



INSIDER SPA

OCTOBER

With a positive outlook, spas set their sights on the male grooming market

The spa sector is definitely the most positive, with 40% of you saying business is better than last year. Profits are up on last month, probably due to a 70% treatment room occupancy. Improving how your staff deal with clients and new treatments are on your training wish list, while some of you are looking to cash in on the male grooming revolution. Hopefully our November issue will have given you some tips on this front.

The month in numbers

► How did your overall business in October 2009 compare with October 2008?



► What was your most popular retail item?

- 1 Moisturiser
- 2 Cleanser
- 3 Night cream
- 4 Nail polish



AVERAGE TREATMENT ROOM OCCUPANCY

70%

PERCENTAGE NET PROFIT THIS MONTH

30%

PERCENTAGE OF CLIENTS WHO REBOOKED

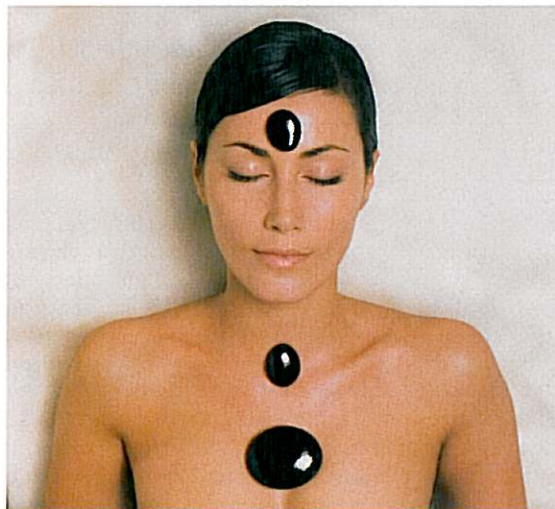
28%

NUMBER OF TREATMENTS PERFORMED PER WEEK

154

BIGGEST SALE AT RETAIL

£213



On the spot

► What training would you love your staff to do next year?

- 1 Hot stone massage
- 2 Retail training
- 3 Customer service
- 4 Lava shells



► What Christmas promotions will you be offering?

- 1 Shopping events
- 2 Winter warmer packages
- 3 Discounted packages
- 4 Two-for-one spa treatments

► Which new treatments will you introduce in the next three months?

- 1 Lava shells
- 2 La Sultane de Saba
- 3 Eyelash extensions
- 4 Men's treatments

► Which conferences or seminars do you regularly attend?

- 1 Professional Spa
- 2 Spa Tech
- 3 Women in Business
- 4 Santi



13%

of you have borrowed money to expand your business

10%

of you have borrowed money to help your business survive

METHODOLOGY Insider is compiled from a monthly telephone survey of 100 spas, 100 nail salons and 100 beauty salons. The survey is conducted by us, exclusively for you. The people who participated represent a cross-section of the industry from high-end spas to high street salons and mobile techs. They were polled by phone from November 2-6, regarding business for the four weeks to October 31. The figures given represent the mean score for each answer. Brands were ranked when mentioned by several salons. Those brands listed at the top received the most number of mentions. Thank you to everyone who participated in this month's survey.