

Making SPA Accessible – A Case Study of launch of Butlins new Ocean Hotel and its Ocean Spa’.

**Robert Czik, Co Founder and Treasurer of BISA and MD of
Finders International Ltd**

and

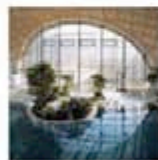
**Andrea Knowles, Head of PR for Butlins
Wednesday 11th November 2009, WTM**

A Personal Spa Journey

- Eastern European Spa Culture
- Sanitas Per Aqua, The SPA way of life, The SPA culture, The SPA language



The Spa Language



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE

BISA
spa
ASSOCIATION

BISA - British International Spa Association – stand no UKI5955:

An association of Spa professionals with a mission to maintain Spa standards and retain the true meaning of Spa.

www.spaassociation.org.uk



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE

BISA
spa
ASSOCIATION

BISA Activities

BISA Education

CIDESCO
Representation
Post Graduate
Courses

BISA Accreditation

Consumer Research
Logo and symbol on
'Customer
Confidence'



BISA Networking

BISA Conference
(3-5 June 2010,
Budapest, Hungary)
Exhibitions
Social Activities

BISA Marketing

Web Marketing
The Spas Directory
PR
BISA Logo



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE

BISA
spa
ASSOCIATION

BISA Benefits

1. Using the BISA Logo for marketing to consumers
2. Internet marketing – Listing on www.wahanda.com
3. Independent marketing research
4. Promotional opportunities at key exhibitions and spa events
5. BISA Education Spa Management Courses
 - English For Spas
 - Post Graduate Spa Treatments

Come and visit us at stand number UKI5955



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE

BISA
spa
ASSOCIATION

BISA Council

Lord Thurso (MP)
President

Marion Schneider
Chair

Bernie Hawkins
Accreditation Chair

Secretary

Delvis Bona
Education
Manager

Howard
Gosling
Company
Secretary

Alan Jenner
Membership
Manager

Joan
Thornycroft
Honorary
President

Robert Czik
Treasurer



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE

BISA
spa
ASSOCIATION



Finders International

- Founded 1981
- Dead Sea Mineral skincare specialists
- Manufacture body and facial treatment products
- 2 skincare brands
- Dead Sea Spa Magik (mass market) and Spa Find (professional)
- Distribution in over 22 countries worldwide
- Run chain of Kalmora Day Spas



RECOGNISED QUALITY STANDARDS FOR THE SPA INDUSTRY WORLDWIDE



Welcome to Butlins



Butlins basics

- Butlins, established in 1936 – we'll be 75 in 2011!
- Billy Butlin invented the UK family holiday (a week's wage for a week's holiday)
- Butlins is still the UK holiday market leader
- Highest awareness within the UK holiday market – 98%
- With three beachside Resorts – Bognor Regis, Minehead and Skegness - and open the year round
- Attracting over 1.5 million visitors every year – 72% on family breaks and 28% on our adult only Big Weekends
- Butlins has invested over £150m in the past 5 years alone

Butlins

Our brand partners



Londis



ASDA



HiT entertainment





Travel Agent partners have voted **Butlins; Big Weekends** as their, **Short Breaks & Holidays –** themed weekend provider for 2009.



Bourne Leisure won Travel Company of the Year in the 2008 TTG Travel Awards



Bourne Leisure, the 2nd best big company to work for in the UK this year!

- Best Call Centre for Customer Service, in the Entertainment, Leisure and Travel sector - 2009
- 7th Best Call Centre in the UK, across all sectors - 2009
- Most improved Call Centre for Customer Service – 2009



A vibrant photograph of four children jumping into a swimming pool at a water park. The child in the center, a girl in a bright blue one-piece swimsuit, is captured mid-air with her arms and legs spread wide, creating a large splash. To her left, another girl in a light-colored patterned swimsuit is also jumping. In the background, a boy in black swim trunks is jumping. The pool's edge is visible in the foreground, and the background features lush green trees and a large white tent-like structure under a clear blue sky. The text "Pictures speak louder than words....." is overlaid in a large, white, sans-serif font across the middle of the image.

**Pictures speak
louder than
words.....**







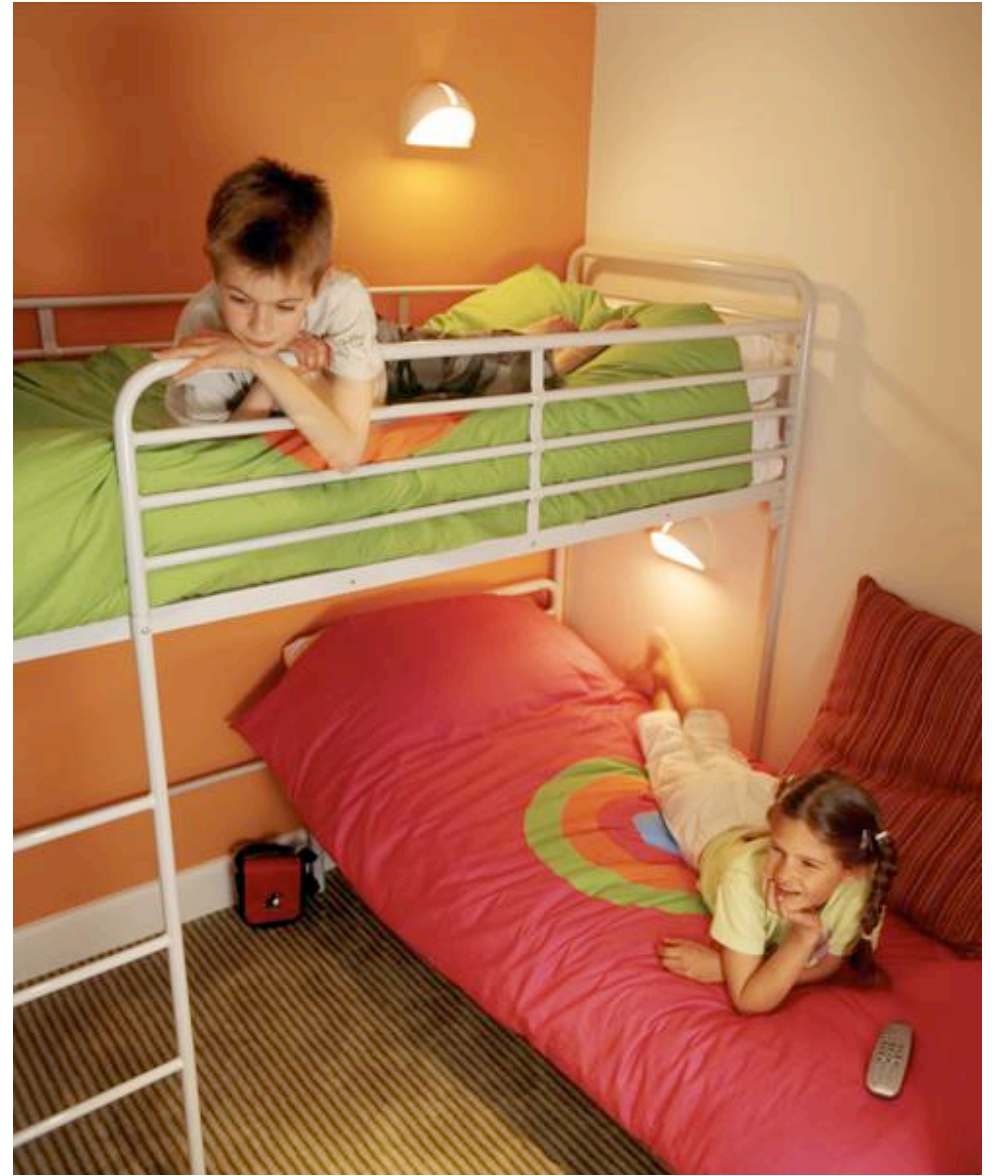




























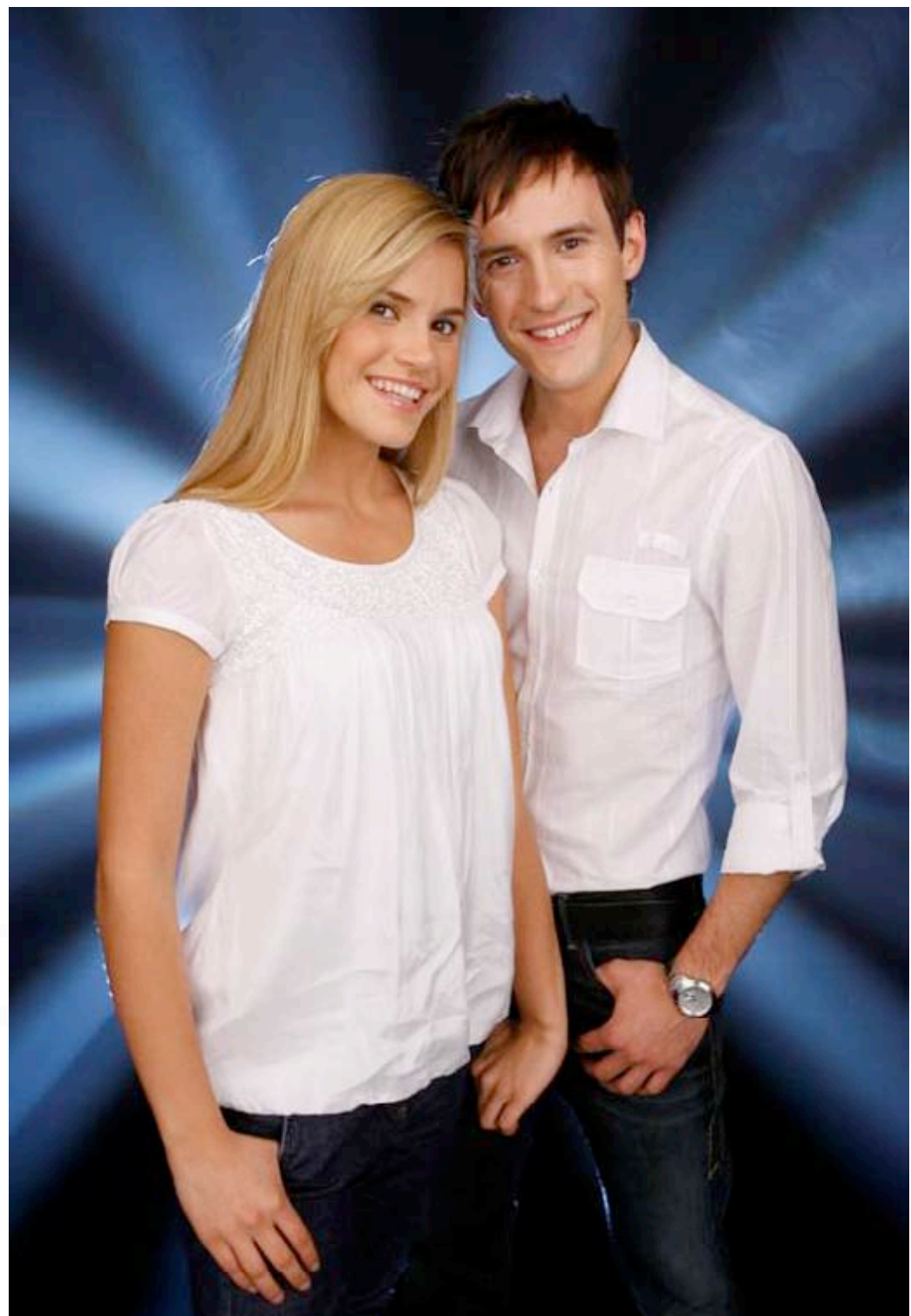














WESTLIFE







MAC Photography









































So in short Butlins is all about...

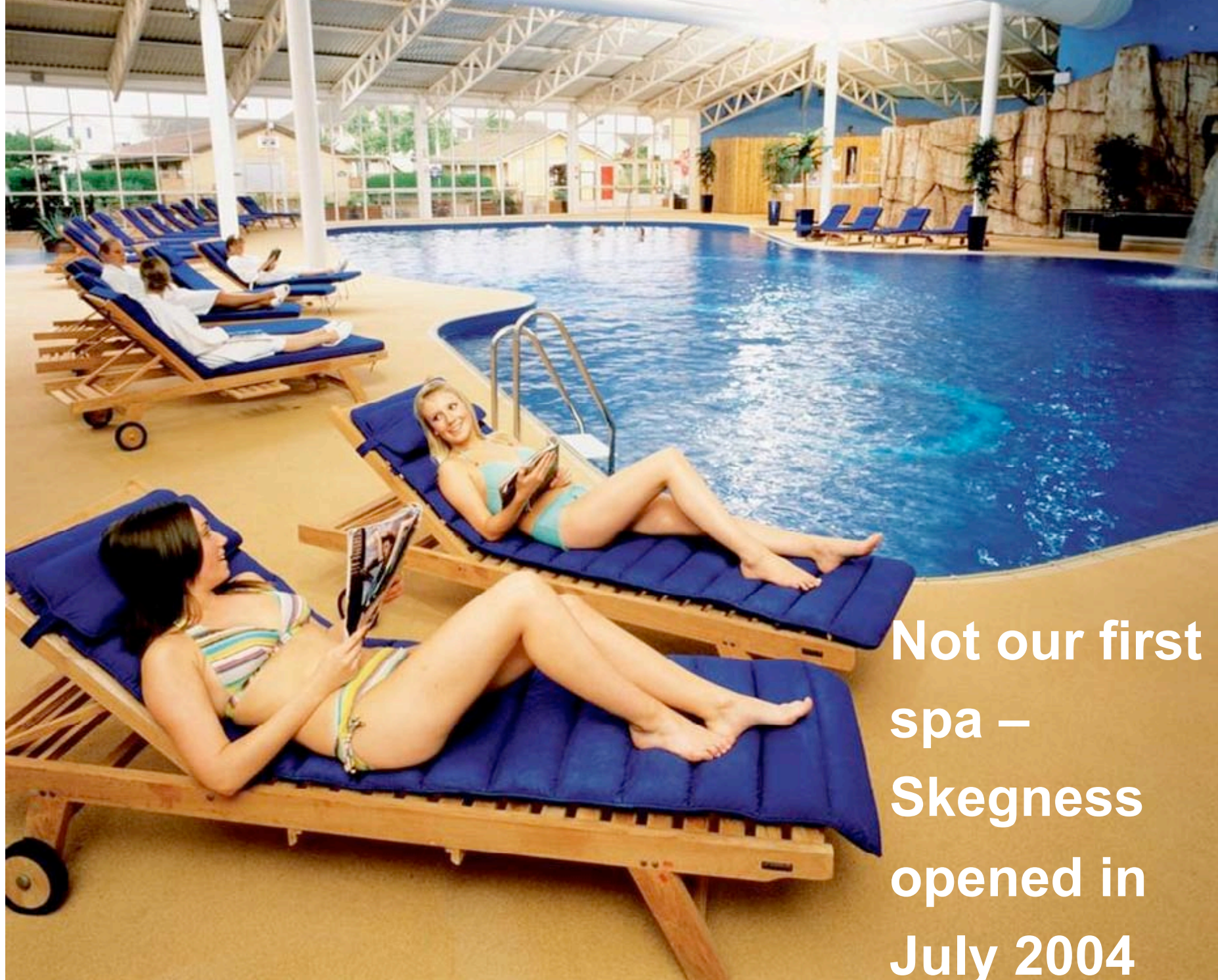
- Fun
- Entertainment
- Great service
- Surprise
- Smiles!

Is this a SPA lifestyle.....?

Butlins

**And this had to be translated into the
new Butlins Ocean Hotel with spa**





Not our first
spa –
Skegness
opened in
July 2004



- Increased the number of treatment rooms from 7 to 14 in May 2007!
- Shows the demand for the spa experience from Butlins guests



Considerations

- 
- Who was our audience for this spa?
 - What did they want from a spa?
 - What were the potential barriers?
 - How could we inject the Butlins fun, entertainment, quality service and magic into a spa experience?

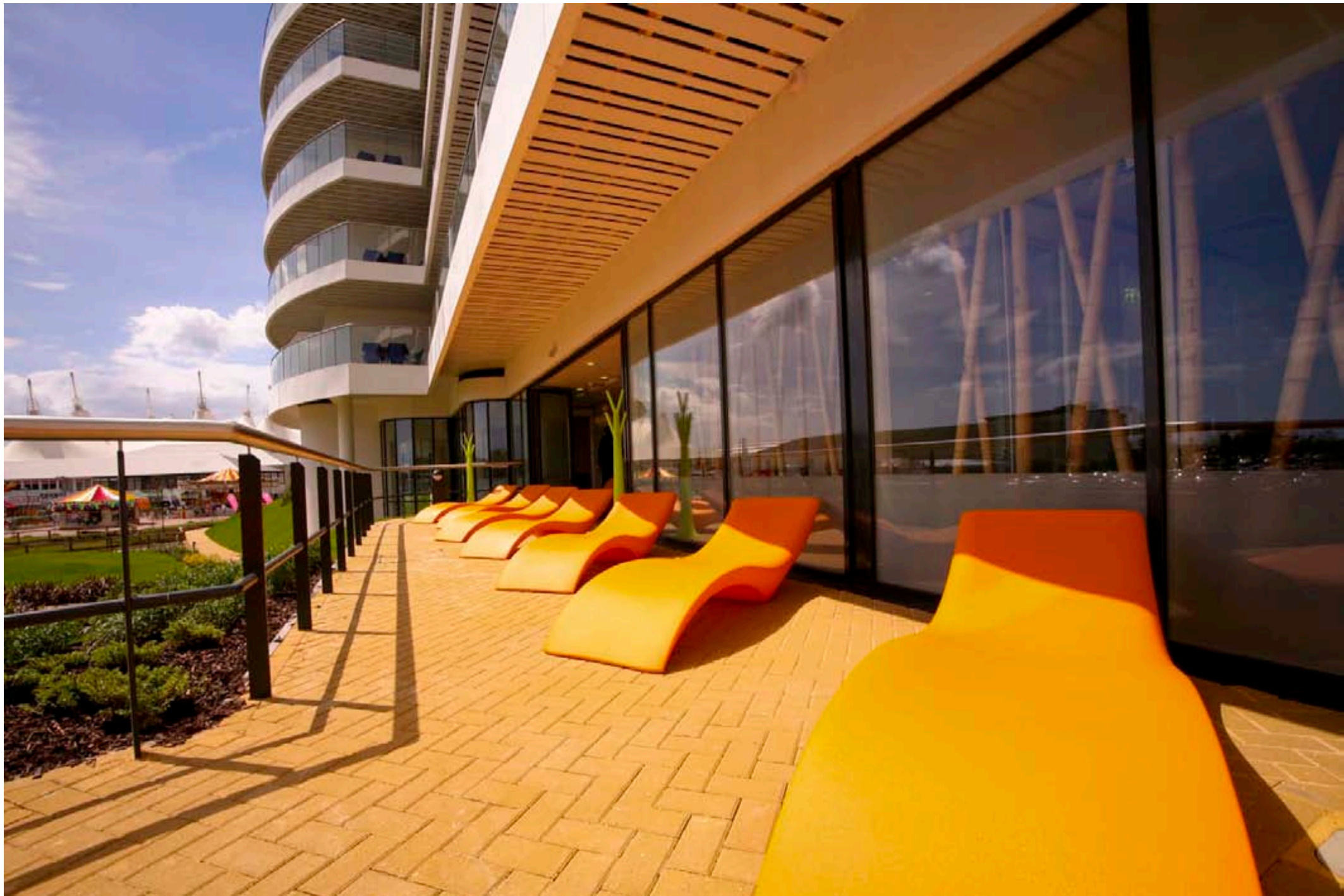
And the results were....

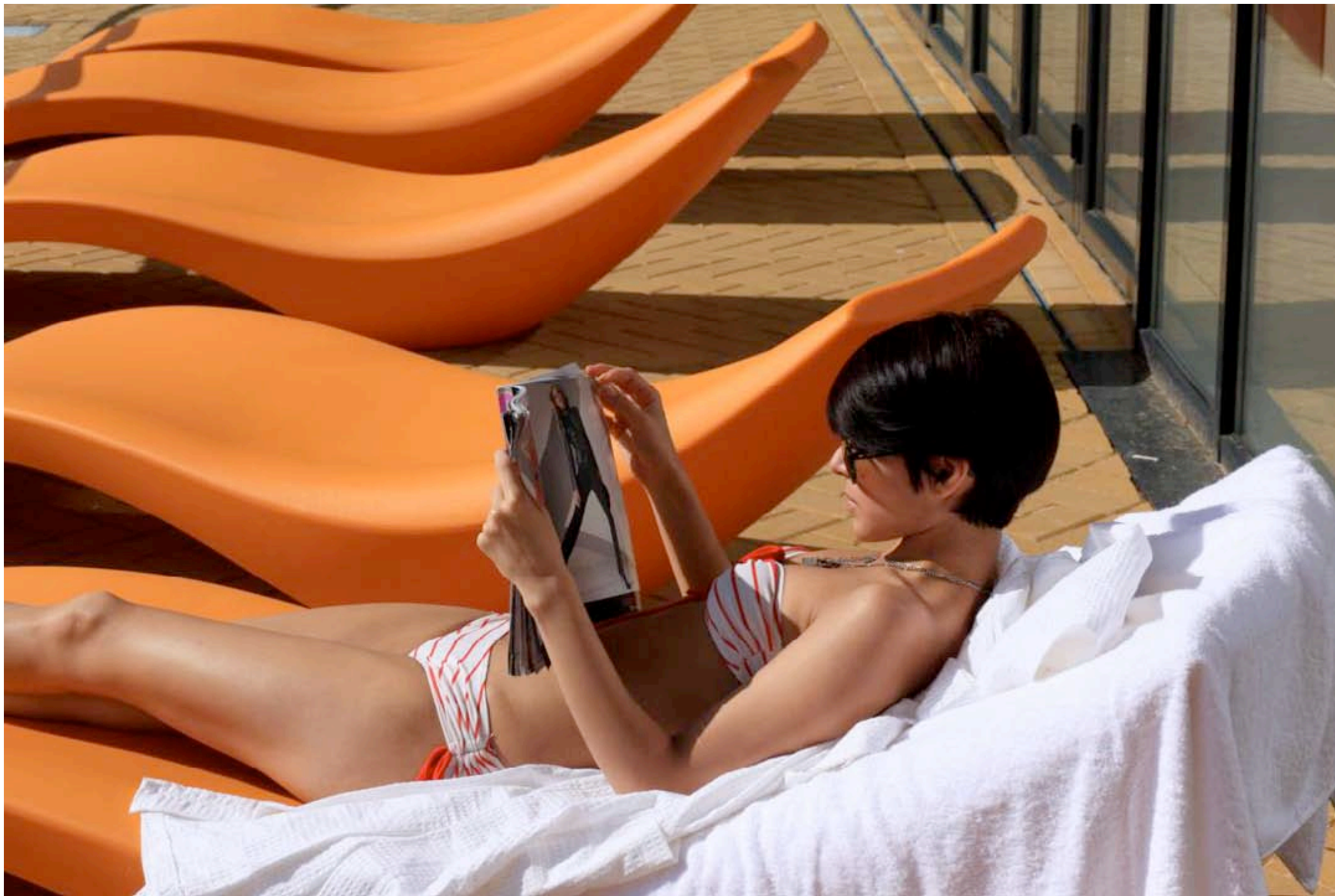




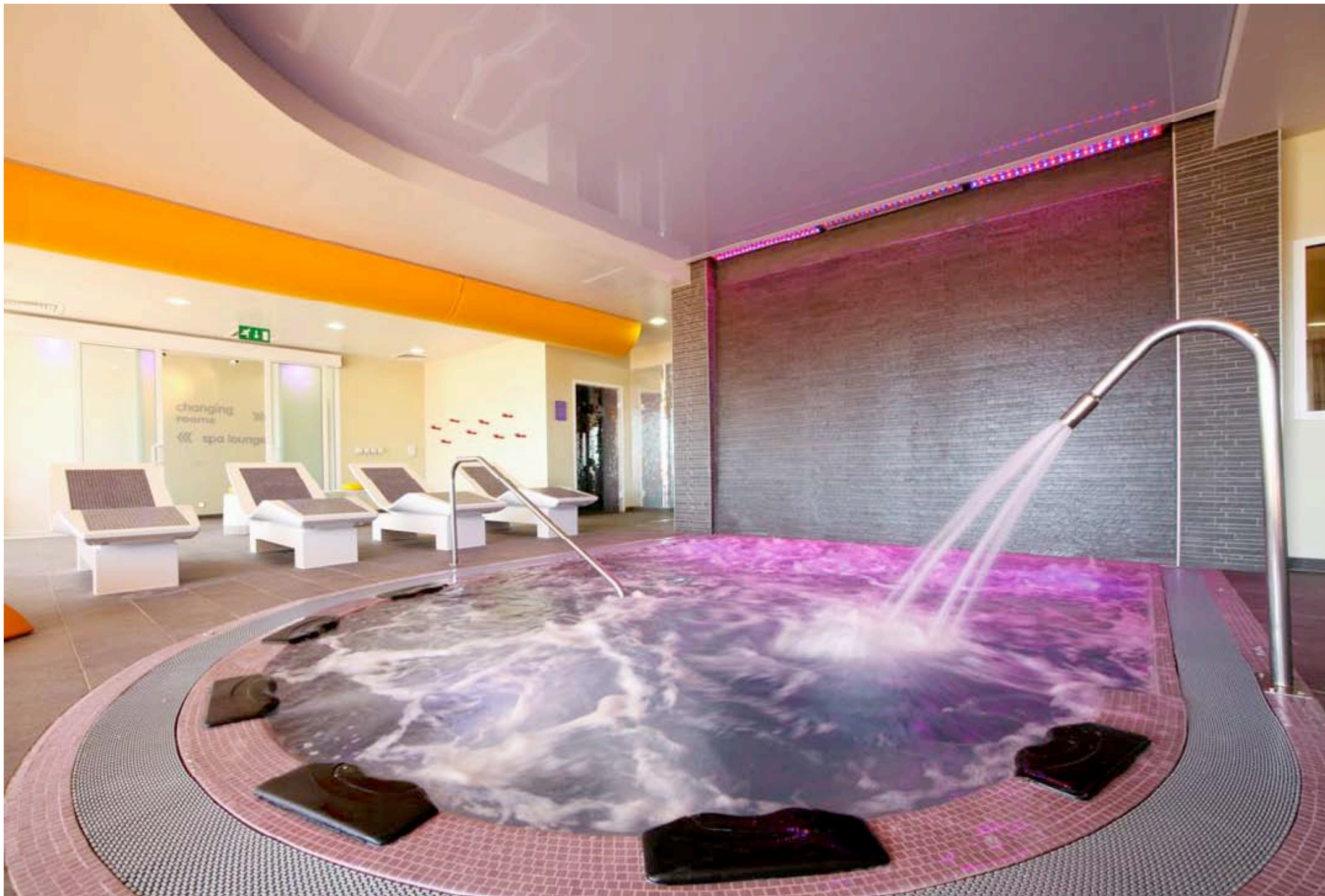












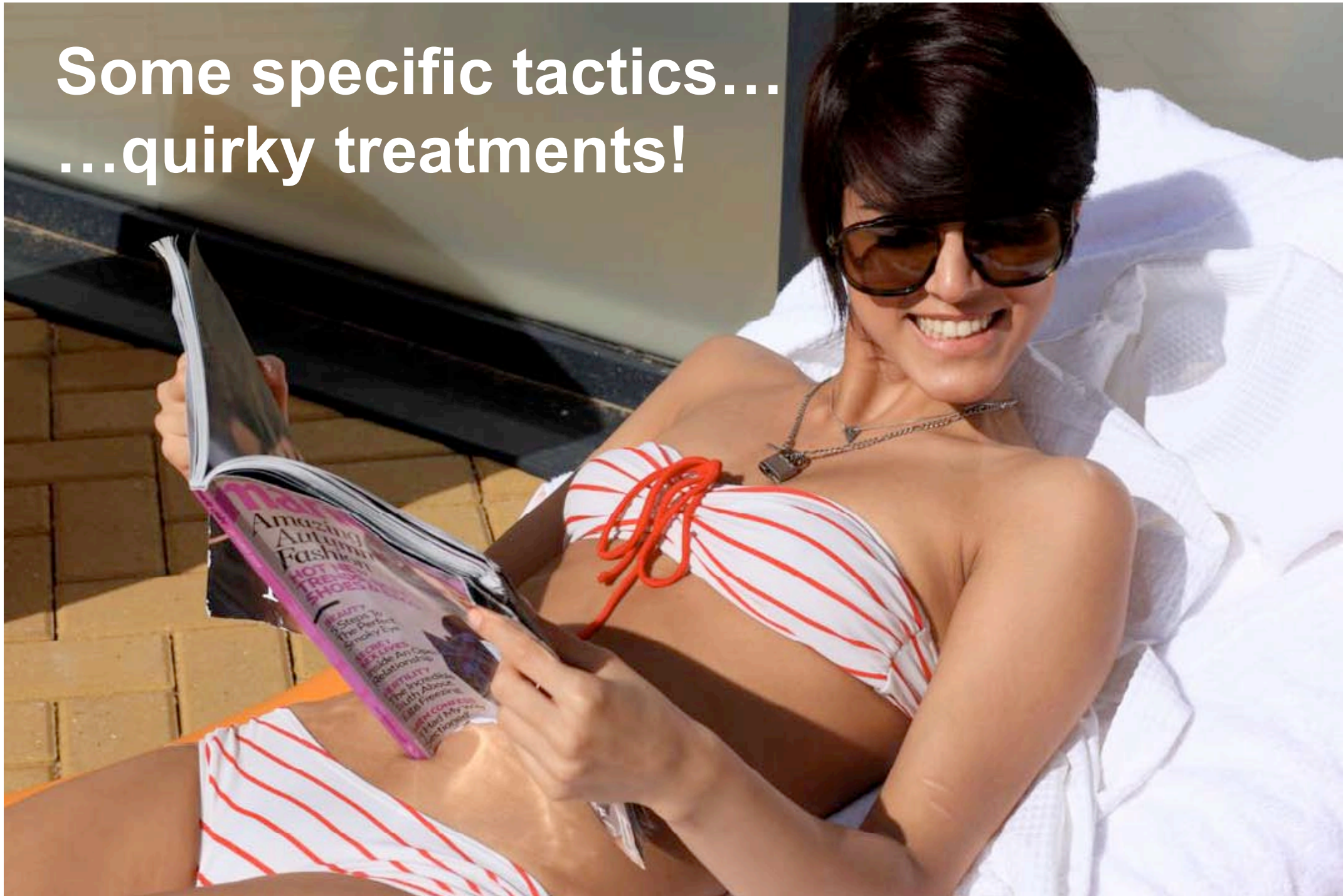




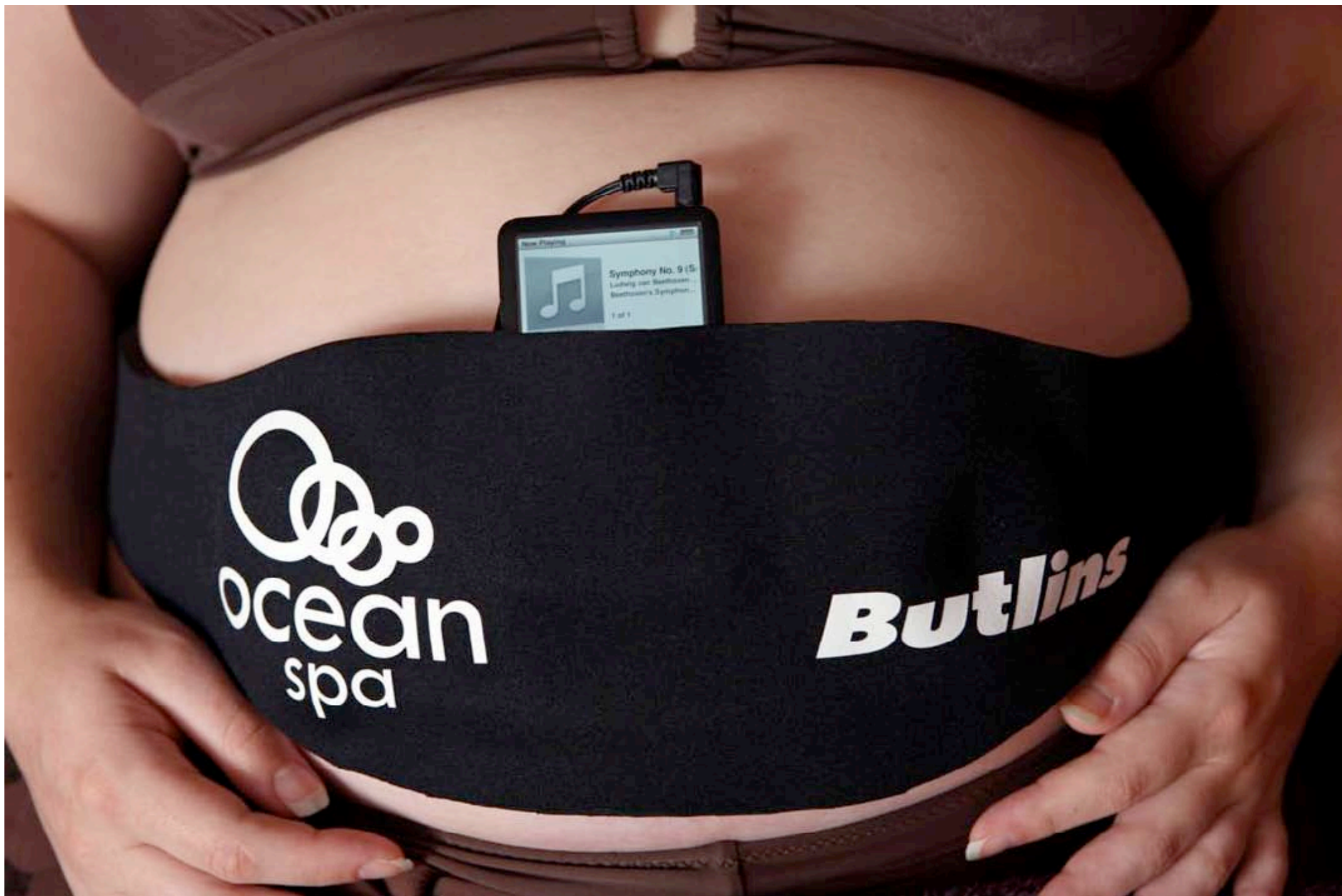




Some specific tactics...
...quirky treatments!







Great value for money & choice

- A total of 70 treatments from facials to more intensive body treatments
- Including more regular salon treatments such as waxing, pedicure, manicure are on offer
- Prices range from £20 to over £100
- Duration of treatments last from 20 minutes to 120 minutes
- Just £19 for a 2 hour 'Spa Experience' with access to the hydrospa, snow cave, disco shower, outdoor hot tub, heated loungers, crystal steam room, relaxation pods, foot spas, traditional sauna, and outside sun terrace

The use of colour

- Vibrant and dynamic – not the usual spa environment
- Colour plays an important role in influencing your frame of mind and wellbeing - happy and mood enhancing
- Created a unique sensory experience
- Wide range of colours – pink, violet, green, yellow, orange, red – all with their own special benefits
- Non-intimidating and welcoming – not stuffy or too perfect
- Fun and laid back as befitting the Butlins guest



Introduction to spa

- Aim to make the spa as accessible as possible to all guests
- Central location within the Ocean Hotel – just off main lobby
- Bespoke spa brochure to set the scene
- Offer the chance to look around the spa – tours for all guests on resort
- Learn how to spa...the fun way!
A free consultation with no obligation to book another treatment – an opportunity to find out what the Butlins Ocean Spa is all about
- Specially trained Butlins Spa Therapists – open and friendly to put guests at ease

**So how did we launch
this fantastic new
Ocean Hotel with spa...?**



Objectives

- launch the new Ocean Hotel with Spa, at Bognor Regis
- drive bookings from new customers
- continue to challenge outdated perceptions of Butlins
- generate significant coverage (on the news pages)
- communicate that the new facilities are available to all Resort guests
- differentiate Butlins from its competitors and provide stand out in the market
- differentiate the Ocean Hotel from the Shoreline Hotel
- engage with local communities
- excite and enthuse Butlins team members and make them proud of working for Butlins

Key messages

- the new Ocean Hotel at Butlins Bognor Regis
- Butlins
- hotel with a spa (inc. modern rooms, bar and restaurant facilities)
- stylish, contemporary, modern, fun
- for all the family (position Ocean as particularly suitable for families with older children and Shoreline for families with younger children)
- facilities open to all Resort guests
- booking details

BUTLINS
+
FUNKY HOTEL
+
SPA
=
NEWS FEST!

Traditional SPA definition

S – sanitas

P – per

A – aquam

Introducing Butlins' definition...

BUTLINS GOES SPA

S – sales driving

P – perception changing

A – a shed load of coverage

= strategic platform for launch

Campaign overview

LG developed a 10 month campaign (December 2008 – September 2009) to include:

1. development and preparation (December / January)
2. PR sell in of 'topping-out' ceremony / media dinner / media relations launch & internal communications launch (January)
3. Shoreline repositioning (May half term)
4. consumer magazine launch (May - August)
5. progress report (June)
6. teasing the media (July)
7. pre-launch photography (July)
8. launch day (August)
 - strategy
 - transport
 - photocall
 - media relations
 - logistics
9. review and evaluation

Teasing the media

- what:** an unexpected gift from Butlins to accompany an invitation to attend the official Ocean Hotel launch day in Bognor Regis
- why:** provide media with a mini taster of the Ocean Spa and generate buzz and excitement ahead of the launch in order to secure media attendance
- how:** intriguing media invitations were sent to media, VIPs, and parent bloggers inviting them to attend the launch of the Ocean Hotel with Spa. Invitations were presented in a stylish gift box accompanied by a indulgent cranberry salt scrub

Followed up all invitations and an offer of:

- VIP transport to the launch
- a spa treatment appointment on launch day
- interviews with key Butlins spokespeople
- accommodation at the new hotel

two invitations were designed – one for media and one for VIPs

- who:** national, online, consumer, broadcast and travel VIPs





Butlins goes Spa
11th August 2009

11th August 2009



RSPV by Friday 10th July to
Charlotte Brooks at Launch Group
Telephone: 020 7758 2900 or
email: charlie@launchgroup.co.uk
VIP transport will be allocated on
a first come first served basis.

This image was made using a 1990s desktop traditional beading machine used by Winemans to make baby clothes from beading beads that are used beading where it is the one moment of bright light. Bright moments of The Bead, 1990. Collection of artist and the artist.



THE JOURNAL

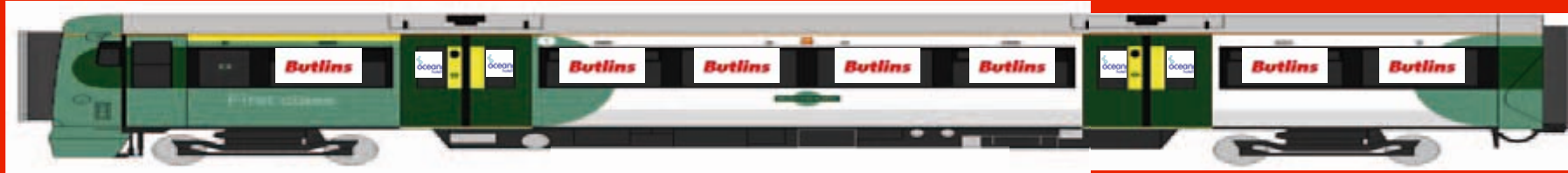
1998

12. *Figures*

Dr. J. K. Kulkarni

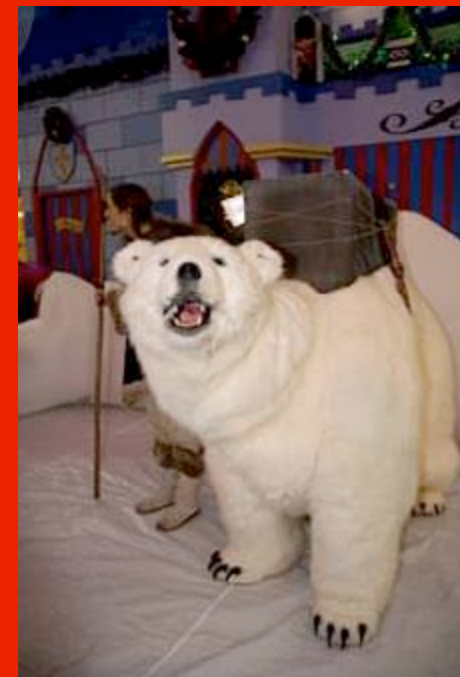
Train departs for London Victoria. C

VIP train carriage



Launch Day

300 attendees made up of media, suppliers, local council and other VIPs



**DAILY
STAR**

THE £20M

No more knobbly knees as Butlins unveils luxury hotel

BUTLINS yesterday unveiled its new upmarket **Hi-De-High** holiday.

The former British holiday company's new design is the traditional seaside resort of Bognor Regis.

The deluxe - seven-storey beachfront design is the traditional seaside resort of Bognor Regis.



FAMILY TIME: The new 'Hi-De-High' hotel has four floors

By NIGEL KAMON

Butlins, long known for its family-friendly resorts, is now unveiling a new range of luxury hotels. The new range - one of only two in Britain - promises a new standard for the company.

The 'Premier League Male Massage' offers a massage while watching football and a glass of champagne. The new range - one of only two in Britain - promises a new standard for the company.

The company's change is seen to be a sign of its new direction. But it is also a sign of the company's new direction. But it is also a sign of the company's new direction.

The company's change is seen to be a sign of its new direction. But it is also a sign of the company's new direction. But it is also a sign of the company's new direction.

HI-DE-HIGH LIFE



THE INDEPENDENT

The new Butlins hotel? Get away!

Jerome Taylor samples the spa treatments and chaletland on offer in Bognor Regis

When you think of Butlins, you think of a holiday. But when you think of Butlins, you think of a holiday. But when you think of Butlins, you think of a holiday.

The new Butlins hotel is a holiday. But when you think of Butlins, you think of a holiday. But when you think of Butlins, you think of a holiday.



The new Butlins hotel is a holiday. But when you think of Butlins, you think of a holiday. But when you think of Butlins, you think of a holiday.

The new Butlins hotel is a holiday. But when you think of Butlins, you think of a holiday. But when you think of Butlins, you think of a holiday.

DAILY EXPRESS

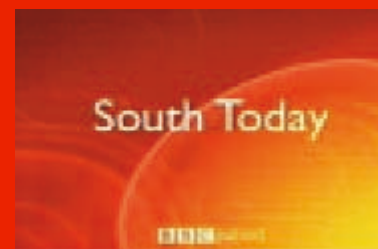
CRUSADING FOR A FAIRER BRITAIN

BUTLINS SHOWS ITS STYLE

FAMILY favourite Butlins is going upmarket with the launch of its luxury Ocean Hotel (0845 070 4730/www.butlins.com) in Bognor Regis. The seaside hotel has 200 contemporary rooms complete with quirky touches such as rainfall showers. The family rooms even have a kids' den with a "no monsters under the bed guarantee". Parents can retreat to the spa (left), equipped with crystal steam room, sauna and outside sun terrace - a two-hour spa session is from £19pp. Even dad is catered for with the Premier League Male Massage which offers guests a rub-down while watching football and rugby highlights. From £29. A four-night family B&B break costs from £366 (family of four sharing).







Results

494 pieces of coverage achieved

434,008,696 total circulation

488,328,684 total readership

£1,551,556 total EAV

4,883 consumers reached for every £1 invested

£16 in EAV for every £1 invested



Customer feedback

- Completed 2150 treatments
- 1560 spa passes
- Most popular treatments are manicures, pedicures and the heavenly head, neck and shoulders massage
- Premiere League massage hugely popular
- New treatments and packages on the horizon
- “the spa was excellent, the staff couldn’t be more friendly”
- “will recommend the spa to everyone”
- “loved the spa, very relaxing”



Media feedback

The background image shows a contemporary spa environment. In the center is a circular hot tub with bubbling water. To the right, there are several bright orange, curved lounge chairs. In the foreground, there are white lounge beds with dark blue mesh footrests. The room has a dark tiled floor and a wall with large windows on the right side.

I wouldn't have considered a holiday at Butlins, but the spa tipped the balance."

The Guardian

"A British institution that is reinventing itself"

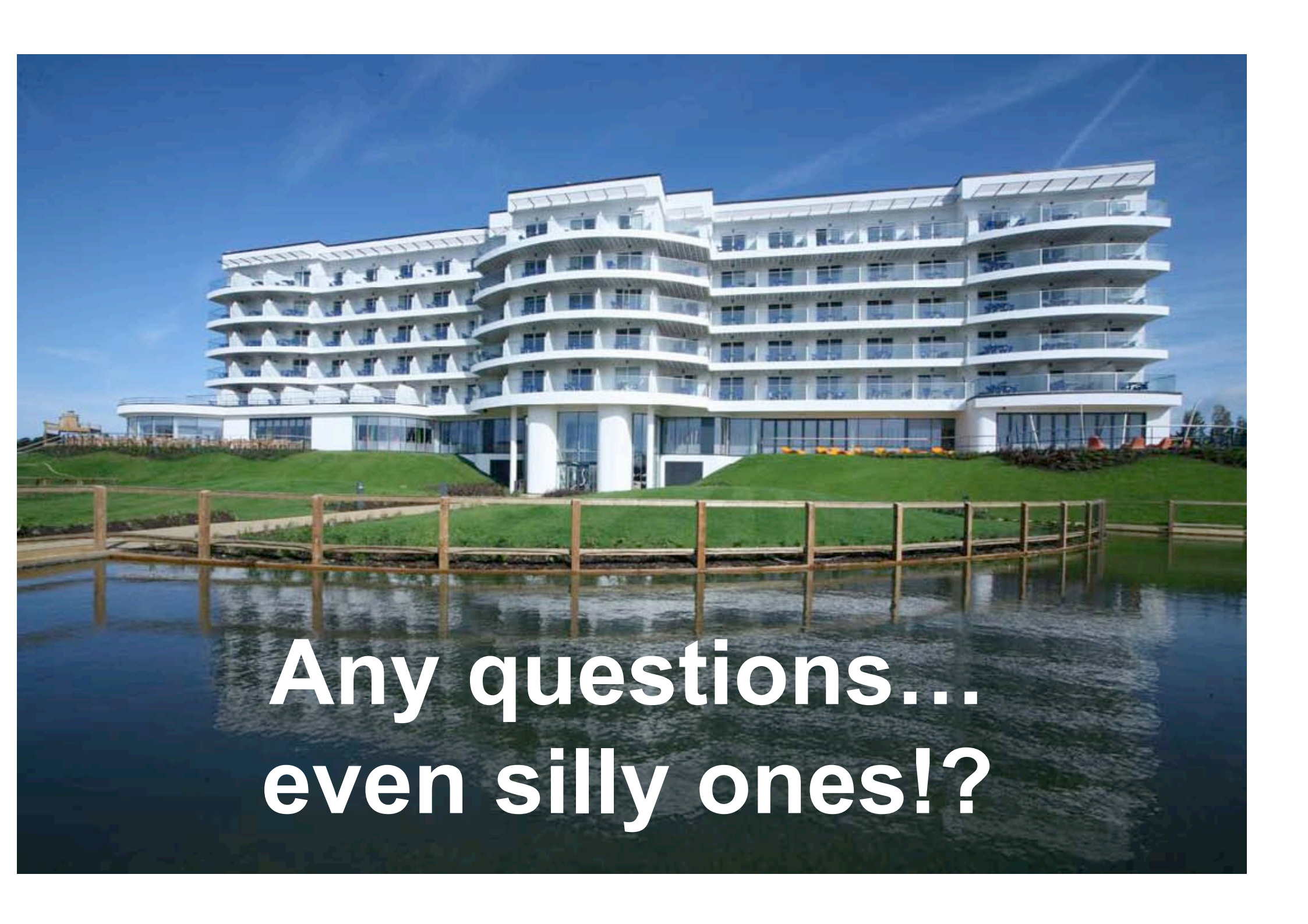
Daily Telegraph

"We started our stay as Butlins snobs but by the end we were having a great time."

London Lite

"Butlins has come up with a truly inspired solution to it's own image problem."

Daily Express



**Any questions...
even silly ones!?**