

## Workshop "INVESTMENT IN SPAS" - Kempinski Hotel Airport | Munich | 3 November 2011 -

### THE PROGRAMME

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|--------------------|--|
| 10.00 a.m.         | Coffee and introductions   |
| 10.30 - 11.00 a.m. | <p>The basic challenges facing the spa industry<br/>A spa is a "hotel in a hotel". Finance, design and implementation therefore require the same commitment as is required for large projects. An appeal.<br/>Speaker: Maria Puetz-Willems, Editor-in-Chief, <a href="http://hospitalityInside.com">hospitalityInside.com</a></p>  |
| 11.00 - 1.00 p.m.  | <p>Markets and Ratios - Development of a Spa Industry - International - European - German markets<br/>The megatrend wellness has created a multitude of offers and is meanwhile a well-established industry. After quantity, there now follows a period of quality development, differentiation and offer-orientated segmentation of the market. Within Europe, this market is extremely heterogeneous with the most varied demand statistics and challenges for investors and operators alike. As well as trends and facts, this programme point of the workshop looks at the reality and development of the spa market, in particular with regards to profitability. The national and international alignment of the spa sector is also considered along with the conceptual opportunities and challenges this involves. Alongside benchmarks and market information, the focus will be on concept data, success factors as well as implementation strategies for spas.<br/>Speaker: Dagmar Rizzato, Managing Director, Rizzato Spa Consulting</p> |
| 1.00 p.m.          | Lunch  |

2.00 - 2.40 p.m.	<p>Day Spas – Target Groups – Marketing</p> <p>Day Spas, in other continents far superior to the Hotel Spas both in terms of numbers and revenues, are in Europe increasingly developing into their own special segment. As part of the spa industry, Day Spas have high potential, though the success parameters are different to those applicable to a pure Hotel Spa. Mixed concepts are becoming increasingly popular.</p> <p>How is this market structured, what are the parameters for its success? What must be taken into account with regards to the various target groups as well as marketing? This programme point presents successful mixed concepts within the Hotel/Day Spa market and looks at the challenges faced here.</p> <p>Speaker: Marianne Schnaitmann, Managing Director, Schnaitmann Beauty GmbH</p>
2.40 – 3.00 p.m	Coffee break
3.00 - 5.00 p.m	<p>Calculation of spa floor space and usage dictate costs</p> <p>Practical examples for Urban Spas, Resort Spas and Thermal Spas show just how important room planning and design are to profitability.</p> <p>Speaker: Susanne Kraus Winkler, Managing Partner, Loisium Hotel- und Resortentwicklungs- und Management GmbH</p>
5.00 p.m	Discussion
6.00 p.m	End of the Workshops

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## PRICE AND TERMS

The "Investment in Spas" workshop will take place on Thursday, November 3, 2011, in the Kempinski Hotel Airport Munich.

Price per person is 490 EUR (plus VAT) including lunch and coffee break as well as conference fee and seminar materials.

Registration deadline is Wednesday, October 5, 2011.

Overnight stay: Those looking to stay overnight in Munich should make their own arrangements.

Conference hotel: [www.kempinski.com/de/munichairport](http://www.kempinski.com/de/munichairport)

### SEMINAR ORGANISER:

Rizzato Spa Consulting and hospitalityInside

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