



MODULE LEADER

Heinz Schletterer is a renowned wellness and spa pioneer. He is also CEO and owner of the Schletterer International Group, based in Strass im Zillertal, Austria.

Schletterer is a world leader in the planning and realisation of hotels, spas and health & wellness projects. The company has 20+ years of experience of working on over 1900 international hotel and spa projects, totalling more than 2.5 million m².

Heinz Schletterer is still leading the international market with the innovative IQCURE Medical Hospitality Concept.

MODULE DESCRIPTION

A well planned spa must be based on a well thought out strategic concept. What are the next steps to ensure profitable spa operation? What do we mean by sustainability? Detailed feasibility study. Investment, price structures and return on investment must be calculated.- A Marketing clear strategy must be established.

Design, Technical Planning and Equipment. A consistent style must appeal to guests and be reflected in the detailed interior planning and architecture. The main workflows and suitable materials to be used in treatment rooms, wet areas, and pool areas must be established. What state of the art equipment is available and how can this be integrated. How can we make the SPA sustainable, reduce energy and water usage, minimise environmental impact and thus save enormous costs.

Professional Spa Management. People are key to success. Ongoing training, development programs and ethical employment practices create highly motivated employees.

Sustainability means economy of operation, environmental responsibility, long term profitability and a concept which will last. Sustainability means building relationships – creating loyal employees and securing repeat business by appealing to guests. Sustainability means innovation and leading the market.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to

Knowledge

- Identify the content of a spa feasibility study and its importance in the development process
- Recognize the role of layout, technical planning and workflows in ensuring smooth spa operation
- Evaluate the importance of using appropriate materials (floors, walls, ceilings, lighting, surfaces, ventilation and climate control), state of the art equipment and their impact on profitability

Competencies

- Differentiate between various spa design styles
- Identify suitable materials for use in various spa areas
- Differentiate between various types of spa equipment

Mindset

- A holistic approach to understanding spa profitability and sustainability

Methodology

Interactive discussions, practical exercises and case studies

PARTICIPANTS

Spa Managers, hotel managers, executives and entrepreneurs in any service-related business