

Revenue Beyond the Spa

A one-page brief for spa, housekeeping, marketing, front of house and ownership, built to hand directly to each department head.

Why This Exists

A hotel spa's real value rarely shows up on its own P&L. Industry survey data links a well-run spa to higher room rates, higher occupancy and longer average stays, all of which sit on the property's numbers, not the spa's. None of that moves because the spa department tries harder alone. It moves when the whole property reinforces the same guest experience.

One Thing Each Department Can Try

Department	Already Controls	Try This Month
Housekeeping	Turndown service, in-room amenity presentation	Reference the actual spa ritual a guest had that day on the turndown card, not a generic note.
Marketing	Pre-arrival emails, website, social content	Feature the spa's ritual and brand story before arrival, not buried in the site navigation.
Reservations & Front Desk	Booking conversations, check-in, upgrades	Mention the spa whenever a guest asks how to make their stay feel special.
Food & Beverage	In-room dining, restaurant recommendations	Build a light post-treatment menu moment that continues the ritual.
GM & Ownership	Budget decisions, performance reporting	Add room rate, occupancy and length of stay to how spa performance is reviewed.

The Guest Journey

- 1 Pre-arrival.** Marketing introduces the spa as part of the property's story, not a bookable add-on discovered later.
- 2 Check-in.** Front desk mentions the spa naturally, especially for guests asking how to make the stay feel special.
- 3 In the room.** Housekeeping's amenities and turndown touches echo the spa's products or ritual.
- 4 The treatment.** The spa team delivers the mechanism: personalisation or ritual made visible.
- 5 Post-treatment.** F&B continues the feeling with a considered, unhurried moment.
- 6 Departure.** A small, brand-consistent gesture gives the guest a reason to think about the property again.

A Short Monthly Cross-Department Check-In

Fifteen minutes, once a month, with one representative from spa, housekeeping, front of house and marketing.

- 1 What's the spa's current hero story?**
3 min · which ritual, ingredient or product moment is most worth echoing this month.
- 2 What did guests actually say?**
4 min · feedback or reviews mentioning the spa, shared with the whole group.
- 3 What did each department try?**
5 min · a quick round on what worked.
- 4 One commitment each.**
3 min · every department leaves with one specific thing to try before the next check-in.

VILASA. is the exclusive UK and Ireland distributor of Anne Semonin and marocMaroc for luxury hotel spas. For the full guide, including the data behind this brief, visit vilasa.co.uk/resources.