

THE ADDED VALUE OF SPA & WELLNESS



Peter Gantenbein

MODULE LEADER

Peter Gantenbein is a graduate of EHL who pursued an international hotel career with Hilton International in Montreal, New-York, Martinique, Jakarta, Brussels and Corfu. He returned to Switzerland with Sheraton in Zürich and subsequently managed hotels affiliated with Relais et Châteaux and Leading Hotels of the World in Lugano and Geneva, prior to taking over the famous Clinique La Prairie where he achieved a major turnaround in income and profitability. He subsequently developed his own business with VIPmedcare offering marketing services to the medical field. As a consultant he participated in the project management and concepts of medical spas in Switzerland, Eastern Europe and Asia.

He has been cooperating as a lecturer, with the University of Leeuwarden (NL) and University of Rangsit in Bangkok in spa and health management and has been instrumental in setting up a course specifically dedicated to the subject.

RECOMMENDED READING

- D'Angelo, J. M., (2006), *Spa Business Strategies*, Thomson Delmar Learning, ISBN 1-4018-8164-5
- Blaxter M., (2004), *S. Health* Polity Press Cambridge, UK, ISBN 0-7456-3082-0

PRICE

CHF1,800 (~€1,100)

Prices in Euros (€), as at September 2007, are only an indication; payment will be in Swiss Francs (CHF)

MODULE DESCRIPTION

Well-being is a constant concern in the history of most civilisations and the fact that in recent years, spas have been blossoming all over the world is a tangible element of this basic need of mankind. Today most luxury hotels cannot afford **not** to have a spa and from the luxury market, the need for such facilities gradually shifts to the four- and three-star category hotels and resorts. These investments often mean outrageously large amounts of money being put into facilities, technology and human resources.

The Module focuses on ways and means to make spas profitable by analysing factors of adding value to the operation and defining the competencies of spa managers to make their operation successful and profitable. Emphasis is also placed on the coherence of treatments and activities offered by the spa in order to give it a marketing edge in this now fiercely competitive market. This module deals with:

- Fundamental issues that make a spa successful
- Demystifies exotic treatments
- Profit making solutions to improve
- Overall value of the facilities

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Define the major parameters influencing the spa and health industry from historical facts to possible scenarios of the future
- Identify the basic motivators of spa customers
 - Well being and beauty
 - Facts vs reality
 - Health vs the dream of eternal youth

Competencies

- Define the best possible blend of treatments and activities in a hotel spa
- Develop tactics to increase the overall value of a spa operation in a competitive market
- Create flexible, reliable and innovative tools to ensure quality control of a spa operation.
- Select appropriate staff and develop synergies for increased revenue

Mindset

- Evaluate different situations to determine the best possible course of actions for a profitable and successful spa operation

PARTICIPANTS

Managers and executives in the Hotel, spa, wellness and health industry.