



Winning Spa Marketing Insights

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My Talk Today

Facts and Figures
Tips on Influencer Relations
How to be in the 'Best of'
Generative Ai



Did you
know?

3,671 UK Spas - 1,134 Hotel Spas (2020)

- Spa Breaks & Spa Days have not quite recovered to pre-pandemic levels
- Rise in demand for 'Spa near me'
- Durations are increasing (2+)
- But so is part-day
- Tailored experiences, extras and upgrades are an important part of the revenue mix and highly profitable
- The unstoppable rise in online bookings

DATA SOURCES: GWI, SPA BREAKS & UK SPA ASSOCIATION

Working with Influencers

WHY? WHO? HOW?




- Reach a larger audience
- Increase brand awareness
- Build credibility & trust
- Drive sales & conversions
- Generate user-generated content

63% of consumers said they have been influenced by a social media post or an influencer recommendation
(survey: Influencer Marketing Hub 2020)



WHY?



INFLUENCER TIPS

SIZE MATTERS

- Micro-influencers (10k-100k) maximize sales
- Medium size (100K-500K) best for engagement

BUT SO DOES RELEVANCE

- Think local - spa near me
- Consider specialisms: cancer, menopause, maternity, bridal
- Add value with on-brand partnerships

SET EXPECTATIONS & TRACK

- Set your expectations
- Offer unique codes
- Nurture the relationships - quality vs quantity

Being in the Best of...

In today's digital age, having a strong online presence is crucial.



THE SPA AT ARMATHWAITE
HALL HOTEL

Social proof: Best of features provide social proof to potential customers that the brand is highly regarded and trusted.

Competitive advantage: Sets your spa apart from its competitors and makes it more desirable.

Brand reputation: Consistently being featured in "Best of" lists builds your spa's reputation as a leader or top performer.

High Domain Web Links: Valuable for organic SEO.

A woman with blonde hair in a red bikini is smiling in a spa setting. The background features a wall of blue mosaic tiles and a large, vibrant bouquet of pink flowers. A semi-transparent tan box with the word 'WHY?' in white capital letters is overlaid on the right side of the image.

WHY?

THE SPA AT ARDENCOTE



BEST OF TIPS

REVIEW VISITS

- Reviews not free stays
- Agree terms upfront
- Treat as VIPs

ENGAGING CONTENT

- Jazz up your packages
- Think topical

CONTENT UPDATES

- Take from 7 to 8
- Offer an exclusive

Generative Ai

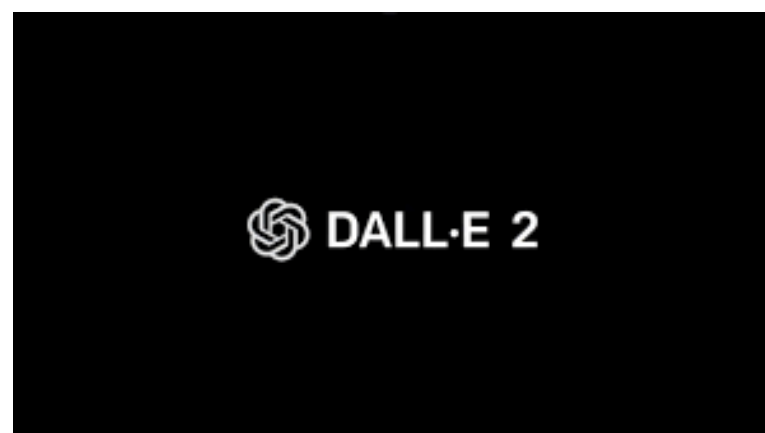
A category of artificial intelligence that creates new content similar to the original data



3% of all marketing content was generated by Ai in 2022. By the start of 2025, that is expected to be about 30%.

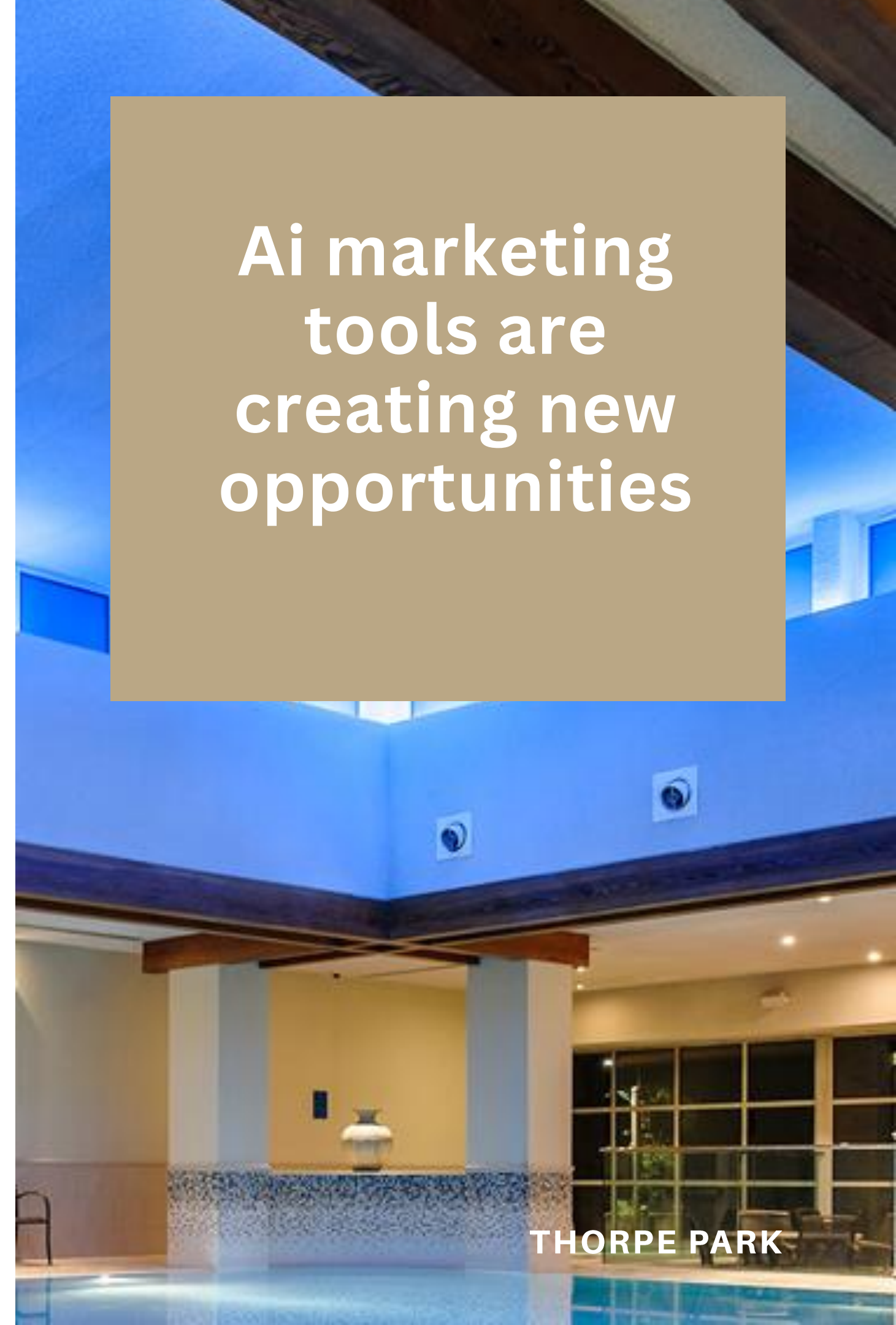


A language model designed to generate human-like responses to natural language prompts



An image generation system

Ai marketing tools are creating new opportunities



HOW TO WORK WITH CHAT GPT

CONTENT CREATION

Blogs, social content, package names, research.

24/7 CUSTOMER SERVICE

Programme ChatGPT to provide instant responses to FAQs. Use as a chatbot on your hotel spa's website.

CUSTOMER DATA ANALYSIS

To predict what services your customers will want. Helps with upselling & cross selling.

PERSONALISED EMAILS

Analyze guest data to create personalized emails that are more likely to convert to spa bookings and revenue.



DONNINGTON VALLEY HOTEL & SPA

Thank You!

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