

Bachelor Paper I

Resort Spa – Day Spa – Medical Spa



Hyatt Regency at Gainey Ranch



Elizabeth Arden Red Door Spa



Injection, Medical Spa

An in-depth description and analysis of the differences and similarities illustrated on the examples of the “Hyatt Regency at Gainey Ranch Resort Spa, Scottsdale”, the “Red Door Elizabeth Arden Spa at Biltmore Fashion Park, Phoenix” and the “All about you medspa, Tempe”

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1 Introduction

The following paper aims to give the reader an in-depth overview of three different types of spas namely the resort, day and medical spa as well as their differences and similarities.

The paper is based on four sections; the first three sections each investigating a different type of spa and the fourth will represent the differences and similarities among the three different types of spas. The description and comparison is based on three examples of spas in the Phoenix, Arizona area. The “Hyatt Regency at Gainey Ranch” in Scottsdale will be used to illustrate the typical, distinctive features of a resort spa. As an example for the day spa the “Elizabeth Arden Red Door Spa” in Phoenix will serve as an example for the day spa and the “All about you Medspa” will be used to illustrate the medical spa.

The description of the different types of spas will dwell on the treatments offered covering body treatments such as massages, rituals and laser therapies, facials and different types of salon services if offered. Each treatment will be described briefly to give a better understanding of the offering. The paper will also describe the concepts of all spas as well as the minimum qualifications required for being employed and the amenities and ancillary services offered in each of the spas.

As mentioned above, the paper will be rounded up with an in-depth comparison of the differences and similarities among all three types of spas. A final conclusion will summarize the major points of the paper.

Research method

The information given in the paper is mainly based on data collected in field research. Each spa was visited and the spa directors or assistant spa directors interviewed concerning the treatments, treatment rooms, amenities and special qualifications needed.

Furthermore, a tour was given in all three types of spas for visualization and a better understanding of the spa types itself and the differences and similarities to the other types.

2 Resort/Hotel Spa

According to Johnson and Redman (2008), a resort/hotel spa is

“A spa within a resort or hotel providing professionally administered spa services, fitness and wellness components, and spa cuisine choices.” (Taken from Johnson Elizabeth & Redman Bridgette (2008), SPA – A comprehensive introduction, *“Philosophy of Spa”*, The American Hotel & Lodging Educational Institute, Michigan: Lansing, 1-14.)

The following section of this paper will give an insight into the resort/hotel type of spa. As an illustrating example, the “Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch” will be used. All treatments, services and packages will be listed with its exposure time and prices. Furthermore, the services will be described in order to give the reader a better understanding of the offering. The analysis will then end with an overview of all ancillary services and amenities offered in addition to the minimum qualifications of Spa employees and all treatment rooms.

2.1. Hyatt Regency Resort & Spa at Gainey Ranch

“Awaken in the morning. Rejuvenate at midday. Unwind in the evening.” All services offered at the Spa Avania at the Hyatt Regency Scottsdale are based on the concept of “daily journey toward balance”. The entire concept of the Spa is dedicated to the time of the day and other distinctive features of the Spa are 14 different music zones, natural lighting, flowers and infused waters. The main goal is to create a balance between inside and outside by bringing external components inside. The **Figure 1: Hyatt Regency** range of services and treatments offered enables the clients to make a holistic experience covering the entire body’s cyclical needs being applied at key periods of the day. The offering is a blend of various types of services such as mineral water therapy, Yoga, personalized treatments and uniquely synchronized music styling. Touching all senses as well as meeting all body requirements concerning daily rhythms, the entire

body reaches an equilibrium that enables clients to experience the ideal state that is called “avania”.



The 21.000 square foot Spa Avania does not only offer a wide range of massage, facial/skin and body treatments but also various salon services such as nail and hair care. Furthermore, packages are offered including two or

Figure 2: Spa Avania
more treatments offered at one price.

The following section of this paper is aimed to give an in-depth overview of all services offered at the Spa Avania, a short description of those as well as the prices for each individual treatment.

The Spa Treatments can be divided into three categories:

- Massage treatments
- Facial/Skin treatments
- Body treatments

2.1.1. Massage treatments

According to Medicine Net, Inc. a massage can be defined as

“The manipulation of muscle and connective tissue to enhance the function of those tissues and promote relaxation and well-being. It can be a part of physical therapy or practiced on its own. It can also be highly effective for reducing the symptoms of arthritis, back pain, carpal tunnel syndrome, and other disorders of the muscles and/or nervous

system.” (Taken from Medicine Net, Inc. (1998-2008), “Definition of Massage”, <http://www.medterms.com/script/main/art.asp?articlekey=11623>, access: 09/18/2008)

A wide range of different specialized massage treatments is offered at the Avania Spa, each of them applied in one of the light-and art-infused treatment rooms and especially designed to meet lifestyle and body-cycle needs.

This section of the paper aims to give an overview of all specialized massage treatments offered at the Avania Spa including their components, exposure time and price. The table illustrating the entire offering will be followed by a description of all massages highlighting their most distinctive aspects and giving a general conception of each.

2.1.1.1 Avania

This is a full body Swedish massage that is catered to the guests needs.

30 minutes: \$ 80

60 minutes: \$ 165

90 minutes: \$ 225

2.1.1.2 Mineral

This is a combination of the Thai & Esalen technique. It includes long three-dimensional strokes over the entire body and stretching. This massage uses three different types of balms coordinated with the time of the day e.g.: the Payot mineral balm.

60 minutes: \$ 165

90 minutes: \$ 225

2.1.1.3 Thai

This massage is a type of Yoga massage that involves eastern stretching and bodywork. 95 % is stretching and guests are advised to wear loose fitting clothes during the massage that is done on a thick mat on the floor.

90 minutes: \$ 225

2.1.1.4 Stone

In the course of this massage, the therapist will use hot rocks as an extension of the hands. The massage consists of massaging not only the body but also the muscles with the hands and the rocks.

60 minutes: \$ 165

90 minutes: \$ 225

2.1.1.5 Golfers

This massage focuses on the muscles that are especially used when practicing golf such as the shoulders, back and legs. The treatment is rounded up at the end with a leg-energizing ritual that aims to enhance the circulation and muscle tone of the lower legs.

60 minutes: \$ 165

2.1.1.6 Deep Tissue

This is a full body deep pressure therapeutic massage.

60 minutes: \$ 165

90 minutes: \$ 225

2.1.1.7 Mother-to-be

This massage can be performed either lying on the side or on a pillow, which allows pregnant women to lie their belly.

60 minutes: \$ 165

2.1.1.8 Blackberry Balm Hand Massage

This treatment is a warm therapeutic hand and arm massage, which includes a deep pressure acupressure technique and stretching to alleviate tension points that result from an overuse of hands.

30 minutes: \$ 80

2.1.2. Rituals

2.1.2.1. Aroma Sunrise. Aroma Midday. Aroma Sunset

These treatments are powerful aromatherapy massages choreographed according to the time of the day. Each massage includes specific movements that tune into the natural biorhythms of the body to encourage the balance of the natural body clock. The oils used in these massages do also vary according to the time of the day.

60 minutes: \$ 165

2.1.2.2. Avania Suite:

This is a ritual for couples where the guests can choose either the Avania, Mineral or Deep Tissue massage. Firstly, they will have an invigorating foot soak and scrub accompanied with a cup of tea. Then they spend 30 minutes alone in the suite, which amenities include a private outdoor-jetted mineral tub, indoor and outdoor showers and a private restroom. After the 30-minute relaxation, the guests receive the 60 or 90 minutes couples massage in the private suite.

60 minutes: \$ 405, 90 minutes: \$ 525, The price is for both people.

2.1.3. Facials

Spa Avania offers result oriented skin care treatments that can be used for all kinds of different skin types. Facial techniques, aromas and music will be synchronized to the time of the day. All facial include a skin analysis, cleansing, toning, exfoliation, extractions, specialized massage, nourishing and hydration as well as a hand, foot and scalp massage.

2.1.3.1. Hydramemory Facial

This is a hydrating and nourishing treatment that is recommended for all skin types. It is especially designed to restore perfect hydration and smooth texture to dry and dehydrated skin in the face, neck and décolleté.

\$ 165

2.1.3.2. Skin Resonance Facial

This treatment is especially recommended for sensitive skin. It is a calming and soothing relief for the skin that is irritated due to sensitivity, rosesia (acne), couperose, fragile capillaries, hormonal inflects, temperature changes, illness medicine or sunburn. A creamy mask helps to reduce the signs of fine lines, protects and helps to balance and repair the skin while eliminating redness and irritation.

\$ 165

2.1.3.3. Recover Touch Facial

This is a protective and strengthening treatment that is recommended for sensitive and fatigue skin. It is especially designed to neutralize free radicals, nourish the skin as well as calming it from environmental stress. Furthermore, it minimizes inflammation, strengthens the skin's immune system, refreshes and restores not only moisture but also softness and elasticity.

\$ 165

2.1.3.4. Crushed Pearl

This facial is aimed to brighten, illuminate and create flawless skin when hyper pigmentation, uneven skin tone or sun damage are a problem. It creates a luminous skin with an even color and tone. Crushed pearl powder is used to deeply oxygenate the skin and reduce hyper pigmentation and dark spots.

\$ 180

2.1.3.5. Green Clay Facial

This is a purifying treatment that rebalances all skin types recommended for oily, combination and also acne prone skin. It is deep cleansing and purifying and eliminates excess oil and impurities while calming redness. It also increases the balance of the skin leaving it smooth and shine-free with a marked reduction in blemishes.

\$ 165

2.1.3.6. Alpha Collagen

This is a deeply renewing and lifting treatment that is recommended for mature skin. It is an intensive anti-aging treatment that uses gentle AHA peel and stimulating collagen to resurface, revitalize and deeply hydrate the skin while stimulating circulation and the skin's cellular activity. The results range from a perfect texture, plumped lines and supple over moisturized skin to a long-lasting glow.

\$ 180

2.1.3.7. Glorious skin

This is a rejuvenating treatment designed for mature skin using an anti-aging tropical fruit blend acid application that eliminates accumulated dead skin cells, smoothes,

moisturizes and stimulates cellular regeneration leaving newly soft skin with exceptional texture.

\$ 180

2.1.3.8. Men's Space

Three treatments are offered that are especially designed to satisfy the needs of men's skin, one focusing on purification of the skin, one on hydration and one for anti-aging.

60 minutes: \$ 165

Furthermore, also couple's facials are offered where both can enjoy a facial treatment together for the price of \$ 330.

2.1.4. Body Treatments

Body treatments do include all wraps, Vichy treatments as well as waxing services offered at the Spa Avania.

2.1.4.1. De-Age Wrap

This treatment is focusing on firming and toning the body by using the de-age products from Comfort Zone. It is a warm, dry wrap that includes also a dry brush exfoliation and an anti-aging mendor as well as a serum applied directly to the body that is then wrapped for 15 minutes. After the warm cocooning wrap an anti-aging, toning and firming moisturizing cream is applies to round the treatment up.

60 minutes: \$ 165

2.1.4.2. Desert Essence Wrap

This treatment is the signature wrap for Spa Avania. It uses ingredients from the desert that hydrate and soothe the skin. It includes also a dry brush exfoliation serum

application followed by a warm cocooning wrap and is finished with a hydrating moisturizing cream.

60 minutes: \$ 165

2.1.4.3. Mud Wrap

This is a treatment that focuses especially on detoxifying and hydrating the body. It begins with a fruity peel dry exfoliation and is followed by the application of the Monticelli Mud from Italy. After this warm detoxification wrap, the mud is rinsed off and a firming and toning de-age cream is applied.

60 minutes: \$ 180

2.1.4.4. Mineral Wrap

This treatment focuses on exfoliating and decongesting the body. It starts with a fine mineral exfoliation that is then followed by a time of the day mineral clay wet wrap. After the guest was wrapped for 15 minutes, the wrap will be showered off by the therapist finishing off with a mineral balm application.

60 minutes: \$180

2.1.4.5. Aromatic Vichy

This treatment invigorates and exfoliates the entire body by using a salt scrub, where guests can choose between an energizing, nourishing or calming, and aromatic oils that remove dead and dry skin and nourish. The Vichy shower is performed in the wet treatment room on a table with proper draping. Guests are covered during the treatment and will experience a warm flow of water and massage covering each part of the body. The Vichy is ended with a hydrating balm or cream.

60 minutes: \$ 165

2.1.4.6. Avania Body Polish

This is a gentle full body exfoliation using the signature Avania body polish and loofah mitts. Warm Vichy jets wash over the body followed by an Avania body butter application.

30 minutes: \$ 85

2.1.4.7. Waxing services

Half leg/Full leg	\$ 40/75
Underarm/Arm	\$ 30/40
Bikini/French Bikini	\$ 40/50
Eyebrow	\$ 30
Lip/Chin	\$ 20 each
Chest/Back	\$ 50/75

2.1.5. Salon Services

This part of the paper will provide an entire list of all salon services offered such as nail, hair and color care. As in the preceding section, all tables will be again followed by an in-depth description of all services provided.

2.1.5.1. Nail care

Service	Time/min.	Price
Avania Manicure	30	\$ 55
Lushly Manicure	45	\$ 75
Crushed Pearl Manicure	45	\$ 75
Polish Change		\$ 20
Avania Pedicure	45	\$ 75
Lushly Pedicure	60	\$ 95

Crushed Pearl Pedicure	60	\$ 95
Fresh Polish Application		\$ 10
Polish Change		\$ 20
Gentlemen's Manicure	30	\$ 55
Gentlemen's Pedicure	45	\$ 75

2.1.5.2. Hair care

Deep Conditioning Treatment	30	from \$ 65
Scalp Treatment	30	from \$ 65
Shampoo & Style		from \$ 55
Updo		from \$ 65
Women's Haircut with Shampoo		from \$ 60
Women's Haircut with Shampoo and Style		from \$ 80
Spa Barber's Shave for men		\$ 35
Spa Barber's Men haircut		\$ 45
Spa Barber's Shave and haircut		\$ 65

2.1.5.3. Color Care

Permanent	from \$ 100
Semi-Permanent	from \$ 90
Full Highlights	from \$ 159
Partial Highlights	from \$ 125
Corrective Color	by consultant only

2.1.6. Specials and Packages

Spa Avania has thoroughly created customized offerings with USPA of Australia, to bring authentic Balinese influences to its time of the day philosophy. From soft organic bedding, natural cloth wraps, grounding footbaths, Balinese body palming and pure aromas.

Aroma choice:

- Awaken (morning): lime, bergamot and peppermint
- Rejuvenate (midday): jasmine, geranium, calendula and rose
- Unwind (evening): chamomile blue, yarrow and lavender

All components have been carefully chosen and combined with each other in order to harmonize the offering as well as body and soul.

2.1.6.1. The Facial

Pure botanical extracts with centuries of historical relevance are combined with the latest technology in order to create therapeutic facials customized to the individual. Most pressing skin concerns are addressed thorough holistic approach, creating a positive change. This includes premature aging, sensitivity, dryness and dehydration, inflammation, uneven skin tone and texture, as well as congestion and acne.

90 minutes: \$ 225

2.1.6.2. Bamboo and Ginseng Body Polish

The goal of this treatment is to renew the skin in a mixture blend of ginseng and ginkgo with stimulating bamboo grounds in lavender water. This exfoliating scrub will revitalize

weary skin, increase circulation and remove impurities. Newly revealed smooth skin will be nourished with moisturizer containing sesame and sweet almonds oil.

60 minutes: \$ 165

2.1.6.3. Aloe Green Tea Linen Wrap

This treatment is an immersion into the healing power in calming wrap of aloe vera infused with powerful green tea. Cocooned in natural cloth, the face and scalp are gently massaged with essential plant oils to restore the psyche.

60 minutes: \$ 180

2.1.6.4. Balinese Scalp and Hair Elixir Infusion

This is an authentic Balinese head massage incorporating time of the day aromatherapy. While the scalp is cleansed with gentle exfoliating tonic, an intensive restructuring mask with china bark, shea butter and coconut oil with a hint of rose will restore damaged hair and nourishes the scalp. Additionally, Frangipani Aromatic Shine is used to infuse hair and mind.

45 minutes: \$ 75

2.1.6.5. Organic Botanical Manicure and Pedicure

This service combines elements of the earth to purify, soften and restore. Fine ground pumice is infused with organic wild thyme and cooling essential oils to soften and revive weary feet. Furthermore, bamboo grounds with ginseng and ginkgo gently refine hands. Clays from lush Australian volcanic resources blend with a restorative herbal complex are applied to achieve purification and true tangerine and rose in light sesame and sweet almond oils for nourishment and hydration. A finishing mist of Damask Rose will soothe the complexion and soul and round up the entire experience.

90 minutes: \$ 170

2.1.6.6. Balinese Mandi Susu Pedicure

Based on the purest extract of true rose, this foot ritual provides a sensory experience while diminishing stress and restoring hydration and softness. Feet are enveloped in the warm traditional Mandi Susu bath of true rose, restorative salts, and skin softening yogurt enzymes. A lovely mist of earthy Damask Rose moistens the complexion and cues the system to ease into relaxation as only true rose can.

60 minutes: \$ 95

2.1.6.7. Morning Offerings

Experience One – two hours \$ 297

Energizing Vichy – Aroma Sunrise Ritual

Experience Two – two hours \$ 297

Dry Exfoliation – 90 minute Vitalizing Mineral Massage

Passage – three hours \$ 490

Vitalizing Mineral Wrap – 60 minutes Avania Massage – Skin Resonance Facial

Journey – four hours \$ 555

De-Age Wrap – 60 minutes Vitalizing Mineral Massage – Green Clay Facial – Avania
Pedicure

2.1.6.8. Midday Offerings

Experience One - two hours \$297

Nourishing Vichy - Aroma Midday Ritual

Experience Two - two hours \$297

Dry Exfoliation - Balancing Mineral Massage

Passage - three hours \$490

Balancing Mineral Wrap - 60 min Avania Massage - Crushed Pearl Facial

Journey - four hours \$555

Desert Essence Wrap - 60 min Balancing Mineral Massage - Hydramemory Facial -
Avania Pedicure

All afternoon packages include yoga away, mid-day flight and tea

2.1.6.9. Evening Offerings

Experience one - two hours \$297

Calming Vichy - Aroma Sunset Ritual

Experience Two - two hours \$297

Dry Exfoliation - Relaxing Mineral Massage

Passage - three hours \$490

Relaxing Mineral Wrap - 60 min Avania Massage - Recover Touch Facial

Journey - four hours \$555

60 min Relaxing Mineral Massage - Desert Essence Wrap - Glorious Skin Facial -
Avania Pedicure

All evening packages include yoga away, evening flight and tea.

2.1.7. Bride & Groom Experiences

When celebrating their special day, Spa Avania also offers a selection of offerings and experiences just perfect for the bride, groom or bridal party! Additionally, a bridal gift registry is available through the Spa Concierge, providing both services and products as gifts for the bride or groom.

2.1.7.1. Petals and Pearls Journey

Nourishing · Sensorial · Illuminating

- Yoga Away Stress Reduction Class
- Crushed Pearl Scrub & Body Wrap
- Crushed Pearl Manicure & Pedicure
- Conditioning Scalp Treatment
- Spa Cuisine Flight and Tea Service
- Gift of Absolute Pearl Light Concentrate

From \$528.00

2.1.7.2. *Relax before your wedding*

- “His” Distinctive Journey
- Private · Soothing · Groomed
- Avania Massage
- Gentlemen’s Manicure and Pedicure
- Deep Scalp Treatment and Hair Cut
- Barber Shave
- Spa Cuisine Flight

\$430.00

2.1.7.3. *Spa Bachelorette / Bridal Parties*

Togetherness · Fun · Polished

(Party of 4)

- Yoga Away Class
- Avania Body Polish
- Shampoo and Styling
- Manicure and Pedicure
- Spa Cuisine Flight and Champagne Toast

\$1,165.00

2.1.7.4. *“The Beginning”*

Secluded · Duet · Memories

- Avania Couple’s Ritual
- Couple’s Facials
- Couple’s Pedicures
- Spa Cuisine Flights and Champagne Toast

\$852.00

2.1.8. Fitness & Health

The Avania Spa area features a small but well equipped Fitness Center as well as a Yoga Studio that can accommodate approximately 25 – 30 people at the same time. Both areas are complementary for resort guests. Non-resort guests that would like to use the facilities on a daily basis can purchase day passes.

2.1.8.1. Fitness Center

Spa Avania offers a state-of-the-art fitness center that boasts the latest “LifeFitness” cardio equipment with built-in LCD workout displays and digital television monitors, as well as weight machines and free weights. A StayFit concierge and other amenities such as the GPS fitness watches are also available onsite. The fitness facilities are accessible daily from 7.30 am – 8.00 pm for admission to non-resort guests and 24-hours a day complementary to resort guests.

Currently, no scheduled fitness classes are offered but it is planned to introduce those in the course of the next years. Furthermore, it is planned to hire a fitness director and personal trainers that can then advise guests according to their individual needs.

2.1.8.2. Yoga Studio

In the Yoga Studio classes are offered three times a day namely in the morning, midday and evening. The classes vary, as they are especially customized according to the time of the day and complementary for resort guests.

YogaAway's artfully crafted yoga experiences helps people overcome the effects of stress, jet lag and fatigue, by promoting relaxation, rejuvenation, enhanced sleep, and clarity of mind.

YogaAway classes, all 75 minutes in length are taught by trained YogaAway Instructors in three categories namely Fitness, Stress Reduction and Mental Focus.

Fitness

- The Workout: Feeling Great Again – Strength
- Strengthening, energizing, invigorating
- Strengthens the body's major muscles for structural fitness

- The Workout: Feeling Great Again – Flexibility
- Rejuvenating, enhancing circulation and suppleness
- Stretches the body's major muscles for greater flexibility.

Stress Reduction

- Stress Reduction: Feeling at Home – Relaxation
- Calming, stabilizing, stress releasing
- Releases stress and returns the client to a calm center

Mental Focus

- Finding Focus: Feeling Clarity of Mind – Concentration
- Focusing, clarifying, attention building
- Increases the ability to focus and sustain attention without distraction

Pricing: Group Classes - \$18 per class

Private Classes - \$100 per class

Ten Classes - \$140

2.1.9. Conception of the Spa – Inside Area

2.1.9.1. Reception and Retail Area

The entrance leads the guests directly into the approximately 800 square feet reception area that features a stone fountain in the middle and is surrounded by retail space. The retail area represents an important revenue generating component of the Spa where all signature as well as other products that are used for the treatments can be purchased for home use except for the massage oils that are currently not available due to a change in the product line.

The Hyatt Regency Scottsdale offers an online store where people can comfortably shop products from home extending the Spa experience.

Gift certificates are also available for purchase. When planning to use the voucher, reservations for treatments and spa services are to be made in advance and are subject to availability. The Spa certificate must be presented to Spa desk at time of check-in.

2.1.9.2. Locker room

In the locker rooms are only equipped with the lockers themselves but do not feature any amenities such as a Jacuzzi. All lockers are keyless and work with a code. Each guest is escorted from the Front Desk to the locker room by a therapist and assisted in the handling of the coded lockers. Each locker is stuffed with a complementary bathrobe and slippers.

2.1.9.2. Water Bar

In the preparation area, a water bar is located where complementary infused and bottled waters as well as fresh fruit are provided to the guests. Waters are infused naturally differently according to the time of the day. In the morning orange and lime are used to energize the body, at midday guests can enjoy a blend of ginger and mint and in the evening cucumber and honey dew prepare the body for relaxation and sleep.

2.1.9.3. After treatment area

There are two rooms that can be used by guests after their treatment for styling. Whereas, the first room is used by guests for skin care and make-up application, the second one is used for hairstyling. In the first room, creams, soaps gels and other daily

care products as well as boxes including tampons, Q-tips, sanitary napkins, deodorant and many other products are provided complementary at six stations with large mirrors. The hairstyling room is equipped with four stations also surrounded by large mirrors, each of the stations offering signature creams, hairspray, hairdryers, brushes and other equipment that might be needed for the hairstyling. The restrooms are also located in this area.

The entire pre- and post-treatment area is divided by gender, but the male area does, except for minor differences, barely differ from the female one.

2.1.9.4. Steam and Inhalation room and Shower

In the pre- and post-treatment area also a steam and an inhalation room, both eucalyptus-infused, can be found. A dry sauna, that is attached to the inhalation room and can only be entered via that room, is also a facility offered. A big size normal shower and a waterfall shower are also located in this area where signature “Avania” signature products like shampoo, conditioner and shower gel are provided.

2.1.9.5. Relaxation/Waiting area

The relaxation and waiting area is an open area that has got big doors that can be opened increasing the closeness to nature and the outside area. It is equipped with 8 couch-beds where guests can lie down. Magazines are provided and tea is served complementary and can be chosen from the tea menu that varies according to the time of the day. “Sunrise” teas are energizing teas such as black and mint teas, the “Midday” offer includes amongst others lemongrass and wild rose tee and calming “Sunset” teas would be chamomile and jasmine. Although the Spa area does not include a restaurant, snack bar or café, food can be ordered. All dishes are prepared in the resort kitchen by the chef and then brought down to the Spa where they are only decorated and then

served. Also the food menu varies according to the time of the day recommending fruit, smoothies and granola in the morning, light dishes like chamomile tea smoked chicken, mushroom seared tofu or herbed tomatoes for lunch and strip loin beef, lavender potatoes or a jasmine scented shrimp and scallop for dinner. Salads such as mixed lettuces, tomato and carrot with either vinaigrette or lite ranch dressing as well as small plates like chilled shrimp and sweet potato salad are offered throughout the day. The complete tea and spa menu can be found at the end of the entire paper as Attachments A and B.

2.1.10. Conception of the Spa – Outside Area

2.1.10.1. Outside area 1

The outside area 1 can directly be reached from the relaxation/waiting area due to the open concept that creates that is supposed to create a continuous flow of inside and outside. This area includes a hot tub filled with 102-degree water that is infused with wildflower salt in the morning, juniper at midday and melissa in the evening. Guests are recommended not to spend more than ten minutes in that facility before supporting their body's circulation by going into the 62-degree cold plunge that should only be used for 1 minute. After the hot-cold experience, guests can use the outside rain shower that is located between the two tubs and also equipped with a selection of signature products.

2.1.10.2. Outside area 2

The second outside area is located on two levels, the upper one providing an outside fire place surrounded by a relaxation area with couches, a water bar with bottled and infused waters and the majority of treatment rooms. On the lower level that can easily be reached via steps provides a French-Celtic mineral pool that got its name from the French minerals that it is infused with for detoxification and nourishment represents the

main part of the area. Furthermore, four treatment rooms with an own garden area and the Avania Suite that is especially designed for couple treatments featuring an own garden with Jacuzzi and outdoor shower are located on the lower level.

2.1.10.3. Treatment rooms

The Avania Spa has got 19 treatment rooms in total whereof two are Vichy rooms, 2 are wet rooms, 2 are face-only rooms and 13 are multi-purpose rooms. Each treatment room, no matter on which level of the area it is located is easily accessible also for disabled people. All treatment rooms have standard equipment according to



Figure 2: Multi-purpose treatment room

the treatments conducted. Each room is decorated with candles and a sound system so that each guest can choose the music he/she prefers to listen during the treatment. In addition to the standard equipment such as sink, bed and hot towel hubby, the Vichy room is equipped with a Vichy shower, the wet room with a normal shower and each room where massages are done, a bowl with a flower that is placed underneath the bed during the treatment so that the guest does not have to see the floor and is closer to nature. There is one specialized couple room that is called the Avania Suite. It features not only two beds but also a nice outside garden area with private Jacuzzi, shower and relaxation area.

2.1.10.4. Salon area

A salon area also belongs to the Avania Spa including four pedicure-, three manicure- and four hairstyling stations. A make-up artist is also available to highlight the beauty of the guests.

The Avania salon is currently also trying to target men and making salon services more popular among them by offering a multi-purpose treatment room customized for the needs of men, equipped with a plasma screen TV where they can watch football and a fridge filled with alcoholic and non-alcoholic drinks. It is located in the Salon area of the Avania Spa and makes it possible to serve also men while they are waiting for their wives.

2.1.11. Minimum qualifications of Spa employees

Basically, in order to be employed at the Avania Spa, therapists need to have a certification in their field as well as at least two years of work experience at a resort spa. That requirement is the same for employees such as massage therapists, estheticians, hair stylists, nail technicians and cosmetologists. However, people that just finished school are welcome to apply and if they can prove their skills and qualifications and their personality fits in the team the chance to be hired is given. Once hired, each therapist needs to undergo a training that includes the application of the “time of the day” concept that differentiates the Avania Spa from other resort spas.

Concerning the Yoga offering, one certified Yoga instructor is contracted out and two massage therapists with certification and special training are also giving yoga classes.

2.1.12. Amenities and ancillary services

As the Avania Spa is part of the Hyatt Regency Resort Scottsdale, a wide range of amenities and ancillary services are accessible to resort as well as non-resort guests.

Most of the amenities are complimentary for resort guests. However, non-resort guests have the opportunity to join a hotel and spa membership. In order to do so, an initial fee

is charged and then a monthly fee also needs to be paid. The membership then offers many advantages to guests such as discounts on treatments, complementary use of the yoga and fitness area as well as discounts in the restaurant. Of course, also regular resort guests can join the membership to get also a discount on the room rate.

In order to attract more people during the week and make the spa accessible for everybody, discounts for locals are offered from Monday to Thursday. These discounts include, for example, "Buy one treatment get the second 50 % off"-offers.

2.1.12.1. Gainey Ranch Golf Club

Gainey Ranch Golf Club, an award-winning 27-hole private golf club offers unparalleled golf on three distinctive, championship 9-hole courses: The Lakes, The Dunes and The Arroyo. On a daily basis, two nines are linked together to build a different 18-hole experience. The Lakes features varied terrain in a garden-like setting and plays around a variety of water features. Different types of membership offers exist as well as the opportunity to book the golf course for a meeting or a special event.

Facilities:

- Fully-equipped pro shop and resort boutique
- Cart service with beverages and snacks
- Three putting greens
- Full-service practice facility
- Electric carts
- Equipment rental, including clubs
- Club storage
- Club fittings
- Restaurant and outdoor patio

Moreover, "Junior Tees", special tee locations designed to provide children 12, are offered for families that love playing golf.

Golf Rates for 2008/\$:

June 12, 2008 - September 3, 2008

\$72 +tax/player

September 4, 2008 - October 29, 2008

\$118 +tax/player

October 30, 2008 - December 31, 2008

\$168 +tax/player

2.1.12.2. Family/Teen Activities

The Hyatt Regency Scottsdale offers also a wide range of family-oriented activities that can be booked and purchased additionally such as experiential vacations, poolside movies, desert biking adventures, desert 4x4/Hummer tours and hot air balloon rides.

In addition to the family on the whole, Hyatt Regency Scottsdale Resort & Spa is also focusing on the satisfaction and entertainment of teens offering the following activities:

- Junior Tees Golf
- Spa Avania Services for teens over 16
- Tennis
- Water Volleyball
- Gondola Boat Rides
- Desert Horseback Riding
- Shopping
- Sporting Events

2.1.12.3. Pool Area

A 2.5 acres “water playground” is located at the resort surrounded by lush gardens, brilliantly colored flowers, whimsical stone animals and bronze statues, this desert oasis beckons one and all to jump in.

10 pools filled with sparkling waters offer a variety of experiences for guests of all ages. The variety of pools and other water facilities range from a Grecian-style water temple, a three storey waterslide emerging from a clock tower, 6 connected pools, an adult-only pool featuring a “thunder fall”, several “pools for two”, a beach pool, two pool bars to the largest white sand beach in the area and comfortable lounge chairs with shady umbrellas.

2.1.13. Summary

The Hyatt Regency Scottsdale is a rather big complex featuring many different facilities and services for a complete holiday experience. The Spa Avania offers a wide range of classic treatments, all of them adjusted to the “time of the day” – concept. The extension of the Spa menu with special treatments such as Ashiatsu or Abhyanga is planned for the next few years.

3. Day Spa

According to Johnson and Redman (2008), a day spa, as opposed to the resort/hotel spa, is

“A spa offering a variety of professionally administered spa services to clients on a day use basis.” (Taken from Johnson Elizabeth & Redman Bridgette (2008), SPA – A comprehensive introduction, “*Philosophy of Spa*”, The American Hotel & Lodging Educational Institute, Michigan: Lansing, 1-14.)

The following section of this paper is aimed to give an in-depth overview of a day spa and its’ offering. The Red Door Elisabeth Arden Spa in Phoenix will be used as an illustrating example throughout the entire section.

3.1. *red door spa - Elisabeth Arden Biltmore Fashion Park – Phoenix*

The Red Door Spa Biltmore Fashion Park is a 6.000 square feet Spa facility that offers a very wide range of the services ranging from skincare, body treatments, massage, nail care, hair design, makeup artistry as well as health and wellness-centered treatments including

reiki, aromatherapy techniques, dessert hot stone and pregnancy massages. In addition to standard facial services, a variety of distinct facials are offered ranging from treatments like collagen to glycolic peels.



Figure 3: Red Door Spas advertisement

3.1.1. Massage treatments

The Red Door Elizabeth Arden Spa does not only offer a wide range of classical massages but also a selection of specialized ones such as the Abhyanga and the Shiatsu massage.

3.1.1.1. Classic Massage

This is a Swedish massage using the classic technique. The therapists aim to relax muscles, increase oxygen flow in the blood and release toxins from the muscles leaving you relaxed yet invigorated.

50 minutes: \$ 100

80 minutes: \$ 142

3.1.1.2. Red Door Signature Massage

This is the perfect combination of essences, shea butter, reflexology and acupressure to meet each person's specific needs. Warm towels and eye pillows also make this a very popular and thoroughly relaxing choice.

50 minutes: \$ 115

80 minutes: \$ 165

3.1.1.3. Signature Stress Melter Ritual

A wonderfully integrated combination of services guaranteed to reduce stress, soften skin and sink deeper into relaxation with a calming scalp massage. Finally, to bring on deep tranquility, a balancing massage will take care of any lingering bits of stress.

110 minutes: \$ 215

3.1.1.4. *Abhyanga Massage*

Based on India's "science of life" philosophy, specially-selected, warmed herbal Dosha oils are applied to the body while rhythmic technique calms the nerves and stimulates the lymphatic system.

50 minutes: \$ 125

80 minutes: \$ 200

3.1.1.5. *Deep Tissue Massage*

One of the fastest-growing massage treatments for the prevention of injuries and relief of stressed muscle groups. The therapist applies slow deep pressure across the muscle grain, combined with customized techniques of gentle mobilization, stretching, and pressure point massage to ease and restore function to muscles and joints.

50 minutes: \$ 130

80 minutes: \$ 195

3.1.1.6. *Desert Hot Stone Massage*

This Native American treatment combining traditional Swedish massage with warm stone therapy is particularly helpful for poor circulation and the relief of arthritis pain. Beautifully smooth, heated river stones glide over skin warming muscle tissue to quickly relieve tension and induce day-dreaming-deep relaxation.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.7. Aroma Balancing Massage

A fragrant blend of essential oils is created according to individual wants and needs and applied using a base of Swedish massage and a collection of other energy balancing techniques including polarity and acupressure to provide thorough relaxation.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.8. Reflexology Foot Treatment

The therapist performs a gentle pressure point massage to help release blockages and re-establish energy flow to improve circulation, release stress and ease pain.

25 minutes: \$ 68

50 minutes: \$ 125

3.1.1.9. Pregnancy Massage

This is a massage customized for the very special needs of moms-to-be. The sideline method using a body pillow allows the therapist to gently relieve stress on weight bearing joints, ease neck and back pain, and help reduce water retention.

50 minutes: \$ 125

3.1.1.10. Post Breast Surgery Massage

This is a gentle, nurturing massage that was designed to support recovery from breast surgery and to maintain healthy breast tissue. For women who have undergone mastectomy, lumpectomy, augmentation, reduction or implant removal, this massage can increase circulation and stimulate lymph drainage while reducing pain, tightness and edema.

50 minutes: \$ 100

3.1.1.11. Shiatsu

This ancient healing method uses applied pressure on specified points on the body to reduce blocked energy or “chi” and relieve fatigue. In the end, energy is restored and mind, body and spirit are brought back into beautifully balanced harmony.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.12. Reiki

This is holistic, healing energy work that’s especially beneficial when recovering from an illness. The client wears comfy clothes and the therapist will work to balance the body’s energies and promote deep relaxation, creating equilibrium and harmony on all levels.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.13. Thai Yoga Bodywork Massage

With the help of trained therapists, clients get great stretching and compression work to balance their body, mind and spirit.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.14. Craniosacral

This gentle, light touch therapy concentrates on the craniosacral system that surrounds and protects the brain and spinal cord. This is a subtle healing treatment that promotes vitality and helps the body’s ability to heal itself.

50 minutes: \$ 125

80 minutes: \$ 190

3.1.1.15. *Express Massage*

This massage is a fine tuning for the body, in which the therapists will tend to the area of the body that needs the most attention.

25 minutes: \$ 70

3.1.2. Basic Facials

The goal of these treatments is to achieve a cleansed, plump, hydrated and healthy glowing skin by removing dry dull skin and increasing circulation and stimulating muscles.

3.1.2.1. *Elizabeth Arden Essential Facial*

Using exclusive Elizabeth Arden products specially selected for each skin type, this classic facial deeply cleanses to clarify, purify and reveal a delightfully refreshed skin.

50 minutes: \$ 100

3.1.2.2. *Red Door Signature Facial with PREVAGE™*

An analysis of the skin and the determination of the best product, are followed by a deep cleansing of pores, exfoliation of dull layers and the application of a custom mask. This procedure is then accompanied by an acupuncture facial massage and a final flourish including an application of PREVAGE and PREVAGE eye.

50 minutes: \$ 115

3.1.2.3. *Ultimate Arden Facial*

After cleansing, toning and exfoliation, this multi-faceted beauty indulgence lavishes the client with a warm stone upper body massage, a hand-softening treatment and a soothing cool stone facial massage. Following a refreshing eye contour treatment, a face and décolleté firming mask is applied. A relaxing scalp massage and lip or brow wax round up this application.

80 minutes: \$ 175

3.1.2.4. *esolutions Clarify Facial*

This facial is a gentle, effective treatment to target existing blemish problems and help retrain skin to maintain itself in a healthier, clearer state, leaving you with beautifully improved texture. This treatment is also available for teens.

50 minutes: \$ 135

30 minutes for teens: \$ 70

3.1.2.5. *Customized Phyto-Organic Facial*

Using a unique line of organic, plant-based extracts from Italy all being based in the anti-aging, antioxidant protection of olive oil, firstly a cooling Vitamin C mask is applied to allow for deep penetration and absorption of these healing products followed by an eye contour treatment.

65 minutes: \$135

3.1.2.6. *Ceramide Anti-Aging Facial*

In the course of this deeply nourishing and hydrating treatment, advanced Ceramide technology helps to strengthen and firm the skin and repair any damage the young years have left behind.

65 minutes: \$ 135

3.1.2.7. Multi-Vitamin Antioxidant Facial

Loaded with Vitamins A, C and E, this facial addresses pigmentation changes from long-term sun exposure and stimulates collagen production to firm the skin while antioxidants begin repair and bring back a youthful look.

65 minutes: \$ 135

3.1.2.8. Ardena Four Layer Facial

This mineral-rich, unique four-layer mask is created from ingredients found in the ocean. Seaweed serum, hydrating cream, a seaweed mask and warm mineral mask work together to provide intense moisture and smooth the skin. As an extra touch, a special Eye Contour treatment is included to further firm and tone the eye area.

65 minutes: \$ 135

3.1.2.9. Express Facial

Indulgence when time is precious. A service designed to refresh the complexion between regular full facial visits.

25 minutes: \$ 70

3.1.3. Facial Enhancements

3.1.3.1. Collagen Eye Treatment, Collagen Face Treatment & Collagen Neck and Décolleté Treatment

With a mask made of pure collagen, this amazing treatment tightens the skin, improves elasticity and restores moisture to dry, fragile skin.

Eye: \$ 40

Face: \$ 56

Neck/Décolleté: \$ 56

3.1.3.2. Glycolic Peel Face and Neck Treatment, Glycolic Peel Face, Neck and Décolleté Treatment

Glycolic serum – a magic potion that breaks down the mortar holding damaged skin cells in place – is customized for each individual skin type. Dry, dead cells are swept away allowing better hydration and the smoothing of fine lines and wrinkles.

Face/Neck: \$ 56

Face/Neck/Décolleté: \$ 80

3.1.3.3. Phyto-Organic Eye Contour

This eye brightener helps soften lines, lighten dark circles and reduce any puffiness.

\$ 32

3.1.3.4. Phyto-Organic Acne Treatment

This blend of botanicals can purify and calm the skin while lessening acne and excessive sebum secretion.

\$ 32

3.1.4. Body Treatments

3.1.4.1. Cream and Sugar Scrub

This delicious body scrub, especially good for sensitive skin types, gently sloughs dead cells and smoothes the skin with a silky shea butter cream and sugar exfoliation. A special moisturizer is then applied to seal hydration into the thirsty skin.

50 minutes: \$ 95

3.1.4.2. Olive Oil Body Glow

This treatment combines a salt exfoliation and a soothing olive oil application. Using exclusive Villa Floriani body products, dull and parched skin will be transformed into polished, hydrated silkiness.

50 minutes: \$ 95

3.1.4.3. Purifying Seaweed Body Wrap

In this treatment, a gentle exfoliation to remove the dull layer of the skin is followed by the application of a soothing seaweed body mask. After a rest, a revitalizing shower is followed by a body balm application to improve skin elasticity, hydration and cellular balance.

50 minutes: \$ 120

3.1.4.4. Warm Shea Butter Body Melt

Dry skin is lightly exfoliated before the body is covered in a balm of melted shea butter that leaves the skin smooth and silky.

50 minutes: \$ 120

3.1.4.5. Phyto-Organic Hydrating Wrap

Floriani organic skincare products are used in this moisturizing treatment that begins with an olive oil salt scrub to exfoliate dry, dull skin. Then the body is covered from head to toe in a nourishing anti-aging, antioxidant-rich olive oil mask to hydrate the skin and prevent moisture loss. The treatment is rounded up by the application of a cucumber body cream that softens the skin.

50 minutes: \$ 130

3.1.4.6. St. Tropez Body Bronzer

This treatment starts with a gentle exfoliation to even out the skin. Then a professional, absolutely even layer of self-tanning lotion is applied and after three hours a natural bronzing color will be fully developed on the skin.

50 minutes: \$ 140

3.1.4.7. Waxing services

Upper leg/Bikini	\$ 80
Full leg/Bikini	\$ 102
Brazilian Bikini	\$ 70
Upper leg/Brazilian Bikini	\$ 100
Full leg/Brazilian Bikini	\$ 130
Lower leg/Full leg	\$ 52/75
Underarm/Full Arm	\$32/58
Upper Arm/Lower Arm	\$ 20/40
Full Back/Chest	\$ 87 each
Patches	\$ 23
Lip/Chin	\$ 22 each
Eyebrow Arch	\$ 28
Eyebrow Design	\$ 30
Lip and Eyebrow Arch	\$ 50
Full Face (excluding brow)	\$ 50

3.1.5. Salon Services:

3.1.5.1. Warm Cream Manicure

After nails and cuticles are gently shaped, hands and arms are massaged and hydrated with luxuriously rich warm cream finishing up with a perfection polishing.

25 minutes: \$ 26

3.1.5.2. Red Door Signature Manicure

This is an extension of the Warm Cream Manicure, adding a cream and sugar exfoliation to smooth and hydrate dry, rough skin. Hands are then folded into warm paraffin for more intense moisturizing and finished with a perfect polish.

40 minutes: \$ 42

3.1.5.3. Citra Spa Manicure

Citrus has long been loved for its healing vitamin-rich oil and invigorating fragrance. This manicure takes advantage of both, the healing vitamin-rich oil and invigorating fragrance of the citrus, combining exfoliates, moisturizers and skin-preserving vitamins in a luxurious citrus bath and massage for the softest, smoothest hands.

35 minutes: \$ 48

3.1.5.4. Lighten-Up Manicure

Using a delicious mandarin scrub, clay purifying mask, and rich Vitamin K moisturizer, this treatment lightens age spots and reduces the appearance of any little imperfections to leave you with smooth, hydrated, younger looking hands.

35 minutes: \$ 48

3.1.5.5. Warm Cream Pedicure

Feet and lower legs are spoiled with an intensely lush warm cream massage.

40 minutes: \$ 52

3.1.5.6. Red Door Signature Pedicure

After a nice soak, dry, rough skin is exfoliated with a cream and sugar scrub. Lower legs and feet are massaged with warm cream before feet are dunked in warm paraffin for over-the-top moisturizing and then followed with a beautiful polish.

50 minutes: \$ 70

3.1.5.7. Healing Pedi-Cure

A supremely indulgent combination that includes a revitalizing mask, healing foot mousse, rich moisturizers and of course that feels-so-good lower leg and foot massage that is practically habit-forming on its own.

50 minutes: \$ 80

3.1.5.8. Olive Oil Pedicure

During this sumptuous experience feet are exfoliated and hydrated with an olive oil salt scrub before massaging lower legs and feet with a unique olive oil cream. A satin spray, hydrating mask and revitalizing gel leaves soft and silky skin.

50 minutes: \$ 80

3.1.5.9. Sea Spa Pedicure

A foaming sea soak and scrub starts the renewal process followed by an AHA callus removal treatment that's guaranteed to smooth even the roughest spots. This is followed by a short relaxation while a hydrating, conditioning marine mask does its work. A restorative foot massage completes the treatment.

50 minutes: \$ 80

3.1.5.10. Express Pedicure

A little feet pampering treatment, addressing clients under time pressure. Invigorating peppermint cools feet before the toes are shaped and polished.

25 minutes: \$ 37

3.1.5.11. Custom Services

Polish Change: \$ 16

French Finish: \$ 10

Paraffin: \$ 12

3.1.5.12. Nail extensions

Full Set, Acrylic	\$ 85
Full Set, Silk	\$ 85
Full Set, Gel	\$ 85
Overlays	\$ 55
Fills	\$ 55
Nail Extension Removal	\$ 26
Nail Repair	from \$ 7

3.1.5.13. Hair Design

Shampoo, Blowdry and Finish	\$ 47
Haircut, Blowdry and Finish	\$ 63
Under 12	\$ 46
Haircut Only	\$ 47
Special Occasion Hair	\$ 75
Bridal Trial Hair	\$ 70

Wedding Day Hair	\$ 125
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3.1.5.14. Texture Services

Permanent Wave	\$ 130
Relaxer	\$ 135

3.1.5.15. Color Services

Single Process	\$ 70
Double Process	consult
Highlights-Partial Foil	\$ 93
Highlights-Full Foil	\$ 125
Corrective Color	consult

3.1.5.16. Hair & Scalp Treatments

Balancing (Condition and Rejuvenate)	\$ 25
Nourishing (Hydrate and Repair)	\$ 35
Restorative (for progressive hair loss)	\$ 45
Restorative (for situational hair loss)	\$ 45

3.1.5.17. Makeup Artistry

Makeup Application	\$ 56
Makeup Lesson	\$ 80
Special Occasion Makeup	\$ 85
Bride Trial Makeup	\$ 55
Wedding Day Makeup	\$ 85

3.1.5.18. Eyelashes and Tints

Eyelash Application	consult
Eyebrow/eyelash tint	\$ 33 each
Eyebrow/eyelash tint	\$ 58

3.1.6. Specials and Packages:

The Red Door Spa offers a wide range of classic, signature, specialty and also bridal packages, a combination of services sold at one inclusive price.

3.1.6.1. Elizabeth Arden Body Essentials

This half day classic package is a classic escape and perfect for relaxation and feeling completely gorgeous. It includes the following components:

- Elizabeth Arden Essential Facial
- Classic Massage (50 minutes)
- Warm Cream Manicure
- Makeup Application

\$ 226

With Warm Cream Pedicure: \$ 278

3.1.6.2. Elizabeth Arden Escape

This half day classic package is an elegant and rejuvenating ritual specially designed to stop a stressful day or just for fun. It includes the following components:

- Red Door Signature Massage (50 minutes) or Red Door Signature Facial
- Warm Cream Manicure
- Warm Cream Pedicure
- Makeup Application

\$ 193, With Shampoo, Blowdry and Finish: \$ 240

3.1.6.3. Red Door Signature Spa Experience

This half-day signature package is a combination of special signature services including the following components:

- Red Door Signature Facial
- Red Door Signature Massage (50 minutes)
- Red Door Signature Manicure
- Makeup Application

\$ 272

With Red Door Signature Pedicure: \$ 342

3.1.6.4. Red Door Signature Spa Experience

This head to toe, full day signature spa package includes the following luxurious spa treatments for restoration and radiance:

- Cream and Sugar Scrub
- Red Door Signature Facial
- Red Door Signature Massage (50 minutes)
- Red Door Signature Manicure
- Red Door Signature Pedicure
- Haircut, Blowdry and Finish
- Makeup Application
- Spa Lunch

\$ 522

3.1.6.5. Red Door Men's Club

This half-day signature spa package includes the following treatments especially designed for men:

- Red Door Signature Massage (50 minutes)
- Sport Manicure
- Haircut and Finish

\$ 188

With Sport Pedicure: \$ 240

3.1.6.6. Perfect Balance

This half-day specialty package includes the following nourishing and mineral-rich elements to restore and balance:

- Ardena Four Layer Facial
- Purifying Seaweed Body Wrap
- Desert Hot Stone Massage (50 minutes)
- Makeup Application

\$ 380

3.1.6.7. Great Expectations for the Mother-To-Be

This half-day specialty package that was created especially to meet the needs of moms-to-be includes the following components:

- Pregnancy Massage (50 minutes)
- Red Door Signature Facial
- Warm Cream Manicure
- Warm Cream Pedicure
- Makeup Application
- Spa Lunch

\$ 340

3.1.7. Bridal Services

The Red Door Spa offers also a variety of bridal and groom packages that are especially designed to guarantee a perfect day.

3.1.7.1. Dress Rehearsal at the Red Door (half day)

- Bridal Trial Hair consultation and design (with headpiece)
- Bridal Trial Makeup Application
- Wedding Day Hair
- Wedding Day Makeup

\$ 335

3.1.7.2. Bridal Bouquet at the Red Door (half day)

- Swedish Massage (50 minutes)
- Bikini Wax
- Warm Cream Manicure
- Warm Cream Pedicure
- Haircut, Blowdry and Finish
- Makeup Application
- Spa Lunch

\$ 301

3.1.7.3. Groom's Day at the Red Door (half day)

- Swedish Massage (50 minutes)
- Sport Manicure
- Haircut and Finish

\$ 173

3.1.7.4. Create you own package

This is an additional service offered, which can be used by clients online. It allows clients to create their own packages that can be used either as gift certificates or for individual use. This easy application includes three steps that the user has to go through in order to create an individual package according to special wants and needs. Firstly, the location of the Spa is to be chosen, followed by a selection of all desired package components. Then an inclusive price is calculated and the package can be purchased.

3.1.8. Spa Series

Clients can receive a special discount or complimentary services, when purchasing a series of six or more of the same service. Spa series is an opportunity for clients to buy a series of the same spa treatment at an inclusive price.

- 6 Series Purchase 10% savings
- 8 Series Purchase Includes 1 free service
- 12 Series Purchase Includes 2 free services

3.1.9. Conception of the Spa – 1st floor:

The Elizabeth Arden Red Door Spa is a classical day spa spread over two floors that offer a wide range of Spa treatments but does not feature any facilities such as a swimming pool, health and fitness center or a spa café or restaurant.

3.1.9.1. Reception and Retail Area

The “red door” leads the guest directly into the reception and retail area where check-in and the check-out are done for all guests when it is not too busy. When it becomes too

busy in the welcome area, guests that have booked treatments that are performed on the first floor are directly send there to check-in while guests that have booked treatments performed on the first floor, check-in there. The retail area, where most of the products that are used in the treatments can be purchased in order to continue the spa experience at home, surrounds the reception. The product categories are face, body, makeup, hair and gift and the product lines are e.g.: Elizabeth Arden, esolutions, Villa Floriani, Match and Davines.

Relaxing music is played and candles are placed all over the entire spa to create a calm atmosphere.

3.1.9.2. Waiting area

Usually each guest is welcomed by the therapist at the reception and escorted directly to the station where the treatment will be performed. However, in case it is busy, guests can take a seat in the waiting area that features three sofas and free magazines to shorten the waiting time. While waiting and also at the station, guests are offered complementary drinks such as tea, coffee, ice water or cranberry juice.

3.1.9.3. Manicure and Pedicure stations

The manicure and pedicure area consists of four semi-detached stations that make up a total of eight workstations. Each of the workstations is equipped so that manicures and pedicures can be performed.

3.1.10. Conception of the Spa – 2nd floor:

The second floor can be reached with an elevator from the first floor. This area features the salon, all treatment rooms as well as a small relaxation area, the locker room and an own very small reception/concierge and retail area.

3.1.10.1. Locker room and waiting/relaxation area

The locker room is equipped with lockers that work with a code, a small changing room, a restroom and a shower. Each locker is equipped with a bathrobe and slippers and each guest is escorted to the locker room and assisted in the handling of the coded lockers by a therapist. The waiting/relaxation area is a very small room equipped with comfortable sofas that allow guests to lie down if they want. Magazines are offered for entertainment.

3.1.10.2. Treatment rooms

The second floor features a total of eight treatment rooms and two wet rooms whereof three are multi-purpose rooms, two massage rooms and three are body rooms. Two multi-purpose rooms are used for massage and body treatments while the third one can be used only for face and body treatments. Each one of the two massage-only rooms is located next to a wet room that is equipped with a shower. All rooms are feature standard equipment according to the treatment to be performed. There are no treatment rooms available where couple treatments can be performed.

3.1.10.3. Salon area

The salon area features 12 seats each of them featuring a big mirror. The salon area is used for hair treatments as well as makeup applications and equipped with all components needed to perform these services.

3.1.11. Minimum qualifications of Spa employees

3.1.11.1. Massage therapists and estheticians

All massage therapists and estheticians must be nationally certified holding an Arizona license. Massage therapists must have 700 hours of training and estheticians 600 and both must complete the Red Door Spa training that teaches them the specialized services that differentiate this spa from its competitors. Experience is preferred but not necessarily required to be successfully employed.

3.1.11.2. Hair dressers and cosmetologists

Both, the hairdressers and cosmetologists, are required to be nationally certified and must be able to proof the participation in a one-year assistant program.

3.1.11.3. Nail technicians

Nail technicians must also be nationally certified and are expected, in addition, to have four to five years professional experience.

3.1.12. Summary

The Red Door Spa is a good opportunity to escape from daily stress and other negative environmental aspects. It offers a quick change of tapestry offering a wide range of different classical and specialized spa treatments.

4. Medical Spa

Johnson and Redman state that a medical spa is

“A facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services with complementary and/or alternative therapies and treatments. The facility operates within the scope of practice of its staff, which can include both esthetic/cosmetic and prevention/wellness procedures and services.” (Taken from Johnson Elizabeth & Redman Bridgette (2008), SPA – A comprehensive introduction, “*Philosophy of Spa*”, The American Hotel & Lodging Educational Institute, Michigan: Lansing, 1-14.)

The following part of this paper will focus on the medical spa by giving an overview of its operations using the “All about you MedSpa” Tempe as an example to illustrate the distinct features of a day spa.

4.1. All about you MedSpa, Tempe

This medical Spa is a modern medical center that bases its offerings primarily on Medical Aesthetics, Laser Therapy and Acne Solutions. Free skin consultation is offered in order to evaluate areas of concern and help clients to understand the process that is required to achieve certain goals.

Furthermore, the latest technology and modalities are utilized to provide non-invasive, non-surgical treatments. All treatments are applied in a comfortable, safe and ethical environment.

4.1.1. Injectables and Fillers

4.1.1.1. Botox

A service that dramatically reduces fine lines and wrinkles safely. This treatment is usually applied to lips and the upper parts of the face like the eyes and the forehead.

\$ 10 per unit (amount of units needed is determined by the client's expectation and clinician's recommendation)

4.1.1.2. Fillers

These treatments are based on a dermal filler that temporarily fills and smoothes out deep wrinkle. Fillers can also be used to pump up the lips.

\$ 525 per syringe

4.1.2. Anti-Aging

4.1.2.1. Liquid Face Lift 1 and 2

While the Liquid Face Lift 1 includes 3 syringes of fillers and 30 units of Botox in order to give the client a new freshened look, the Liquid Face Lift 2 consists of 4 syringes of fillers and 40 units of Botox.

Liquid Face Lift 1: \$ 1,500

Liquid Face Lift 2: \$ 2,000

4.1.2.2. The Hand Plan

This treatment is applied to the hands and aims at reverse their aging looking by filling in the spaces and removing age spots.

\$ 1,100

4.1.2.3. *Levulan Photodynamic Therapy – Anti Aging*

This service is currently approved for the treatment of pre-cancerous actinic keratoses. Additionally, it offers therapeutic benefits for the treatment of acne, rosacea and photodamage.

\$ 700 per treatment

\$ 1,300 per package of two treatments

\$ 1,500 per package of three treatments

Packages include also pre and post care products as well as omnlux light therapy series.

4.1.3. Medical Grade Microderm

4.1.3.1. *Microderm/DermaSweep*

These are medical procedures that are used to remove unhealthy, dead and old skin.

\$ 100 per treatment

\$ 130 per treatment including a chemical peel or liquid infusion

\$ 500 per package of six microderms

\$ 650 per package of six microderms including a chemical peel or liquid infusion

4.1.3.2. *Dermaplanning/Micropeel*

This treatment gives the skin a smooth appearance and improves its condition when it is scarred from acne. Additionally, also fine lines can be improved and “peach fuzz” is removed that can trap excess dirt and oil and the skin revitalized.

\$ 45

\$ 75 including a peel or oxygen treatment

4.1.4. Cellulite Reduction

4.1.4.1. Mesotherapy and Lipo/Fat dissolve

This is a spot fat reduction.

\$ 250 per treatment/area

\$ 1,000 per package of 6 treatments

4.1.4.2. Acoustic Wave Therapy

This is a medical device that delivers pressure waves, which pass through the skin and fat in order to release the attachment of the dimpled skin. It smoothes the skin surface and reduces the appearance of cellulite.

\$ 800 per area, package of 9 treatments

\$ 600 for 2nd area, package of 9 treatments

4.1.5. Laser Therapies

4.1.5.1. Aramis Laser

This Laser therapy stimulates collagen in order to decrease the effects of sun, age and acne.

\$ 850 per package including four treatments

\$ 1,000 for a package including four treatments with microdermabrasion

4.1.5.2. Photo Facial

This service is used to remove red and browns from the skin, evening out the overall color and tone of the skin.

\$ 2,000 per package of five facial treatments

\$ 2,800 including also neck and décolleté

4.1.6. Laser Hair Removal:

This method is a great way to remove or reduce unwanted hair all over the body.

Area	Package of 6	Single
Abdomen Full	\$ 1,250	\$ 250
Abdomen Strip	\$ 600	\$ 120
Areola	\$ 600	\$ 120
Arms Full	\$ 1,500	\$ 300
Forearms	\$ 1,000	\$ 200
Underarms	\$ 600	\$ 120
Back Full	\$ 1,750	\$ 350
Back Lower	\$ 875	\$ 175
Back Upper (with shoulders and neck)	\$ 875	\$ 175
Beard Full	\$ 1,000	\$ 200
Bikini Full	\$ 1,250	\$ 250
Bikini Line	\$ 1,000	\$ 200
Brazilian	\$ 1,750	\$ 350
Buttocks	\$ 600	\$ 120
Glabella	\$ 400	\$ 80
Cheeks	\$ 600	\$ 120
Chest	\$ 1,750	\$ 350
Chest with Abs	\$ 2,250	\$ 450
Chin	\$ 400	\$ 80
Ears	\$ 400	\$ 80
Full Face	\$ 1,500	\$ 300
Feet	\$ 400	\$ 80
Hands	\$ 400	\$ 80
Legs Full	\$ 2,750	\$ 550

Legs Half	\$ 1,500	\$ 300
Neck Back	\$ 600	\$ 120
Neck Front	\$ 600	\$ 120
Shoulders	\$ 1,000	\$ 200
Sideburns	\$ 400	\$ 80
Upper Lip	\$ 400	\$ 80
Upper Lip with Chin	\$ 600	\$ 120

4.1.7. Spa Treatments Add Ons

Brow Wax	\$ 20
Brow and Lash Tint	\$ 20
Paraffin Hands	\$ 15

4.1.8. Facials

4.1.8.1. European Facial

Using products designed specifically for the skin's needs, this classic treatment helps to soothe the skin and relax spirit and mind.

60 minutes: \$ 75

4.1.8.2. Anti Aging Facial

This oxygen treatment is perfect for dry and dehydrated skin because it helps to rejuvenate sluggish tired skin that is damaged from environmental stress.

60 minutes: \$ 85

4.1.8.3. Detox Gel Deep Pore Cleanse

This treatment is perfect for all skin types that are in need of detoxification and purification. By using a blend of exfoliating acids, this facial provides a gentle deep pore cleansing that will assist the removal of black heads, impactions and other impurities.

60 minutes: \$ 85

4.1.8.4. Back Facial

This is a relaxing treatment that is especially designed for the cleansing and exfoliation of the back.

60 minutes: \$ 75

4.1.8.5. Guys only facial

This treatment incorporates a blend of enzymes and antioxidants that help to reduce the appearance of fine lines and improves also oily, acneic skin. Moreover, it concentrates on helping to soothe irritation and redness from shaving.

60 minutes: \$ 85

4.1.9. Acne Therapies

4.1.9.1. Acne Care Treatment

Acne is a result of hyperkerintinization, increased bacterial load, increased sebum production and inflammation. The Acne Care Treatment attacks acne successfully at all four levels. It includes a microdermabrasion to decrease the hyperkerintinization, an Aramis laser treatment to decrease sebum production and support collagen regeneration and an Omnilux blue/red light series to decrease bacteria and inflammation.

1 treatment including all components: \$ 250

4 Microderms followed by Omnilux and

4 Aramis laser treatments followed by Omnilux: \$ 800

4.1.9.2. Acute Flare Up

This is a single cyst spot treatment that uses Kenalog injections and aramis laser to treat unwanted flair ups.

Kenalog and Laser combos start at \$ 25

4.1.9.3. Levulan

This is a very mild treatment to severe acne. Packages of two or three treatments do also include pre and post care products as well as omnilux light therapy series.

1 treatment: \$ 600

2 treatments: \$ 1,050

3 treatments: \$ 1,400

4.1.10. Conception of the Spa

The 1,750 square feet “All about you medspa” is a classical medical spa that is focusing on medical treatments and does barely offer any treatments that are only aimed to create relaxation and support health of body and mind. Therefore, the medspa does not feature a fitness or health club. A café, snack bar or restaurant is also not provided but the signature “medspa”-bottled water is available complementary for guests in the waiting area.

4.1.10.1. Reception and Retail area

When entering the Spa guests will be welcomed at the reception desk where the check-in and check-out is done. The reception area also features a small waiting area where magazines are provided for entertainment. In the retail area, products of the brands Biomedic, Obagi and PCA can be purchased for home use.

4.1.10.2. Treatment rooms

The Spa has a total of five treatment rooms that include two injectables rooms and three laser rooms. The special equipment of the laser rooms are the IPO machine, a hair removal laser and a semi-cooling machine. The injectables, on the other side, feature equipment for Microdermabrasion and AWT/Acoustic Wave machines.

4.1.11. Staff and minimum qualifications

The Medspa, Tempe has got an entire number of five employees consisting of two medical directors, one doctor and two aestheticians. All employees in the medical spa need to be Laser certified and have at least two years of professional experience.

4.1.12. Summary

The “all about you medspa” is primarily focusing on treatments providing surgical or corrective action concerning all different parts of the body.

5. Comparison

Differences and similarities of the Resort, Day and Medical Spa

The following section of my paper is aimed to provide an in-depth comparison of the three types of spas analyzed in the previous chapters. Concerning the comparison, the first part will deal with the differences between the resort and the day spa, the day and the medical spa and the medical and the resort spa. The comparison of the individual spas will then be followed by an overview of the most significant differences amongst the three of them. The comparison will be wrapped up at the end by an analysis of the similarities following the same structure as above.

5.1. Differences – Resort Spa and Day Spa:

Basically, it can be said that the concepts of a resort and a day spa do not vary to a great extent concerning their services offered and overall concept. However, as it can be seen on the two examples “The Spa Avania” and the “Red Door Spa”, major differences are not obvious but still given.

5.1.1. Type of spa and purpose

While the purpose of a day spa is an efficient but effective escape from daily stress and other negative influences from the external environment in order to release stress and reach total relaxation, guests of a resort spa are seeking for health and wellness fostering services in their holiday. The resort spa therefore, is a more complete and longer lasting spa experience for resort guests. However, a resort spa also functions as a day spa when it comes to non-resort guests.

5.1.2. Treatments

The treatments do not only differ concerning the types offered but also concerning the product range. While the resort spa has a focus on classic treatments, all of them adjusted to the unique and differentiating concept, the day spa offers also a wide range of specialized treatments such as the Abhyanga massage.

Furthermore, the range of services offers differs immensely between the resort and the day spa. The spa menu of the resort spa contains a nice selection of classical spa treatments and salon services. The day spa, on the other side, offers a very wide range of services, also providing many specialized services.

5.1.3. Treatment rooms

Based on the similar treatments offered, the treatments rooms are also basically equipped the same way. However, the Hyatt Regency Resort Spa offers treatment rooms that are especially constructed for couple treatments that the Red Door Spa does not offer at all.

5.1.4. Amenities

The amenities are the most striking difference when it comes to the resort and day spa. The guest's intention when coming to a resort spa is to stay for a longer time and therefore, this type of spa offers not only spa treatments but also a wide variety of amenities ranging from a pool area, fitness club, golf course to hotel rooms and a restaurant and much more. The day spa, on the other side, is, as mentioned before, a facility where people come for a quick but intensive stress reduction and escape from daily life. However, the intention is not to stay for a long time and therefore, the day spa does not provide a pool area, F & B facilities or a sports club.

5.2. Difference – Day Spa and Medical Spa

As the purpose of a medical spa is not primarily relaxation but improving ones visual appearance, the differences between those two spas are, of course, significant.

5.2.1. Type of Spa and Purpose

As mentioned above, the primary function of a day spa is to offer efficient and effective escape from daily stress. However, guests in a medical spa do not intent to release stress but taking corrective action, refurbish or beautify their visual appearance.

5.2.2. Treatments

As the purpose of the day and medical spa is a different one, of course, also the treatments offered, have different goals. The spa menus of the day and medical spa do vary to a great extent and there are hardly any treatments that both of the spas offer.

The “all about you medspa” is a typical medical spa that is mainly concentrating on medical treatments on the spa menu while the spa menu of the Red Door spa is a typical day spa offering that features different classical and specialized treatments that foster relaxation.

The spa menus also vary concerning their depth. The medical spa menu offers a small selection of medical treatments while the day spa menu is a wide selection of different classical and specialized treatments.

5.2.3. Amenities

The medspa is a classical medical spa that does not offer any amenities or ancillary services. The reason might be that the medical spa does not intent to make the guests

stay as long as possible. The purpose of the medical spa is “getting things done” without having the intention to stay longer in order to consume any other services. The medical spa can afford this because a high price is charged for individual services and the profit margin is very high. The day spa, on the other side, offers lots of different services and intends to offer and sell an overall experience. The profit margin is not as high as for the medical spa and selling as many treatments as possible and make guests stay for a long time offering relaxation rooms and other amenities are crucial factors in the day spa.

5.3. Difference – Medical Spa and Resort Spa

As the Resort Spa is, purpose-wise, similar to the day spa, also the differences between the medical and the resort spa are similar to those between the medical and the day spa. However, the resort spa differs from the medical to a larger extent than the day spa as it features a lot more amenities.

5.3.1. Type of Spa and Purpose

The Resort spa intends to give its guests a long-lasting overall experience, touching all senses with the stay at the resort, consumption of various treatments and usage of the facilities. The medical spa, however, as mentioned above is focusing on its guests refurbishment and beautification by not making them relax and exposing them to a calm environment but by taking corrective medical actions to different parts of their body.

5.3.2. Treatments

The difference between the treatments is basically the same as between the medical and the day spa. Although the spa menu of the resort spa is not that extensive and based on a distinctive overall concept, it is similar to the offering of the day spa.

5.3.3. Amenities

While the medical spa offers quasi-no amenities, the resort spa is build into its amenities. The amenities in the resort spa are crucial to make the guests stay active and diversified but not required from guests in the medical spa as they, anyway, do not have the intention to spend much time there once the treatment is done.

5.4. Differences between the resort, day and medical spa

5.4.1. Treatment rooms

While the medical spa offers only specialized treatment rooms such as laser or injectable rooms, the day and the resort spa both offer multiple and specialized rooms. The resort spa offers also couple treatment rooms that the day and medical spa do not offer.

5.4.2. Length of stay

Firstly, the average length of stay differs among all three types of spas. A guest in a resort spa usually stays for a couple of days, a day spa experience does not last longer than one day but usually up to half a day and a visit in the medical spa usually takes only a couple of hours. However, guests in the medical spa tend to have a consultation and counseling prior to the actual appointment.

5.4.3. Amenities

Secondly, all of three spas feature different amenities and ancillary services. The resort spa offers a wide range of amenities varying from different swimming pools, golf courses, outdoor activities, a restaurant and many more. The day spa, however, offers all amenities needed to guarantee total relaxation such as a relaxation room but does not feature a swimming pool or a golf course. The medical spa does not offer any

amenities because guests do not come for relaxation and entertainment. The motives for the visits of the guests are crucial to the conception of the different types of spas. The resort spa offers a holiday experience and visits are based on total escape from daily life and relaxation over a period usually longer than one day. The day spa, as the name gives away, offers a day to half day long experience based on relaxation, rejuvenation and escape from daily life. The medical spa, on the other side, can be compared more to a doctor's visit than to a relaxing experience and lasts only over the time while the treatment is done.

5.4.4. Staff

The third crucial difference between the resort and day spa and the medical spa is the staff. Depending on the treatment, in a resort and day spa certified massage therapists, estheticians, hairdressers and nail technicians operate the treatments. In a medical spa, a medical director is required to be part of the team and all employees need to have special education, certification and experience concerning laser and other technical equipment used in a medical spa.

5.4.5. Location

Furthermore, also the location can be noted as a basic difference between the three types of spas. Resort spas are located preferably remote from the crowd and embedded into different environmental features such as mountains and lakes ensuring a balance and harmony between human beings and the nature. Day spas are usually located at places where lots of people are around in order to attract people and enhance the awareness of the spa brand. The Elizabeth Arden Day Spa, for example, is located in the heart of a big outdoor upscale shopping complex also representing the connection to the outside environment and also to the world of luxury and superiority. Concerning

medical spas, the most important aspect about the location is easy accessibility by car or other modes of transport. The medspa, for example, is located not far from downtown Tempe and is easy accessible by car and bus. Parking spots in front of the spa are provided for the guests' convenience.

Similarities

Although all three fall under the category of spas, the similarities are limited and not obvious at the first sight. Especially, the medical spa is not a classic spa and barely shares similarities with the other two types.

5.5. Similarities – Resort Spa and Day Spa

5.5.1. Treatments

The most obvious common aspect of the resort and the day spa is the spa menu that differs only according to the treatment depth that is offered but generally, it can be said that the menu is based on the same type of treatments. Both offer massage treatments, rituals, facials and body treatments and salon services. The reason for that can be traced back to the major purpose that both spas have in common namely the effective relaxation and rejuvenation.

5.5.2. Treatment rooms

As they both offer the same kind of treatments, also the treatment rooms are basically the same type. Both offer a variety of multi-purpose treatment rooms that allow dynamic capacity management and make the operations more flexible and a number of specialized treatment rooms such as facial- or massage-only rooms. Moreover, both spas offer a salon area.

5.5.3. Staff

The resort as well as the day spa do employ massage therapists, estheticians, nail technicians, hairdressers and makeup artists. Moreover, the qualifications required are the same asking for national certification and extensive work experience.

5.6. Similarities – Day/Resort Spa and Medical Spa

This point will focus on the similarities of the Day and Resort spa as opposed to the medical spa as the first two types resemble each other to a great extent concerning treatments, rooms and retail.

5.6.1. Treatments

The only treatment both, the day as well as the medical spa, offer are facials. However, while the day spa offers a wide variety, the medical spa is not focusing on facials and therefore only offering five different types whereof one is the guy's only type.

5.6.2. Overall conception

The overall conception of these two types of spas is quite similar. They both feature a reception and retail area, a waiting area and different treatment rooms.

5.6.3. Retail

Products can be purchased to extend the spa experience at home in both types of spas. The retail function that is attached to the reception area in both spas represents an important source of additional income and features not only one but different types of brands and products.

5.7. Similarities – Resort, Day and Medical Spa

In addition to the fact that they all fall into the category of a spa, there are not many similarities that can be found among all three of them. One significant similarity that they all three have in common is the overall conception of the facility featuring a reception and retail area, a waiting area and different kinds of treatment rooms. The retail area is an important additional revenue source in all three of the spa. Furthermore, the purpose of all the resort, day and medical spa is connected with rejuvenation and making an effort to improve the overall condition of body, mind, spirit or a combination of those.

6. Conclusion

All in all, it can be said that although all the resort, day and medical spa all fall into the same category of business, significant differences are obvious. However, on the other side, they also have many common features.

Although, many similarities can be found between the resort and the day spa, the medical spa does differ from those two types of spa to a great extent not only concerning the purpose of the visit but also treatments, equipment and additional services offered.

To round up this paper, I would like to thank all spa directors and assistant spa directors for their cooperation and support in the course of the field research for my paper.

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Spa Avania Teas

Sunrise

First Flush Hand Rolled Darjeeling
Stimulating • Soft • Himalayan Black

First Flush Darjeeling
Invigorating • Bold • Himalayan Black

Royal Himalayan Snowflake
Rarest • Ambrosia • Life Energy

Royal Mint Meritage
Energizing • Digestivo • Egyptian

Midday

Royal Tensha
Rarest • Green Gold • Japanese

White Darjeeling
Muscatel • Gentle • Himalayan

Royal Ceylon White Tip
High Mountain • Honey Pine • Sri Lanka

Vintage 2000 Pu-erh
Ancient Tree • Happy • Earth

Royal Lemongrass and Wild Rose
Balancing • Citrus Oils • Bouquet

Sunset

Midnight Jasmine Pearls
Longevity • Scented • Chinese Garden

Fresh Green Kukicha
Chlorophyll • Marcobiotic • Nurturing

Royal Chamomile
Tranquility • Honey Apple • Egyptian

Roman Chamomile
Calming • Flower Buds • Italian

Royal Snow Tea
Respiratory • River Banks • Chinese Medicine

Vintage 1978 Pu-erh
Cave Aged • Euphoric • Old World

Spa Avania Flights

Sunrise Flights

House made granola • Citrus and Berries • Yogurt Fruit Smoothie

Oat bran-pecan muffin • Fruit Smoothie

Midday Flights

Chamomile tea smoked chicken • Couscous • Herbed tomatoes

Turkey wrapped asparagus • Sweet pepper salad • Portobello mushrooms

Seared Tofu • Roasted pear • Orange and Grape salad

Sunset Flights

Strip loin of beef • Shiitake mushroom • Lavender potatoes • Fig chutney

Jasmine scented shrimp and scallop • Soba noodles • Chuka salad

Salads

Heirloom tomatoes • Jicama-chayote chutney

Mixed lettuces • Tomato • Carrot

Herbed Vinaigrette or lite ranch

Small Plates

Chilled shrimp • Pineapple-mint salsa

Tea smoked chicken • Sweet potato salad • Pita