

SPA FORUM: IMPLEMENTING SPA SECRETS INTO YOUR TRADITIONAL FITNESS APPROACH



Lawrence BISCONTINI
INTERNATIONAL SPA CONSULTANT
GOLDEN DOOR SPAS



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INTRODUCTION

- Nāmaste!
- Gratitude:
- findLawrence.com, biscontini@aol.com, L's Background
- Our Purpose Today:
(what this is NOT)

1. Overview today's spa with a history
2. Outline arenas of group ex, pt, programming, and general spa layout
3. Take an international spa trends tour

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THE SPA ENVIRONMENT

Women are purchasing 59% of health club memberships USA (IHRSA 2000)



... 'fastest growing fitness outlet.'" (ISPA 2002)

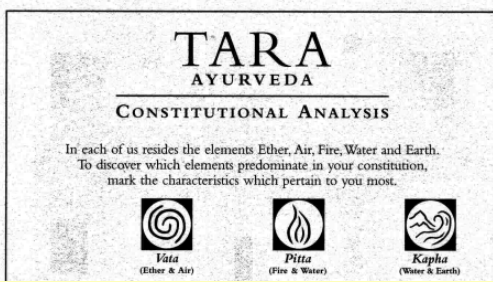
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THE SPA ENVIRONMENT

- "Place of wholistic wellness, addressing each person as a trilogy via the 5 senses via Ayurveda"
- Attention to education, pampering, and nourishment of trilogy via dosha
- The Mission & Vision: What's yours? _____


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AYURVEDA




TARA
AYURVEDA
CONSTITUTIONAL ANALYSIS

In each of us resides the elements Ether, Air, Fire, Water and Earth. To discover which elements predominate in your constitution, mark the characteristics which pertain to you most.


 **Vata**
(Ether & Air)

 **Pitta**
(Fire & Water)

 **Kapha**
(Water & Earth)

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AYURVEDA



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THE SPA ENVIRONMENT

- HISTORY OF SPA:
- EVOLUTION OF SPA:

(destination, resort, medical, day, hour)

- TRENDS OF SPA:

(men, kids, wellness centers,
greening, agriculture)



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THE SPA ENVIRONMENT

“SOLUS PER AQUAM”

- S _____
- P _____
- A _____



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SCHOOL~PALACE~ABODE

SCHOOL

- E³: EDUCATION/ENRICHMENT/
EMPOWERMENT CENTERS
- TEACHING TRANSFERENCE
- USE OF ROOMS

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SCHOOL~PALACE~ABODE

PALACE

- GREETINGS/CLOSURES
- BOWING/DEMEANOR
- IMPECCABLE UPKEEP
- CANDLES
- NOMENCLATURE & C. SERVICE



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SPA NOMENCLATURE

- “HEY! HOW YA DOIN’?”
- “YOU’RE WELCOME,” “NO PROBLEM”
“YOU BETCHAI”
- “HAVE A NICE DAY,” “ENJOY”
- “CAN I HELP YOU?”
- “NEXT!”

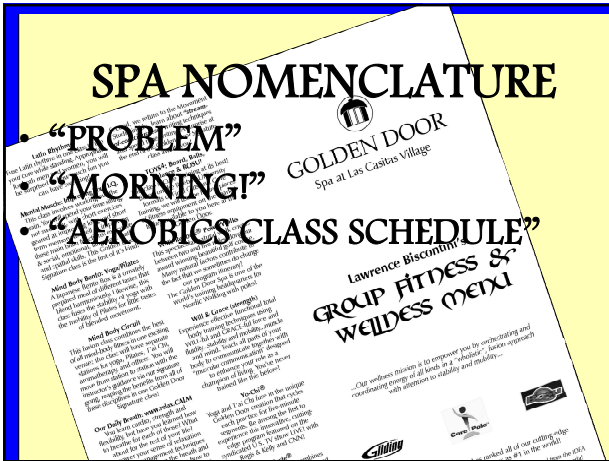
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SPA NOMENCLATURE

- “DO YOU WANT?”
- “GROUP FITNESS CLASS” (“How was class?”)
- “PT SESSION”
- “CLASS IS DOWN THERE”
- “DO THIS...”
- “BE WITH YOU IN A SEC”




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SCHOOL~PALACE~ABODE

ABODE

- "HOMEY" AREA: (WATER, FRUIT, TV, MAGS, AROMA., THROWS)
- REAL GREETINGS
- GENTLE TOUCHES
- PROPER TEMPERATURE



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THE SPA ENVIRONMENT

- GENERAL FEELING OF SPA:
 - Advertising and PR
 - Receptivity, willingness, openness
 - SPA Synergy
 - Cross Utilization of energy:
 - Strong sense of serene, total approach
 - Strong sense of 'medical' community

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THE SPA ENVIRONMENT

- THE SPA DAY:
 - M⁴: MOVEMENT, MEDITATION, MEALS, MASS.
 - Mindful Activity with:
 - Midmorning Potassium Broth
 - Afternoon Tea
 - Bedtime Warm Milk or Soy



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THE SPA ENVIRONMENT


- THE SPA STAFF:
 - Cross-utilization of talent (& incentive)
 - Instructors
 - PT
 - Physical Therapists
 - RDs
 - AND...Sha...reader...Accup, Handwriting...yst, Dream Interpreter




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THE GROUP CLASS ARENA

- IHRSA AND THE GROUP CLASS EXPERIENCE
- Have you ever heard.....



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THE GROUP CLASS ARENA

- IHRSA AND THE GROUP CLASS EXPERIENCE
 - CLUBS W/STRONG GROUP EXERCISE PROGRAM ARE 69% MORE PROFITABLE
 - SATISFIED GROUP EXERCISE PARTICIPANTS ARE 77% MORE LIKELY TO STAY IN A CLUB THAN INDEPENDENTS
 - "IS IT MORE COST EFFECTIVE TO HAVE 1 PERSON ON A \$12,000 PIECE OF EQUIPMENT LISTENING TO PRIVATE MUSIC OR 35 PEOPLE W/ONE INSTRUCTOR AT \$75.00 LIVING THE CLUB PHILOSOPHY?"—Carol Scott, ECA

Look at the chart and say the **COLOUR** not the word

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLACK
BLUE RED PURPLE
GREEN BLUE ORANGE

Left - Right Conflict
Your right brain tries to say the colour but your left brain insists on reading the word.

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THE GROUP CLASS ARENA

- IHRSA AND THE GROUP CLASS EXPERIENCE
- PROGRAMMING:
 - SHORTER "EXPERIENCES"
 - THEMED CLASSES, *journeys* ○ □ —
 - SCHEDULED TRANSITIONS "REFLECTIONS"
 - EMPOWERING NON-SWEAT CLASSES
 - INCORPORATION OF OUTSIDE (W/O WALLS)
 - INCORPORATION OF PETS
 - FUSION/HYBRID/CROSS TRAINING (ACSM)
 - SPECIAL GROUPS (YOUTH, FAMILY, OLDER)

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THE GROUP CLASS ARENA

- INSTRUCTORS:
 - CLASS PHILOSOPHIES:
 - CLASS STARTS:
 - CLASS ENDINGS:
 - CARRY-OVER: TRANSFERENCE & TRANS.
 - RETAIL: THE UNREALIZED POTENTIAL
 - PAMPHLETS & PRINTED SCHEDULES
 - PROMOTION

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THE PT ARENA

- PERSONAL TRAINERS:
 - MIND-BODY PERSONAL TRAINING:
 - SESSION PHILOSOPHIES:
 - SESSION STARTS:
 - SESSION ENDINGS:



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THE PT ARENA

- PERSONAL TRAINERS:
 - MIND-BODY PERSONAL TRAINING
 - TRAINING THE TRILOGY
 - FUNCTIONAL ASSESSMENTS
 - RECORD-KEEPING
 - MIND-BODY SUPERSETS
 - ASSIGN 'HOMEWORK' AT SPA

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GREAT! SO LET'S ALL MOVE TO PUERTO RICO!

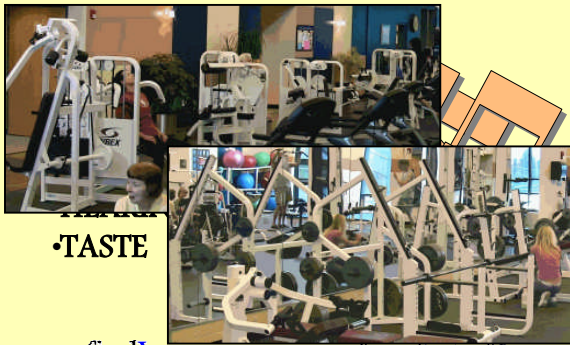
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MARKETING

- "HOME AWAY FROM HOME"
- "PLACE TO DE-STRESS"
- "YOUR ONE-STOP WELLNESS SOLUTION"
- "HARD CORE YET PEACE CORE"
- "EMPOWERING YOUR SENSE OF SELF"
- "TEACHING YOU HOW **NOT** TO NEED US"
- "YOUR ENVIRONMENTALLY CONSCIOUS WELLNESS CENTER"

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LAYOUT: THE GYM FLOOR



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THE ENTRANCE/LOBBY

- THE
 - THE
 - THE
 - THE
 - SPA
- SPORTS
LOGY



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A SPA SAMPLING TOUR...

equinoxfitness.com
thesportsclubla.com
miiamo.com
rancholapuerta.com
canyonranch.com
goldendoorspa.com and goldendoor.com
spaconnection.com, spafinder.com
experienceSPA.com
inneridea.com

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CAN YOU BELIEVE...



- "Morning Yoga," Hyatt Spa, Maui
- "Hydro-Yo-Chi," © Golden D Spa PR
- "Epic Journey," Royal Mykonian, Greece
- Taj Oriental, Mumbai, only books pt with a matching, complementary class and yoga session
- "Grass Yoga," Hulalai 4 Seasons
- "Up & Down," Phytomere, Switzerland
- "Self-Directed Chinese Medicine & Aromatherapy," Ojai

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CAN YOU BELIEVE...



- "Mind-Body Triathlon," GD PR
- "Spiritual Surf & Turf," 4 Seasons Maldives
- "Customized Class," Shokia, Russia
- Mats in Rooms, Ananda, Mand. Oriental, Himalayas
- "Hike, Weave, and Float," Amandari, Bali
- "Function Express 30," Cooper Institute Spa
- Bally Total Fitness Yoga: salutations

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CAN YOU BELIEVE...



- "In-visioning Classes," Claremont, California
- "Lezioni ai Mercati," Quisi Spa, Capri, Italy
- "Self Discovery," New Otani Tokyo (y + ao + d)
- "Yo-Cycle," @ GD PR
- "Soul Searching," Anara Spa, Goa India
- "6 Facets of Fitness," Rancho La Puerta
- "Belly Dancing," "Fencing," Canyon Ranch
- "Full Moon Yoga" GD PR

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CAN YOU BELIEVE...



- 15/15/15 Fitness Advantage, Manila
- "Epic Journey" at Royal Mykonian, Greek Islands
- Good Life Fitness in Canada and CHARITY
- 24 Hour Fitness: "ON-CORE Classes"
- Olympic themed classes in Greece
- Outdoor Cycle Classes at Equinox NYC
- "Orient-ations" at Red Top Club in Jakarta, In
- "Train the Brain" classes at GD

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CAN YOU BELIEVE...



- "PLAY!" "SCRAMBLE" classes at Equinox
- "Walk the Talk" Employee Wellness at Cooper
- "Surprise Sundays" at Sports Club LA BH
- BREATHING CLASSES at Montage at Laguna B
- Step & Rep at Equinox
- FUEL @ YMCA: Fams. Upping their Energy Level
- DOG-OGA: Premier Club in Dallas, Texas
- EMAIL ME your SPECIAL CLASS

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-TREND?....

A SHIFT FROM FITNESS
TOWARDS

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SUMMARY...

TAKE-HOME TIPS:

1. TRANSCEND FITNESS TO WELLNESS
2. SEE FACILITY AS S.P.A.
(PROGRAMMING, AREAS, PR, PRINTED)
3. SUPPORT MISSION AND VISION IN
GROUP EX AND PT
4. WELLNESS WITHOUT WALLS:
RESPONSIBILITY & PRESS
5. KEEP TRAINING SYNERGY AMONG
EVERYONE


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WHAT IF...

I.H.R.S.A.

•The Mission & Vision: What's yours? _____

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- Take-home message
- Homework
- Evaluations
- Book!

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