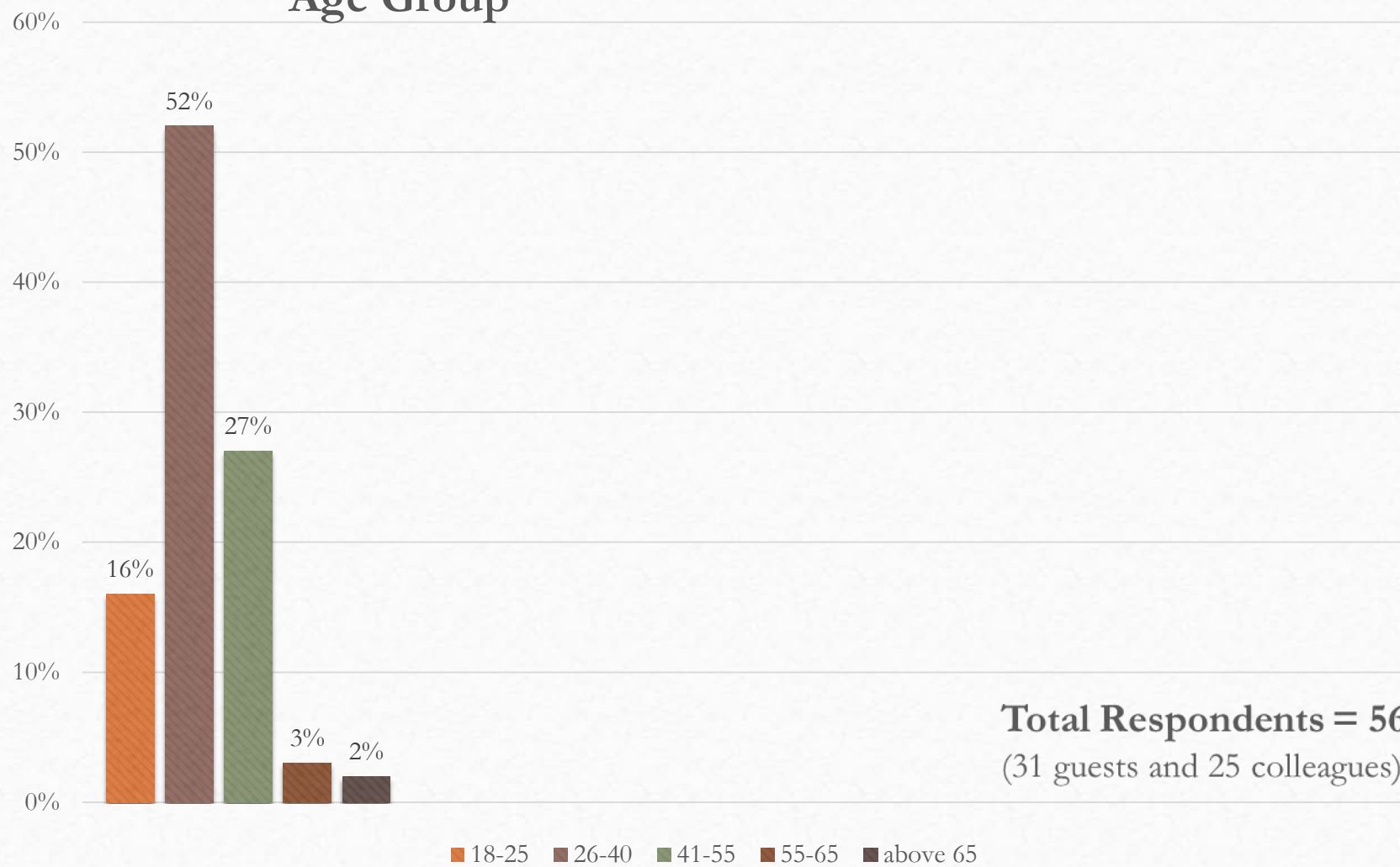
There is however no material found that mentions a brand differentiation of spa and wellness division within one hotel group, e.g. Eforea Spa is created for Hilton hotels, however no specific brand is implemented at Conrad, Waldorf, and Curio, all under the same Hilton portfolio.

Methodology

A mix of Quantitative and Qualitative methods

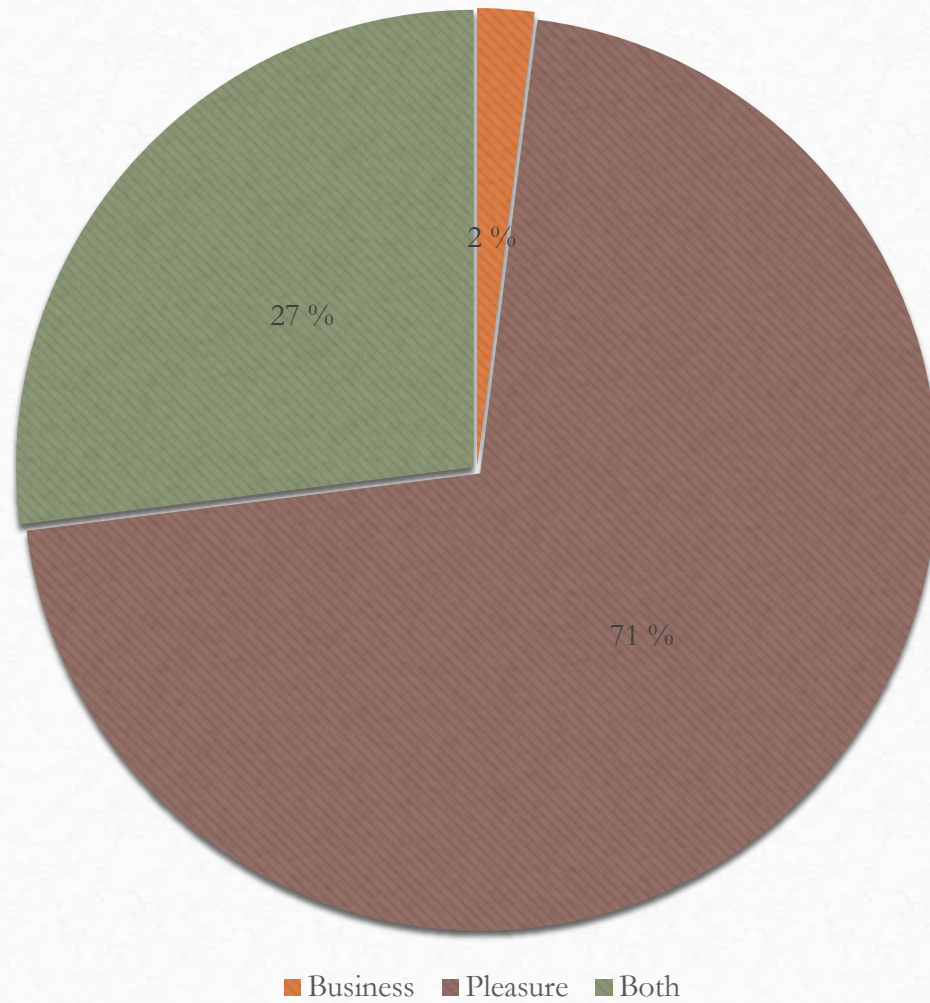
- Questionnaire, interview, and open questions
- Voluntary participation
- A minimum of 50 responses
- Participants are familiar with hotels and spa and wellness
- Individual opinions on their type of hotel (out of 4 hotels) and type of wellness services (out of 4 concepts)

Age Group

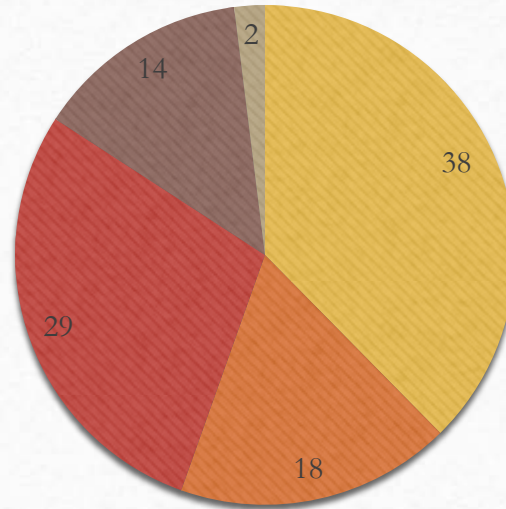


Total Respondents = 56
(31 guests and 25 colleagues)

% Reason for travel



% Hotel Type Preference



■ Private, classic luxury, formal, all served

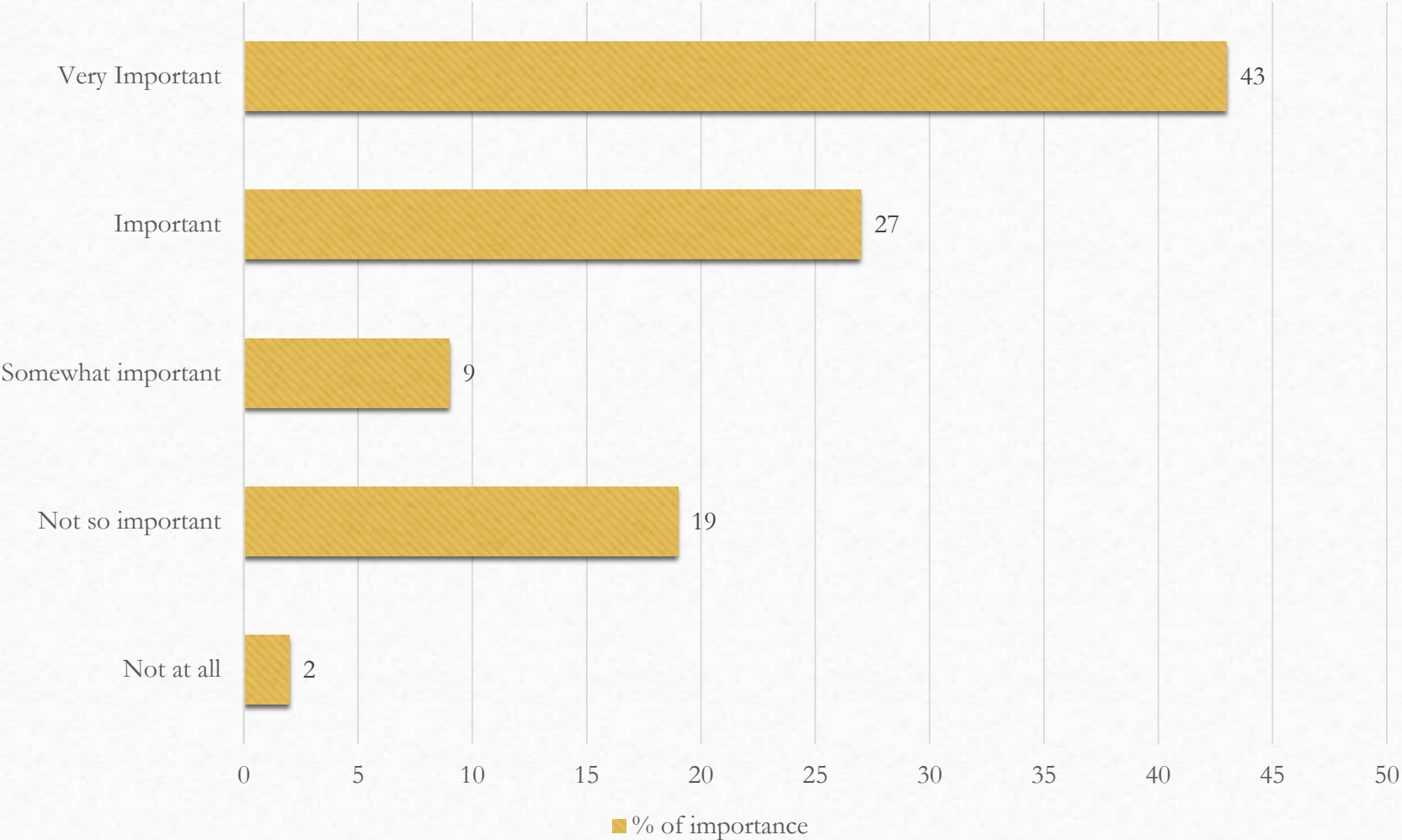
■ Organic food, cultural, green conscious, 'do it yourself' DIY style, a transformational place

■ Place to reconnect with friends & family, beach club setting, and parties

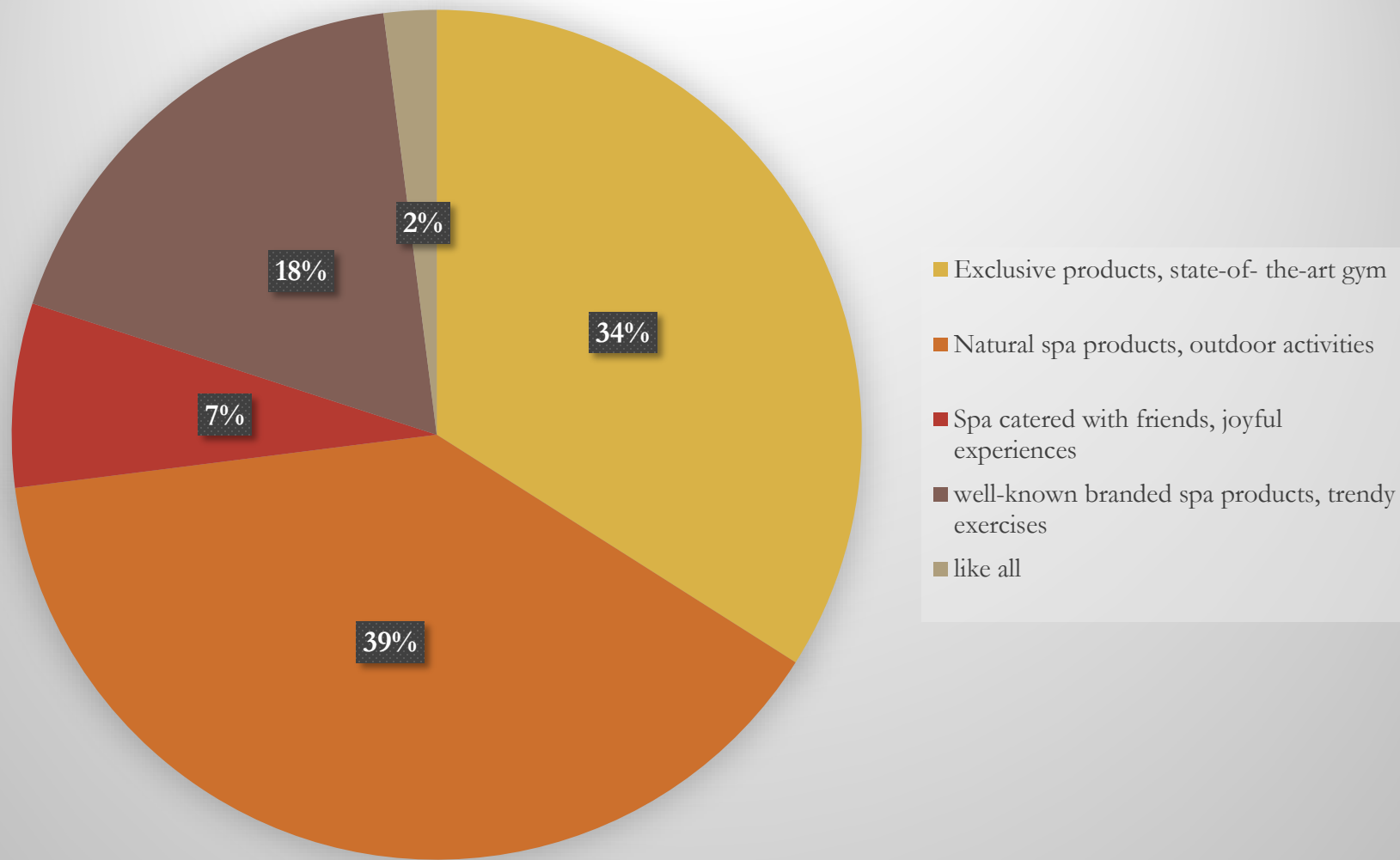
■ Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy

■ Like all

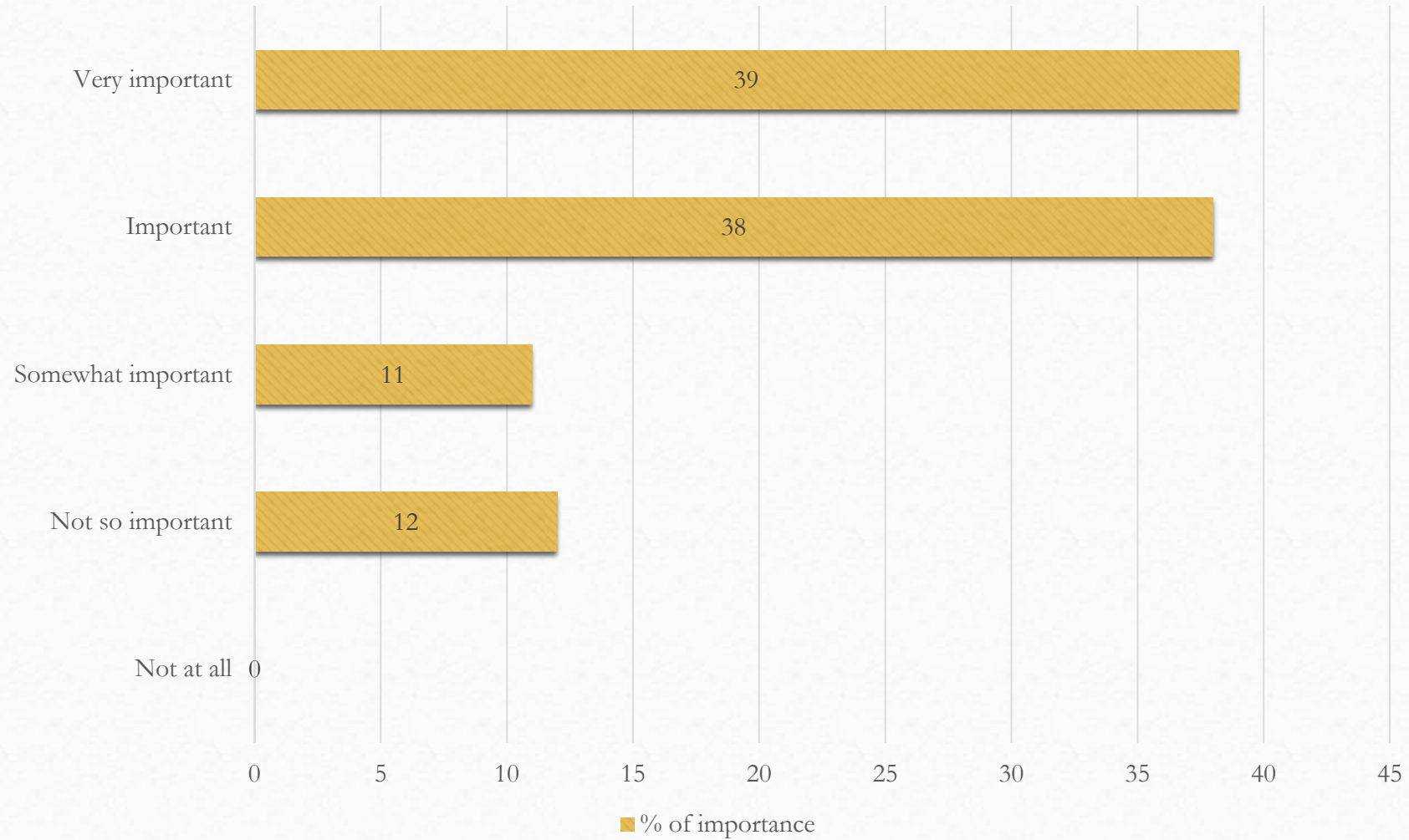
The Importance of Hotel Type



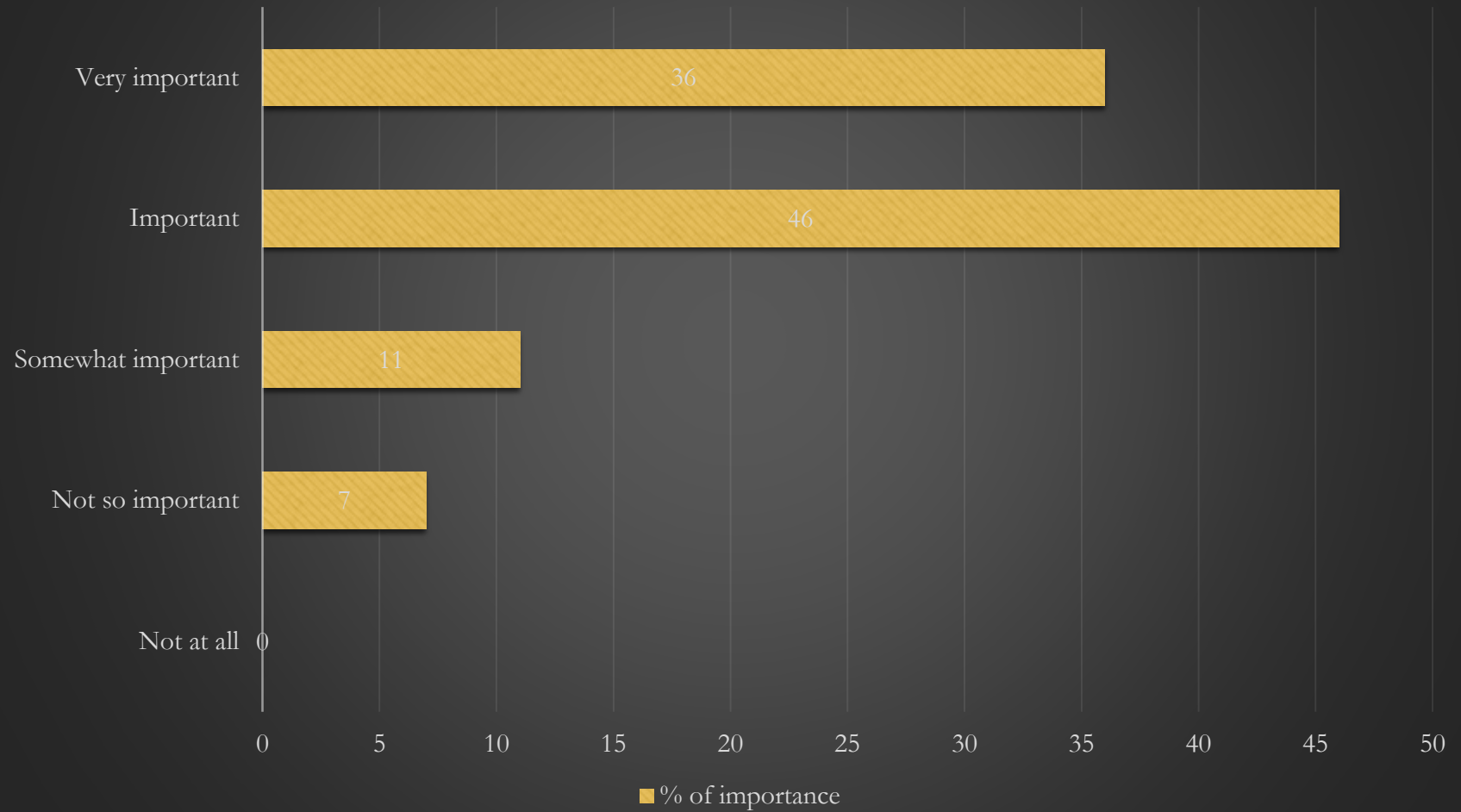
% Spa & Wellness Preference



The Importance of Spa & Wellness Preference



The Relation between Hotel Type and Spa & Wellness Preferences



Findings: Relationship of preferences – all respondents found it important or very important

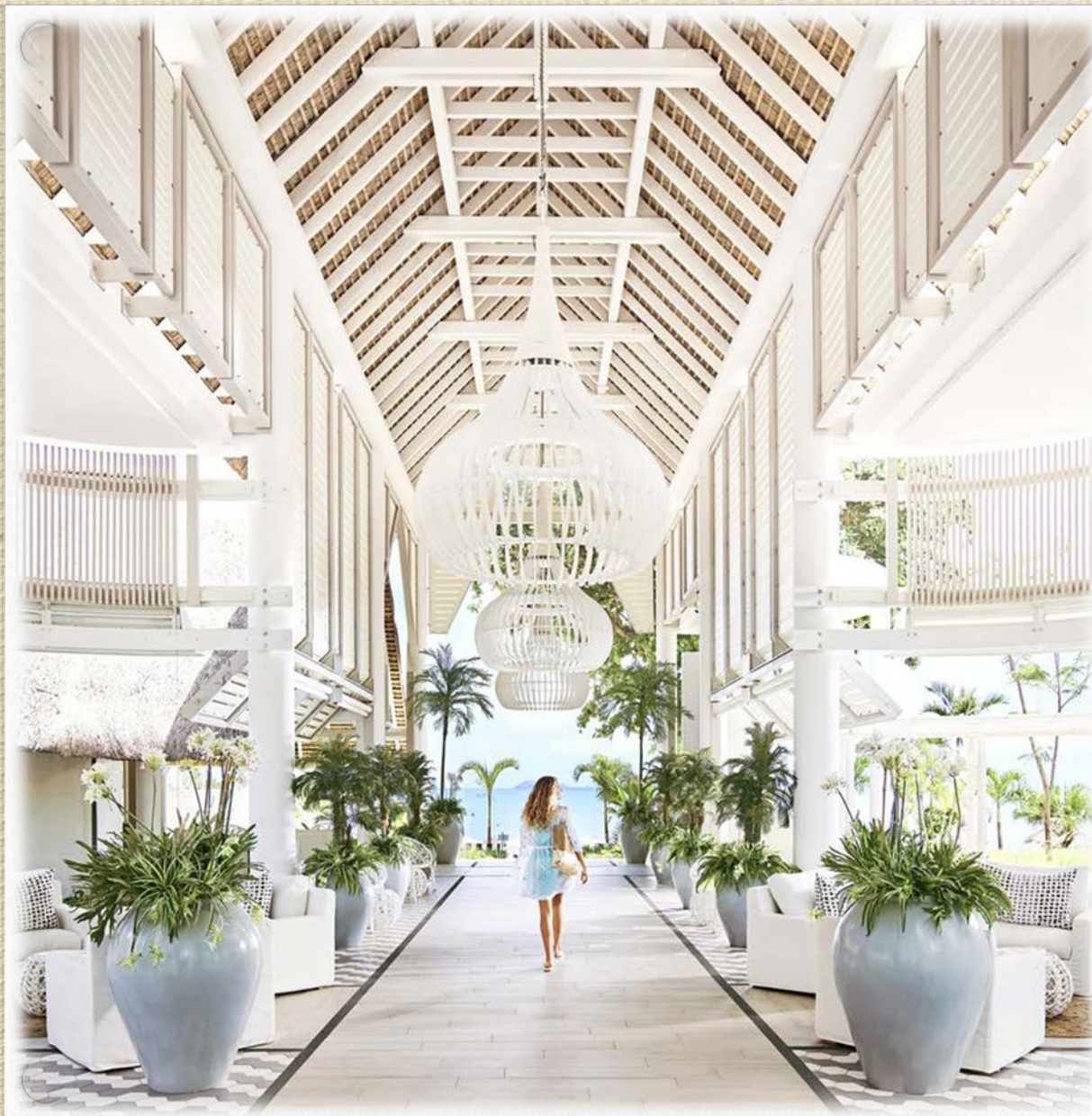
SPA & WELLNESS CONCEPT HOTEL	Exclusive products, state-of- the-art gym	Natural spa products, outdoor activities	Spa catered with friends, joyful experiences	Well-known branded spa products, trendy exercises
Private, classic luxury, formal, full service	8	2	2	1
Organic food, cultural, green conscious, ‘do it yourself’ DIY style, a transformational place	1	10	-	1
Place to reconnect with friends & family, beach club setting, and parties	4	1	-	2
Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy	-	3	-	4

Conclusion

- Personal choice differs and not necessary concept related between hotel and its spa and wellness offerings, however ...
- There are some trends and similarities in making the choices
- It is considered important to relate a hotel type and its spa and wellness
- There is a need of differentiating a specific spa and wellness concept that follows its hotel brand concept, however..
- There are some overlapping facilities to be considered

Recommendation

- Develop a spa and wellness brand concept that start with understanding of the uniqueness of each hotel brand
- Define which facilities and services fit into the brand
- Elaborate holistically
- Leave out some areas to be developed generically



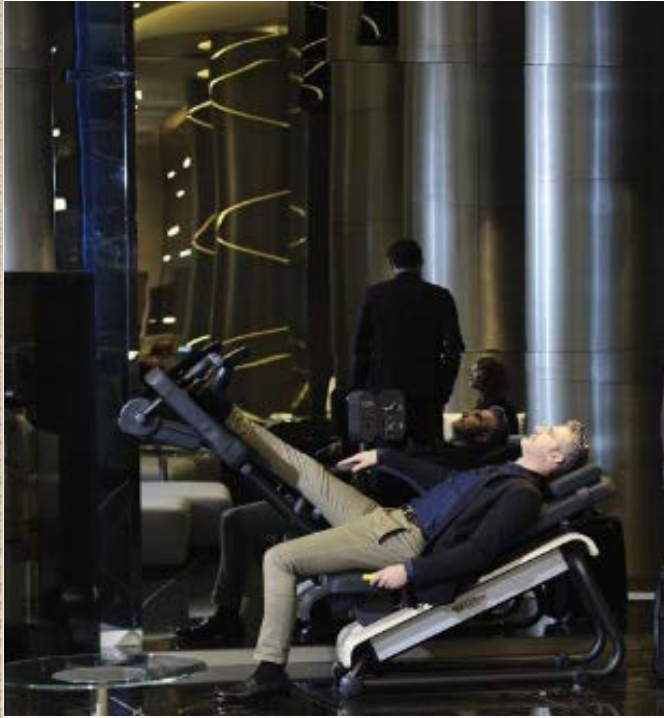




**Bye-bye buffet.
This is fresh, local,
and tasty.**

“ We know our farmers,
fishermen, and growers by
name. But, here, the
ingredients are the stars. Our
herb wall and a vegetable
cellar show off our bounty. In
the kitchen, we look to simple,
ancient cooking methods. ”





Reflection

The Project

- has given me a better structure
- taught me on how to do a research and find facts
- gave confidence
- gave opportunity to review the effectiveness of past works and possibility to change or modify

Connected

Grateful

*References

- Tandy, K. (2011), Spa success relies on business focus, Hotel Management, Vol.226(6), p.6.
- Heyes, A., Beard, C. and Gehrels, S. (2015). Can a luxury hotel compete without a spa facility?: opinions from senior managers of London's luxury hotels. Research in Hospitality Management, 5 (1), 93-97.
- Davis, M. (2009) The fundamentals of branding, Lausanne: Ava Publishing SA.
- Cohen, M. and Bodeker, G. (2008) Understanding the global spa industry: spa management, London: Butterworth-Heinemann.