

Raising the 'Spa'



AN OVERVIEW OF SPA MARKETING AT THE CONISTON HOTEL

THE CONISTON HOTEL
COUNTRY ESTATE & SPA



The Outline



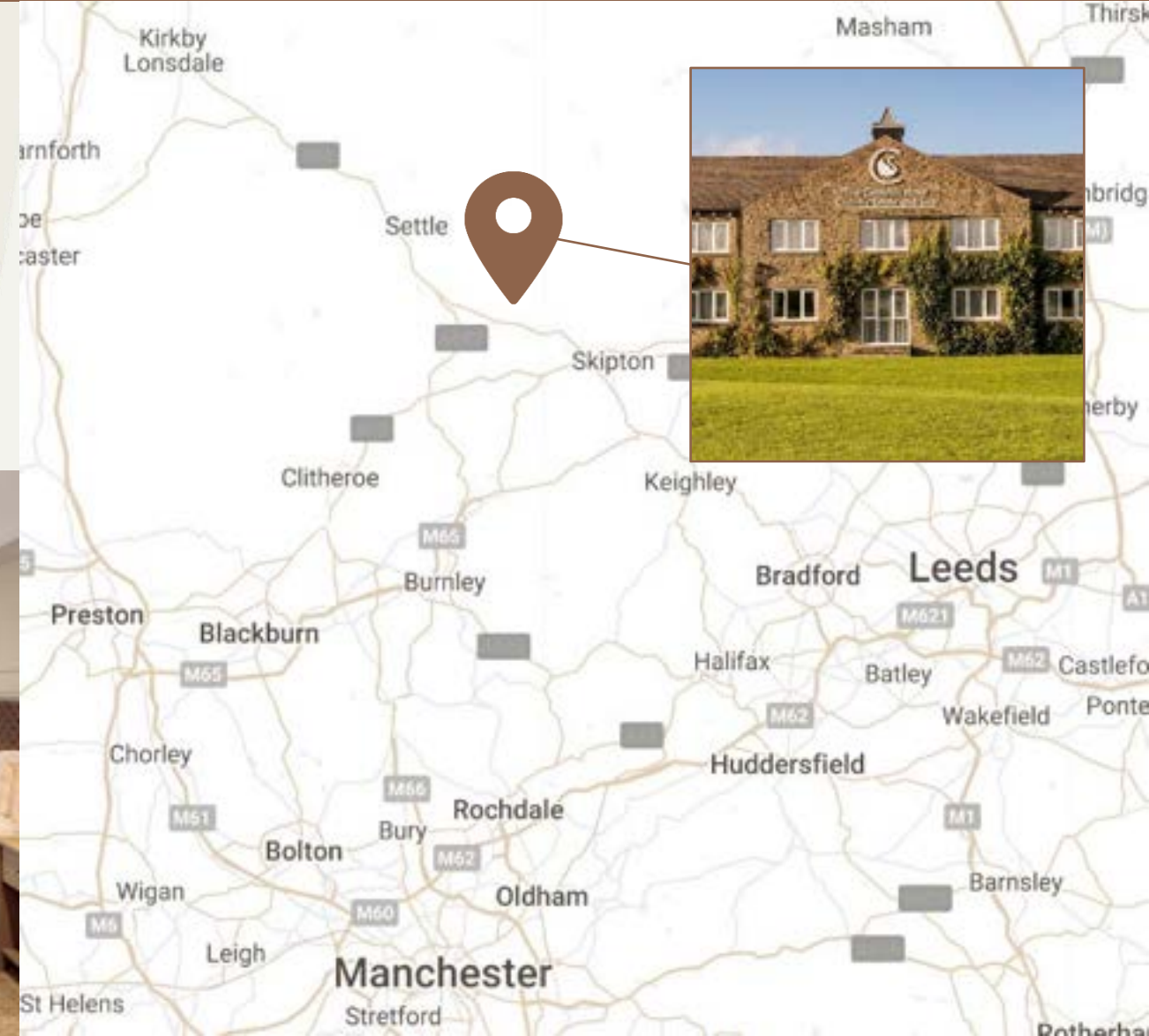
1. THE INTRO
2. THE CONTEXT
3. THE CAMPAIGN
4. THE RESULTS
5. THE SUMMARY



1. The Intro



- Independent family-owned destination hotel.
- Located on an estate in the Yorkshire Dales.
- Bedrooms, cottages, bar, restaurants, function spaces, outdoor activities, and a spa.



2. The Context



- The Coniston Spa originally opened in 2015.
- Well-equipped hotel leisure facility.
- Ambitions to be leading wellness destination.
- Reinvestment and redevelopment in lockdown.
- Relaunch date agreed as April 2021.



3. The Campaign



Mission:

To successfully rebrand and relaunch our spa to position it as the 'must visit' wellness destination in the North of England, driving awareness and increasing spa related revenues.

Objectives:

- | | |
|-----------------------|-------------------------------|
| 1. Identity Creation | 4. Assets & Content |
| 2. Website Visitors | 5. Press Coverage |
| 3. Digital Engagement | 6. Spa Day Bookings & Revenue |

Target Market:

Females/couples, 20 – 35 years within a 90-minute drivetime.



4. The Campaign - Branding



“The key to brand success is self-definition, transparency, authenticity and accountability.”

Simon Mainwaring – Brand Strategist





NÀDARRA

SPA

- RELAX IN THE LANDSCAPE OF LUXURY -

3. The Campaign - Branding



Nature

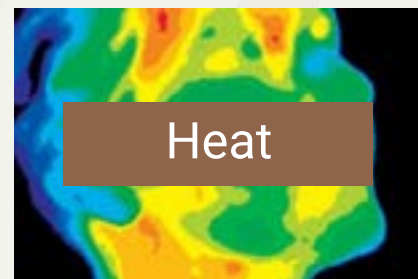
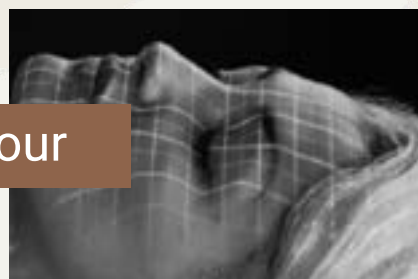
WHY NÀDARRA?



Family



Contour



Heat



Form



3. The Campaign - Branding



3. The Campaign - Assets



- Tailored to audience and situation.
- Incorporating technology.
- Image and video led.



3. The Campaign - PR



- Dedicated Spa PR plan.
- Virtual press event.
- 'Always On' press visits.
- Influencer strategy – micro and mid-tier.
- Worked with industry partners.
- Awards.
- News commentary and storytelling.

europaean
Spa

the
good
spaguide

PROFESSIONAL
beauty

Spa
UK | UNITED KINGDOM
SPA ASSOCIATION

MailOnline


By EDWINA INGS-CHAMBERS
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Then bring that relaxed feeling home with takeaways from the treatment menu

In all honesty, I've never been terribly good at continuing the spa mood once I get home. Usually, by the time I'm on my return journey, I can feel all the relaxation dissipating like a burst balloon. But after a couple of recent spa jaunts I've started to make more of an effort to keep the wellness fires burning.

The tide started turning after a trip to visit The Coniston Hotel Country Estate & Spa in Yorkshire (theconistonhotel.com), which was included in my best spas round-up earlier this year (find the guide at you.co.uk). This very special family-owned and operated venue has made some updates over lockdown with a renovated restaurant, bar and spa, set around the resort's glorious lake. (I recommend the seaweed option in the outdoor treatment bath, below, which looks out over it.)



The reason I visited Coniston this time was the addition of cannabidiol (CBD) brand Oto to the treatment menu and to trial its Amplify Signature CBD Massage Experience (from £120), which deploys bamboo rollers to help ease muscle tension, and the spa version of its Amplify Body Oil.



Dark Skies Dome Dining



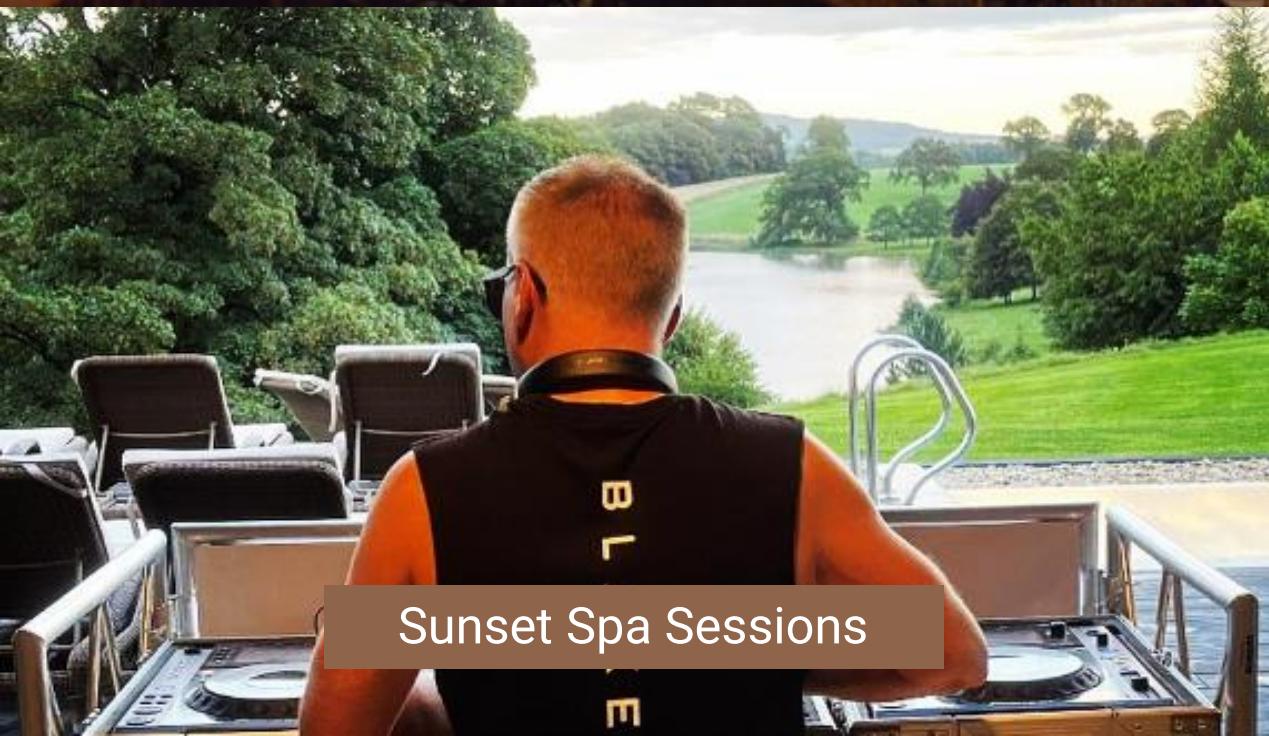
Stay Grounded Spa Days



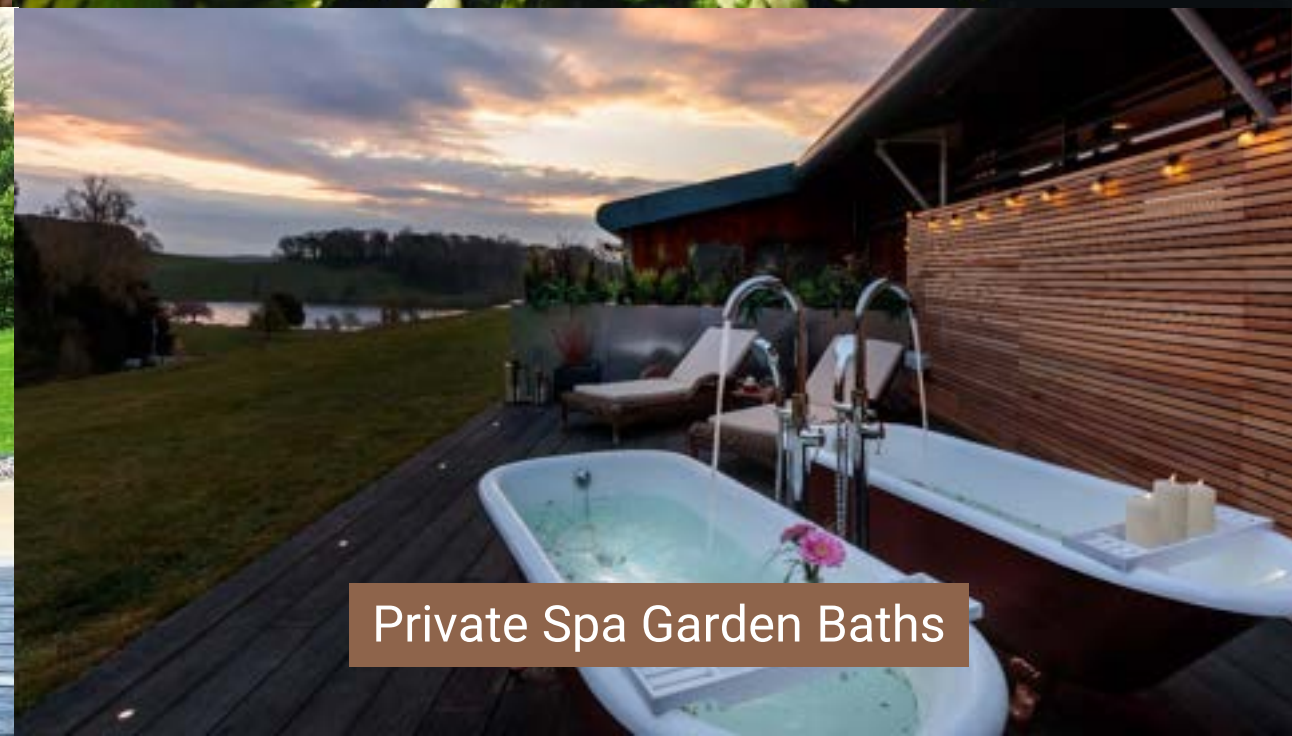
Breathing Exercise

Whilst on your walk take a moment to focus on your breathing and follow the instructions below:

1. Apply your Forest Therapy Wellness Mist and breathe in for four counts.
2. Hold for four counts.
3. Breathe out for four counts.
4. Hold for four counts, then repeat the process until you are fully relaxed.



Sunset Spa Sessions

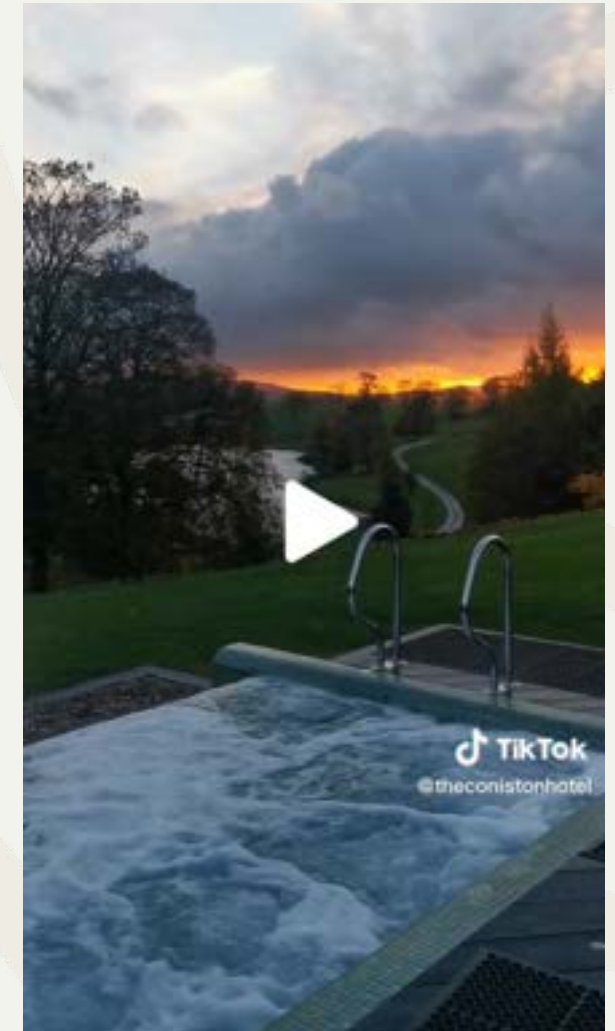
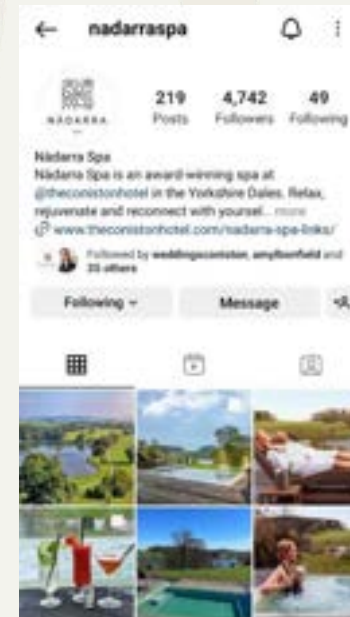
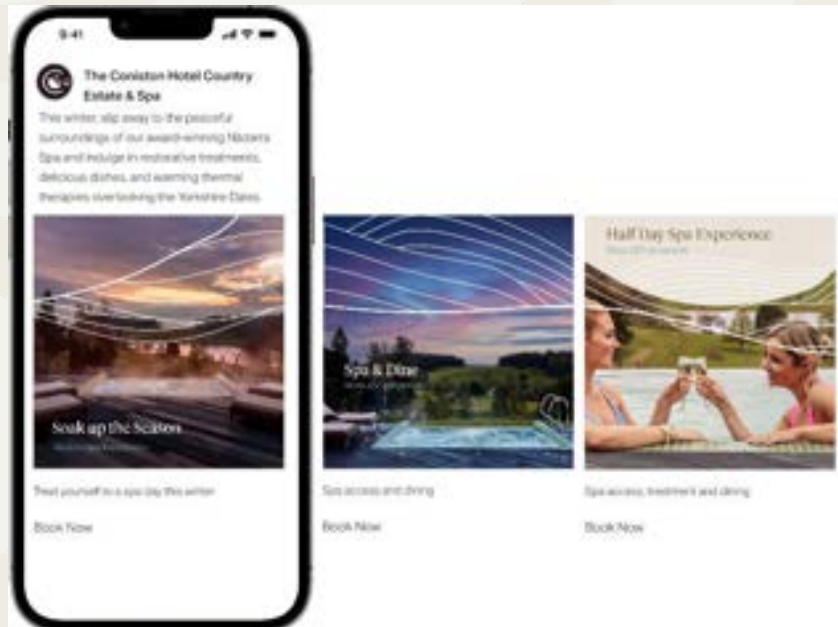


Private Spa Garden Baths

3. The Campaign - Digital & Social



- Pre-launch PPC and paid social campaigns.
- Focused on SEO and organic content e.g. blogs and online press coverage.
- Prioritised social media – creation of separate channels.



4. The Results



- National coverage in Daily Mail, Good Housekeeping, The Telegraph, The Times etc.
- Average CPC of £0.17 and 625,000 views on dedicated Spa web pages.
- Broadened audience
- Membership budget reached, prior to reopening.
- Increased Spa Day revenue by 60%.
- Awards recognition.



THE  TIMES

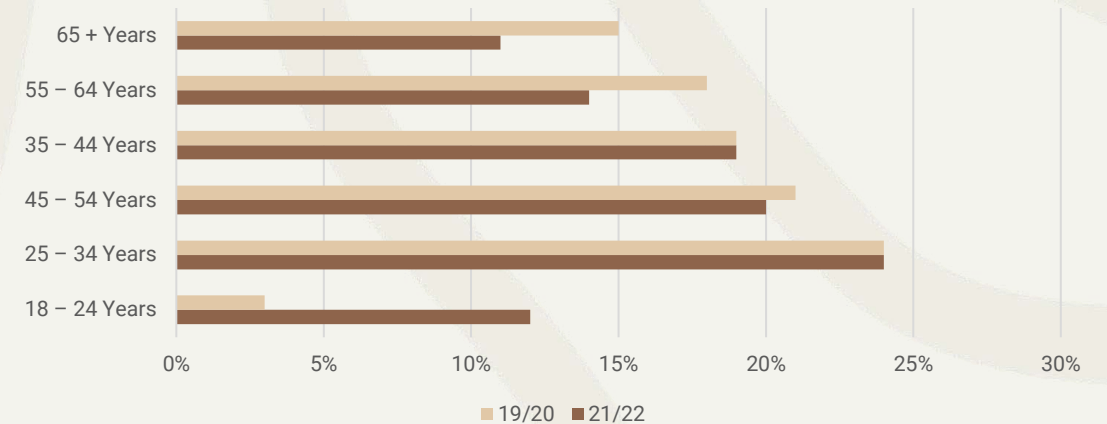
BEST FOR... A cosy stay in the countryside

THE CONISTON HOTEL COUNTRY ESTATE & SPA, YORKSHIRE

SUNDAY EXPRESS



Spa Audience Age



5. The Summary



- Involve marketing team early on in projects.
- Be authentic.
- Prioritise press. ***“If I was down to my last dollar, I would spend it on public relations.”*** – Bill Gates
- Embrace technology.
- See your Spa as a separate entity.

Thank You



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