



‘a passion for create stunning spas  
that are profitable,  
results driven businesses...’

Alistair Johnson



‘A collection of companies focused on spa excellence in the delivery of products and services to the hospitality and residential spa sector’



Business to Business



Business to Consumer



Modular Building



‘the natural first choice  
for spa & wellness investors’

### Vision

To develop a full service spa consultancy that is viewed in the market as the market leader in the UK. We want to become the natural first choice for the hospitality sector.

This will be achieved with innovation and an ethical approach to business, delivering a first class customer experience.

### Mission

What makes SPA Creators different is our aim to provide the full range of business and design services to deliver a successful spa and wellness business from concept to completion and beyond. Our aim is to share our knowledge and experience to develop profitable spa businesses.

Our clients are independent luxury hotels, resort and leisure operators . The investment level of 1-10 million to create a full service spa with 5-15 treatment rooms, thermal equipment, wet spa areas and relax lounges and F&B. Our clients are hotels that want a SPA to drive the hotel and F&B sales not a property creating a SPA Hotel.

### Culture

To create a partnership approach going the extra mile for a fair fee. Recognising that each person is unique and working with them to deliver their objectives personally and commercially. We want to create results driven business not vanity projects.

‘We want to achieve this by caring for our people whilst making a profit and driving a business with strong return on investment....’

### Aim

We are looking to create a business in the next 5 years that has ‘value’ to enable the business to grow and expand within its organisation or outside its current business structure.

# Business Objectives

‘What makes SPA Creators different is we are more than designers we provide the full range of design and business services to deliver a successful spa and wellness business.

We can demonstrate this success with over 90 installations worldwide.’



Design



Develop



Deliver



# Business Background

Spa Creators have been operating in the hotel spa and leisure sector for over 20 years. The company established by Alistair Johnson employs a team of inhouse spa and leisure specialists, whose objective is to create profit results driven spa and wellness businesses.

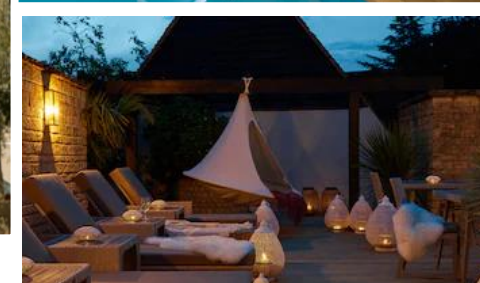
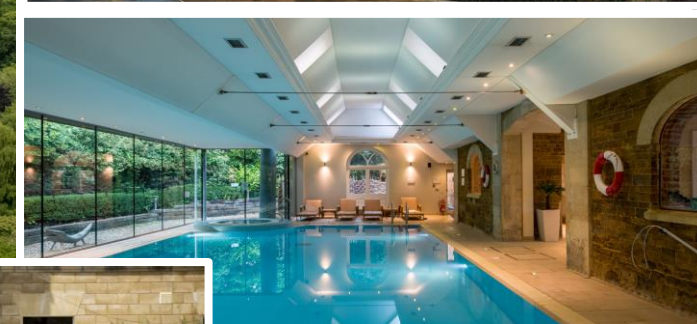
With an established track record over the last 15 years in the luxury independent hotel sector, Spa Creators provides a range of tailored services to add the necessary expertise to support a hotel operator. Our experience extends from historic buildings to contemporary new builds and modular pods.

Many of our clients have award winning spas. Our company have been involved in over 90 projects worldwide. A small selection listed below;

- ❑ Le Meridien Lav, Split, [Croatia]
- ❑ Genting Resorts World, Birmingham
- ❑ Kandinsky [Russia]
- ❑ Mallory Court Hotel, Warwickshire
- ❑ Miramar Beach Hotel, Nice, [France]
- ❑ Lygon Arms Hotel, Cotswolds
- ❑ Ickworth House Hotel
- ❑ Mere Golf Resort and Spa, Cheshire
- ❑ Carbis Bay Hotel, St Ives
- ❑ Royal Crescent
- ❑ Hever Castle, Kent
- ❑ Stocks Hall Retirement Village
- ❑ Ellenborough Park



# Heritage Projects



# Current Projects Include

SPA Creators have a range of high end commercial and residential projects. Our team support a client project at various levels to ensure success. The focus of the scheme development is the creation of natural wellbeing environments embracing modern techniques to deliver unique experiences.

- ❑ Donegal Boardwalk
- ❑ Broome Park
- ❑ Ffolkes
- ❑ Apex Hotels

SPA Creators can provide client reference and testimonials. The company website has a number of client project case studies.



# Client Testimonials

## Neil Ibbotson [MRP Architect]

‘our client Genting UK appointed SPA Creators to complete the full project delivery of the Resorts World Spa from concept to delivering the scheme. We were very impressed with the company’s creativity and efficiency in delivering the scheme.’

## Mark Partington - Managing Director [Ribby Hall Hotels & Spa]

‘Spa Creators were able to provide business feasibility support bringing their extensive knowledge of the Hotels spa market to the design process.’

## Stephen Baker - Owner [Carbis Bay Hotel]

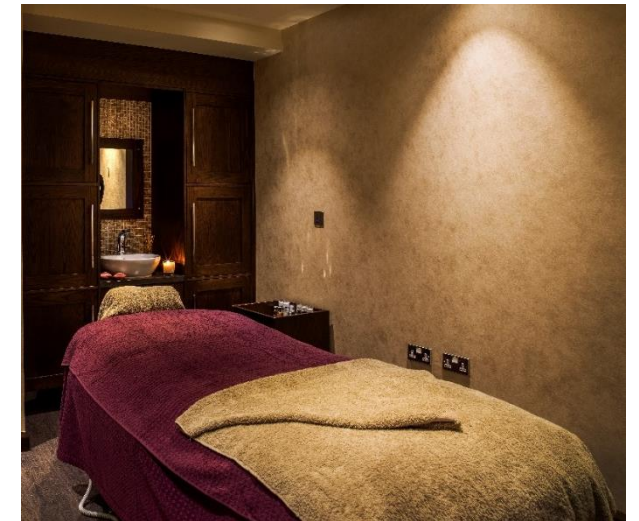
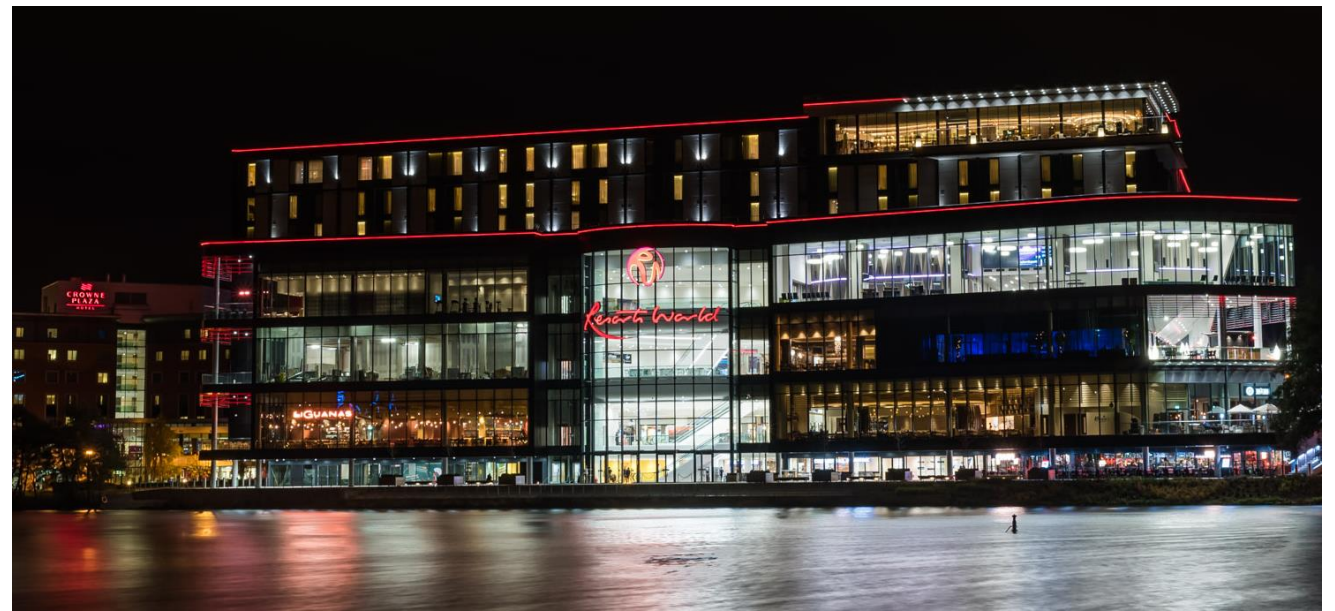
‘We enjoyed working with Spa Creators who were a key component in the development of the Carbis Bay Spa. We were a very hands on client and found SPA Creators a flexible partner.’

## Mark Boler CEO – [The Mere Golf Resort & Spa]

‘I couldn’t recommend SPA Creators more highly to any company embarking on a spa development project, I would be happy to talk to any company about our experiences.’

## Mark Chambers FIH MI - Group Managing Director Eden Hotel Collection

We appointed Spa Creators as spa consultants for our new build project. Throughout this entire process SPA Creators demonstrated an excellent knowledge, both practically and technically, of what was needed and moreover as part of a huge consultancy team they delivered their piece efficiently and on time resulting in a first class result.



# Range Of Business Services



## Design

Utilise the experience one of the spa industry's leading design companies to create the ultimate spa and wellness facilities. From boutique hotels to residential developments, Spa Creators' team of spa designers can deliver your dream spa.

Our designers and consultants will start our three-part process by producing:

- Business feasibility reports
- Full financial projections
- Detailed business plans, Sales revenue forecasts
- Concept design including building and spa philosophy
- Preparation and support of funding documents
- Spa market trends and project research, market analysis and client modelling
- Board presentations and business review

# Range Of Business Services

## Develop



Once our design stage has been completed, we'll set to work bringing your business dreams and our concepts to life. By now we'll know what you're looking to achieve both visually and from a commercial perspective, ensuring we can develop a world-leading spa facility that exceeds your expectations. Our spa planning and projects team will discuss with you what you're hoping to achieve. From here, they'll put together a strategy to ensure that we're doing all we can to help develop your business, as well as offering all the services you require. Our services include:

- Full interior scheme creation and implementation
- Technical support for lighting and electrical plans
- Project management and critical path planning
- Procurement and tender management
- Specialist equipment procurement
- Cost control and value engineering
- Treatment brand selection and menu development
- Spa interiors treatment room fit out FF&E recommendations
- Sourcing and designing unique art and sculptures

# Range Of Business Services

## Deliver



Our spa delivery services are crucial to the successful launching of all our facilities, and our team uses their formidable expertise to ensure your wellness facility is delivered on time and in budget. Our spa delivery services include:

- Sales & marketing pre and post launch
- Staff search and selection in conjunction with our partner Spa Elite Recruitment
- Staff training and treatment brand implementation
- Review internal and external operations
- Tender process for management operator contractors
- Setup of operating procedures

‘Light Touch’ Management offers an extended management support facility for new spa operators providing business services to ensure the spa delivers and reaches business stability as quickly as possible.

# Executive Summary

What makes SPA Creators different, is our company takes a client on a journey from concept through the detailed design, implementation and project build. We take you every step of the way, every project is personal, and we aim to deliver beyond expectation.

Our approach delivers a successful spa project and more importantly a successful spa business with a strong return on investment.

Sharing our global industry knowledge, expertise with over 20+ years of residential and hospitality spa experience to steer a course to project success.

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