

# CATEGORY: *Spa*

## STANDARD QUESTIONS WITH EACH AWARD IN THIS CATEGORY

Who or what are you Nominating?

Your website url

Is there anything more you would like to share that we haven't covered? Is there anything you think we need to know that is important to your business or brand?

Have you been nominated or won other Industry awards?

## **BEST SPA SUPPLIER**

List some of your partners who use your products.

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you support your customers in terms of their ordering and supply? (What do you do to make things easier for them?)

What performance or quality claims can you make about your product/equipment? What information can you provide to support these claims?

What makes your products or equipment the best-in-class or unique in the market?

Describe your client base or target market. And how are you reaching these?

How long have you been operational? COVID aside, how have you grown (not just size) as a brand.

What is your business' approach to social responsibility? Describe any initiatives that demonstrate a positive contribution to society. Also describe any actions that your company has taken to make operations more Sustainable.

How do you keep your team happy and engaged? Describe your approach to training, as well as staff and team development.

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

How do you measure client satisfaction? Give examples (statistics, testimonials, links, etc.) that show how you've been able to maintain consistently high levels of customer satisfaction over time.

Who is your main target clientele? What are their key needs, and how do you satisfy them?

How many people do you employ?



## **BEST SPA AUSTRALASIA/ASIA PACIFIC**

What brands do you partner with for Spa, wellness and amenities?

How long have you been operational? COVID aside, how have you grown (not just size) as a brand.

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How do you keep your team happy and engaged? Describe your approach to training, as well as staff and team development.

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Describe your track record in developing a solid business over time (Covid period excepted!). How did you achieve this?

How do you measure client satisfaction? Give examples (statistics, testimonials, links, etc.) that show how you've been able to maintain consistently high levels of customer satisfaction over time.

What are your most popular treatments or services, and why? Also describe any unique signature treatments / experiences that you offer.

Please attach a copy of your full menu of services.

The 'client journey' describes how your clients experience the spa, from booking through to departure. Describe how your spa makes the client journey special, including any signature touches or rituals.

How would you describe your spa's concept or positioning? What is the one main strength that sets your spa apart from its competition?

Who is your main target clientele? What are their key needs, and how do you satisfy them?

Describe the location in which your spa is situated.

How many people do you employ?



## **BEST HOTEL SPA**

What brands do you partner with for Spa, wellness and amenities?

How long have you been operational? COVID aside, how have you grown (not just size) as a brand.

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Describe your track record in developing a solid business over time (Covid period excepted!). How did you achieve this?

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## **BEST WELLNESS SPA**

What brands do you partner with for Spa, wellness and amenities?

How long have you been operational? COVID aside, how have you grown (not just size) as a brand.

What is your philosophy or approach to Wellness? How do you deliver physical, mental &/or emotional wellbeing to your clients?

List the type and number of practitioners who deliver beauty, health and wellness services to your clients (employees and contractors).

What is your business' approach to social responsibility? Describe any initiatives that demonstrate a positive contribution to society. Also describe any actions that your company has taken to make operations more Sustainable.

How do you keep your team happy and engaged? Describe your approach to training, as well as staff and team development.

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Describe your track record in developing a solid business over time (Covid period excepted!). How did you achieve this?

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## **BEST RESORT SPA**

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How do you keep your team happy and engaged? Describe your approach to training, as well as staff and team development.

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## **BEST URBAN SPA**

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Describe your track record in developing a solid business over time (Covid period excepted!). How did you achieve this?

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## **BEST MEDI SPA**

Medi-spas are popular for their ability to get results. What evidence can you provide to show success for your clients?

Please upload any other attachments (images, video) that will support your application. Good Luck!

What brands do you partner with for Spa, wellness and amenities?

How long have you been operational? COVID aside, how have you grown (not just size) as a brand.

List the type and number of practitioners who deliver beauty, health and wellness services to your clients.

What is your business' approach to social responsibility? Describe any initiatives that demonstrate a positive contribution to society. Also describe any actions that your company has taken to make operations more Sustainable.

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## **BEST SPA EXPERIENCE**

Why do you think This Spa Experience sells so well? What makes your experience unique or better than competitors?

What products do you use for the treatment? And why have you chosen these?

Is there any special training required or a certain expertise to deliver your Spa Experience?

Does your experience use additional tools such as tuning forks, singing bowls, infrared, LED?

How does your experience evoke the various senses?

Do you have any rituals as part of this experience?

Where did you draw inspiration for this Spa Experience?

Describe your best-selling spa experience. From the moment the client enters the Spa until they leave?

Please upload any other attachments (images, video) that will support your application. Good Luck!

Is there anything more you would like to share that we haven't covered? Is there anything you think we need to know that is important to your business or brand?

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