

by kate hamilton

Spas across the country have made significant efforts to supply unique niche offerings in an ever-growing industry. Differentiation is of peak importance when creating an environment that is not only a getaway from daily stresses, but also a flexible retreat that meets the varied needs of a client.

Providing unique, specialized services to clientele can set a spa above its competition. Whether simply offering a take-home gift or refreshments during a service, going that extra mile leaves a lasting impression. Even more impressive is presenting services that benefit the client in substantial ways.

Adding to the comfort and relaxation experience of a client can be as simple as providing day care at a spa facility, assisting the busy mom with children in tow. Custom tailoring and shoe services support the hardworking businessperson attempting to fit a spa treatment into their busy day. A variety of options can take a spa from a treatment supplier to a complete life-enhancing experience.

Learn what spas across the country have done to aid the busy lifestyles of their clientele, integrating specialized services and amenities that not only take a step beyond skin care treatments, but also make a difference in a client's life.



amplify your spa amenities

Girls' night in

Spa parties are great add-on packages that are growing in popularity. As the spa industry's own version of a Tupperware or Pampered Chef party, hosting themed gatherings in a home environment can be fun for the client, as well as financially beneficial to the spa. Occasions for parties can include birthdays, graduations, anniversaries, work promotions, bridal parties and baby showers; or they can be thrown "just because."

San Diego's Purr Spa offers its Mobile Spa Service where qualified, licensed spa professionals educate clients about products and skin care in the comfort of their own homes. Owner Kirstina Schuff created a one-stop shopping experience that brings the spa directly to clients. "People seem to have less time to devote to themselves, but, at the same time, they are more educated and more open to the idea of preventive wellness care, inside and out," she says.

Adding mobile services to an existing spa's menu can be fairly easy. Schuff



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offers information and consultation on providing these services, as well as hosting spa parties and corporate events. "The determining factor in a spa's success is most importantly marketing and advertising these services to new clients, as well as existing ones," she says. "Spas that aren't offering these services really are missing out on entire groups of people that, for some reason or another, can't make it to the spa."

Ask Mr. Belvedere

Empowering the front desk and reception area with concierge authority can add an air of convenience for your clientele. Anticipate a client's needs, and offer to take care of those errands personally. Haroldsale, New York-based spa Enhance Face & Body Spa provides such services to its clients. "We commonly make restaurant reservations, run errands such as

picking up grocery items from the supermarket, send flowers and fruit baskets on clients' behalf, and make doctor appointments," says co-owner Bonnie Hagen.

Tots in tow

A day packed with work and errands leaves little room for fitting in a spa treatment, especially for clients with kids. Finding day care for an hour can become complicated and expensive. Integrating a day care facility with a spa can encourage client visits that otherwise would be impossible.

At Grand Traverse Resort and Spa in Acme, Michigan, a licensed day care facility is located conveniently across the hall from the spa. Members, clients and employees are welcome to utilize the on-site child care. "Our members and clients enjoy this, as it allows them to attend functions while their children remain