



### 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 m<sup>2</sup>.

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

### MODULE DESCRIPTION

In this module we will examine key success factors in the planning of any Spa project.

The spa and wellness market is continuously changing. In order to be successful, every spa needs a unique and innovative concept which will work in the operating environment and stand the test of time.

Competitive advantage can only be secured if the target audience is clearly defined and a strong concept is created and consistently applied throughout the project.

We will examine external market factors and other key influences – integrating the spa in existing structures, optimizing workflows, and creating unique spa offerings.

The module will examine the processes involved in order to deliver professional spa planning based on a unique and well researched strategic concept.

### LEARNING OBJECTIVES

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

#### Knowledge

- Focus on the importance of defining market position, target audience and guest profile
- Identify how spa design is informed by a strategic concept based on research and analysis
- Recognize the importance of innovation and uniqueness in creating a successful spa project

#### Competencies

- Identify external factors which are key to the success of a spa project
- Differentiate between essential requirements for various spa categories
- Create strategic concepts for specific projects and background briefs

#### Mindset

- Creating a successful spa relies on professional planning based on strategic analysis.

### METHODOLOGY

Interactive discussions, practical exercises and case studies.

### PARTICIPANTS

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