

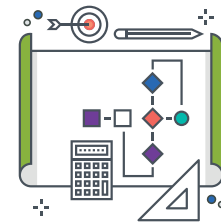
Global Spa & Wellness Consultants



GLOBAL WELLNESS
INSTITUTE™
EMPOWERING WELLNESS WORLDWIDE

As Spa & Wellness Consultants, our goal is to streamline spa/wellness projects for real estate developers, hotel and resort owners/operators, and spa owner/operators. Like all management consultants, those working within the spa and wellness sector do not necessarily possess a specific profile, and offer a wide variety of expertise. Therefore, we surveyed 60 members of the GWI Consulting Initiative to understand this growing practice. Here we provide some key findings for project scopes, benefits and why hiring a consultant could save you in the long run.

Spa & Wellness Consultants Bring Expertise to Help with Business Planning, Human Resource Practices and Site Development



Business Planning

Pre-Opening

- Market Analysis, Site Analysis & Financial Feasibility
- Concept Development & Programming
- Financial Forecasts & Proforma
- Creation of Spa Menu & Pricing
- Retail Product Development, Procurement & Merchandising
- Pre-opening Planning & Onsite Assistance

Ongoing

- Business Process Analysis, including Inventory Management
- Sales & Marketing Performance Analysis, including Website & Collaterals
- Retail Performance Review, Vendor & Pricing Analysis
- Quality Management Systems Review

Human Resources

Pre-Opening

- Staff Recruitment, Auditions & Hiring
- Sales & Customer Service Training
- Technical Training for Therapy Staff
- Employee Handbook & Operations Manual

Ongoing

- Operational Assessments of Staff, Facility, Customer Service & Financial Performance
- HR Process Review
- Compensation Plan Review
- Motivational, Customer Service & Staff Training & Development

Site Development

Pre-Opening

- Architecture & Interior Design Review & Value Engineering
- Equipment, Supplies & Operations Specifications & Procurement



"We have experienced great collaborative success by engaging knowledgeable and reputable spa consultancy firms on a variety of wellness, spa and beauty projects within our portfolio."

— Vice President of a Multi-Unit Spa Operator

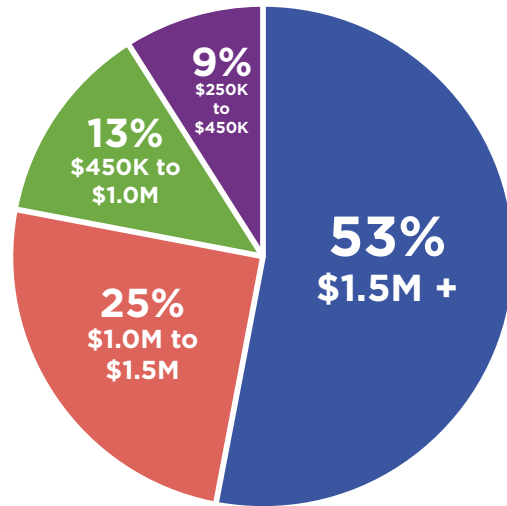
Typical Consulting Engagement Scopes

Top Types of Consulting Projects In Order of Most Frequent to Least Frequent

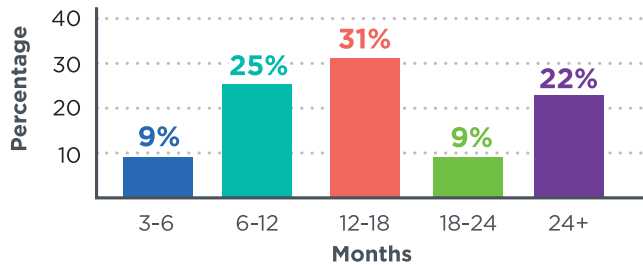
1. Hotel & Resort Spas
2. Day Spas
3. Wellness Centers or Retreats
4. Destination Spas
5. Medical Spas
6. Fitness Facilities
7. Cruise ship Spas
8. Corporate Wellness Centers

Average Cost of Development Projects

Includes construction, FF&E, training, inventory, etc. (USD)



Average Duration of Projects



ROI and Benefits of a Consulting Engagement



Spa & Wellness Consulting Services Save Clients Time & Money

Whether in navigating the regulatory environment or providing insight into the wide scope of products, equipment and best practices common in the marketplace, the costs of consulting guidance will be more than outweighed by the cost-savings and speed to profitability that will result.