SPA sessions
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Business success

the massage gateway (BS0001)

session outline

session summary

When we suggest add-on treatments and upgrades, we expose our guests to more of our services, which can result in an improved guest experience and an increased sale.

Spas worldwide still report massage as the most reserved treatment. One of the likely reasons is that it is the least mysterious service on the menu. First time users and infrequent spa goers will usually "play it safe" and book something that they've heard of or experienced before. So how can we introduce our guests to more of our services?

One way is to consider massage as our 'gateway' service and use it to introduce our guests to other treatments. For example, we can create a list of suggested treatments to enjoy before or after massage - perhaps an express facial post-massage. Or, we could create a treatment room upgrade option, exposing our guests to more of our facilities. When we suggest add-on services or upgrades, we are introducing our guests to new spa offerings. When they accept, we are contributing to a better financial result for the spa and a better guest outcome.

session discussion / activity

preparation
- flip chart
- markers
- spa menu

Let's discuss how we can introduce our guests to more of our treatment services. We will break into small groups of three or four. Using our spa menu as a guide, you will have 5 minutes to identify as many massage add-on or upgrade services that you can. In your groups, discuss how we could recommend the treatments you've identified, i.e. before or after a massage, and the benefits. We'll then regroup and share our ideas.

session insights and initiatives

session starters

- suggest a combination service which includes massage and another type of treatment i.e. package
- introduce a service which will supplement a massage such as a bath, facial or body scrub
- suggest a longer massage service e.g. 90 minutes instead of 60 minutes

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