

How A Spa Can Elevate Your Hotel's Revenue



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RUNNING A SUCCESSFUL HOTEL SPA BUSINESS

If you are trying to learn how to run a hotel business successfully, you've come to the right place. Starting a hotel spa can guarantee additional income, but what if you could maximise that income to its absolute highest potential just by a few slight changes to your critical decisions? Let's look at what it takes to really succeed with a [hotel spa business](#) in the UK.

Firstly, find your niche

If you decide to launch a spa inside your hotel, you must decide how to differentiate yourself from your competitors to stand out in the market.

- ✿ Does your hotel's location make you stand out?
- ✿ Are you located in a serene, picturesque area with beautiful views?
- ✿ Do your services make you stand out?
- ✿ Are you the only hotel spa in a 50-mile radius equipped with a steam room?
- ✿ Does the style of your hotel spa make you stand out?

If every other spa in the area is painted in earth colours, for example, you should consider a completely different [colour and design scheme](#).

EFFECTIVE REVENUE MANAGEMENT

If you are starting a hotel spa, once you have factored in your start-up costs, such as increased rental space, equipment, staff recruitment, and training, you next need to look at your service pricing—what you will charge for each service and how that could be adjusted to benefit both the customer and your business.

From a business perspective, during peak times, it makes sense to hike your spa prices and cut back on discounts during slow seasons, for example:

Assess the market carefully and examine what your competitors offer, including what they charge for individual services and what those services tend to be. Also, look for their customer reviews and ratings, making note of common themes that emerge. Then, use these themes to tweak your own business plan accordingly.

Wellness Integration

For some people, spas still have a reputation as being only for those who are beauty-conscious, but a little bit of marketing and targeted education can change that perception; spas are incredibly healthful ventures. Articles outlining [the benefits of saunas](#) or [the importance of hot tubs](#) have seriously contributed to much-increased respect for spa services. Some people travel [even as far as New Zealand for wellness retreats](#)!

This proves how much our society has grown to truly appreciate the value of self-care, with meditation and the concept of mindfulness on the rise, in particular.

You could appeal to those who are on a health kick – hosting New Year weight loss retreats or summer-ready relaxation weekends are the perfect way to attract health-conscious customers and introduce them to the spa lifestyle, developing loyalty programs that incentivise repeat visits and reward guests for choosing both the hotel and spa services.

With our extensive experience in business consultancy and [interior design](#), we are the team that can launch your hotel spa to success. Whether you are running a boutique hotel or a large franchise, we can [design](#) the perfect spa that will keep your customers coming through the door.

[Are you looking to open a spa? Send us your project details](#)



3 THINGS YOU NEED TO KNOW BEFORE OPENING A LUXURY SPA

If you are looking at [expanding your hotel](#) to include a beautiful spa, there are several things you need to keep in mind before you get started. The goal of a luxury spa is to provide an ultimate relaxation experience, and every detail, from the view to the colour of the walls, makes a difference. That's why planning thoroughly before you start building is crucial.

We highly recommend you outsource this process to a luxury spa consultant, but in the meantime, here are just a few tips to keep in mind.

Understand Wellness

First of all, you should never underestimate the relevance of the wellness industry – wellness is the reason for millions of trips every year, and we suspect the number is only increasing annually. It has become more popular to prioritise stress reduction wellness is now mainstream like never before. Mindfulness and meditation are now the first suggestions that crop up whenever we complain of feeling stressed. In 2024, we [better understand](#) the health harms of both acute and chronic stress, which intentional planned relaxation can help combat.

Guests to a luxury spa are likely not only there for fun and to be pampered – visiting a spa is likely a deliberate move to help support their body and reduce stress levels. Understanding the core needs of a luxury spa is a top priority.

Choose Your Location

Next, you must choose the perfect location—spas are getaways. You cannot situate a relaxing spa on the edge of a busy, polluted motorway. Pick a location that is quiet and accessible to nature, if possible.

In the UK, chances are you are not near the sea or a lake – but that's okay. Forest, woodlands, and other large green areas all count as nature and provide some of the purest air quality, which will do your guests wonders. Once you've chosen a location, look at ways to further enhance the surrounding nature.

Create A Plan

Thirdly, never start without a clear, [solid business plan](#). The best way to create a business plan is to consult a spa expert. In the spa industry, trends are always changing, and demand levels peak and dip, services become popular whilst others fall out of fashion – and a spa expert knows all of this back-to-front. Rather than burdening you with extensive research, entrust the experts to handle all of this for you.

A full-service spa consultancy like [Spa Creators](#) can help you with every step of the process. We are experts in the luxury spa industry and understand the typical pitfalls and obstacles you may not foresee, so you should always work with us to maximise your chances of long-term profit. **[Book a consultation with us today.](#)**

WHAT DOES A SPA CONSULTANT DO?

If you've googled 'what does a spa consultant do?', chances are you're looking to create or improve upon your own spa, but you're thinking of teaming up with someone who specialises in just that. So, we're glad you asked! A spa consultant is slightly different from a full-service spa expert, and we think could be even more of a help to you. Nevertheless, let's dive into this topic. Read on...

What A Spa Consultant Does

A spa consultant does everything they can to guarantee your spa will succeed. A spa consultant is not a spa employee; they are an expert in the spa industry who can guide you from step 1 to profit. Whether it's choosing the immersive location for your luxury spa, helping find your spa staff, or deciding what services you'll offer, a spa consultant does everything to get you set up.

A spa consultant can help you pick out a colour scheme, sift through the CVs of potential job candidates, plan a financial forecast, and work out the best way to market your spa and budget accordingly. You'll also need to arrange a rental contract, purchase equipment, obtain health and safety and operational licenses, and ensure that your income exceeds your outgoings. This is typically taken care of before your spa is open and operating daily.

So, how does this differ from a full-service spa expert like Spa Creators?



What Spa Creators Do

Put simply, we go beyond just setup. Take a quick look at [our Services page](#) for a full breakdown of all the ways that we actively help our clients, but essentially, we are happy to take control of every detail, and we don't just set up and then leave – we stay with you. Once we have got your spa up and running, we will be a phone call away with an ongoing maintenance plan and support arrangement. You're in safe hands with a spa expert like Spa Creators because there is no challenge we have not come across before and know precisely how to solve.

With Spa Creators, we will be there to help no matter what happens. Left to their own devices, many [new spa owners](#) find it hard to retain customers, struggle to adequately train staff, find guests vaguely dissatisfied but never really know why, and much more. That's where an expert with a trained eye comes in, and between us all, at Spa Creators, we have decades of experience to help a spa owner correct.

But of course, if working with a spa expert from day one, many of these typical pitfalls can be avoided altogether, which is the beauty of it! When you want to [run a luxury spa](#), hiring a full-service spa expert is smart.

Next Steps

So, now that you know exactly what a spa consultant and a full-service spa expert do and don't do, you are probably more certain about whether or not you would like to hire those services. If you'd like to have a more general chat and discuss your options with us, we'll be happy to help. Please fill out our [contact form](#) or call us on [01182305125](tel:01182305125), and let's get started.