



# Spa industry focused Environmental Sustainability Survey

in conjunction with World Spa & Well-being Convention 2014  
Analysis: February 2014  
*By Daniel Koepfel*

## Survey description

The Survey was circulated during 10 days starting on February 21<sup>st</sup> until February 28<sup>th</sup> 2014. The organizers of World Spa & Well-being Convention 2014 handled the distribution of the survey questionnaire via their Thai Spa Association's member list. The list consists of approximately 300 Spa industry operators. In addition a public link to the survey was posted on the World Spa & Well-being Convention 2014 Facebook page. Respondents remain completely anonymous.

The Survey consisted of 10 questions – which were split into the following topics:

**10%** of the question concerned the recent exposure to Sustainability.

**50%** of the questions concerned Spa managers' opinions in relation to sustainability know how, Sustainability training and related purchase behaviour.

**20%** of the questions handled the advantages of a Spa, selecting and holding an environmental sustainability certification.

**20%** of the questions sought feedback about waste and water costs in relation to the total cost of a Spa operation.

After one week of survey circulation a total of 15 respondents (5% of the total sample size) have provided the data on which the following analysis is based.

## Analysis Abstract:

The survey data shows that almost every respondent had been confronted with environmental sustainability aspects in the past 12 months.

Spa managers with knowledge of environmental sustainability are rated as important and so is the provision of environmental sustainability training. Currently, however the most frequently provided training sessions are concerning P&L report analysis and cost control trainings. This provides interesting opportunities for experienced trainers of environmental sustainability who can make the connection to operational processes and vice versa.

The survey furthermore discovers that about half of the respondents consider it more than medium difficult to select an environmental sustainability certification for their Spa operation. At the same time however more than half of the survey respondents agree that a Spa with an environmental sustainability certification label possesses operational and marketing advantages upon the arrival of the AEC in 2015.

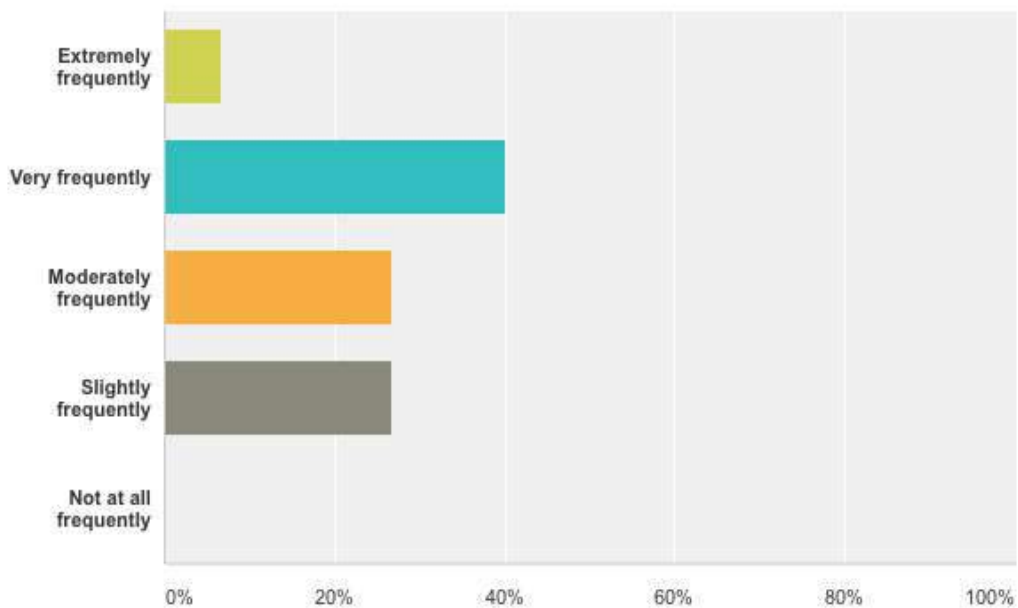
You learn early in the survey (question 6) that the reduction of waste is the professionally second most valued topic in environmental sustainability training. The survey then gives an interesting insight into what spa managers think is the % of total monthly spa operation cost they need to pay for waste and waste removal.

Finally the survey points out the need for best practice and benchmarking data access for Spa manager in relevance to water consumption per spa service provided.

## Analysis of Question 1

In the past 12 months, how frequently have you been confronted with "environmental sustainability aspects" in relation to your Spa operation and or product sources ?

Answered: 15 Skipped: 0

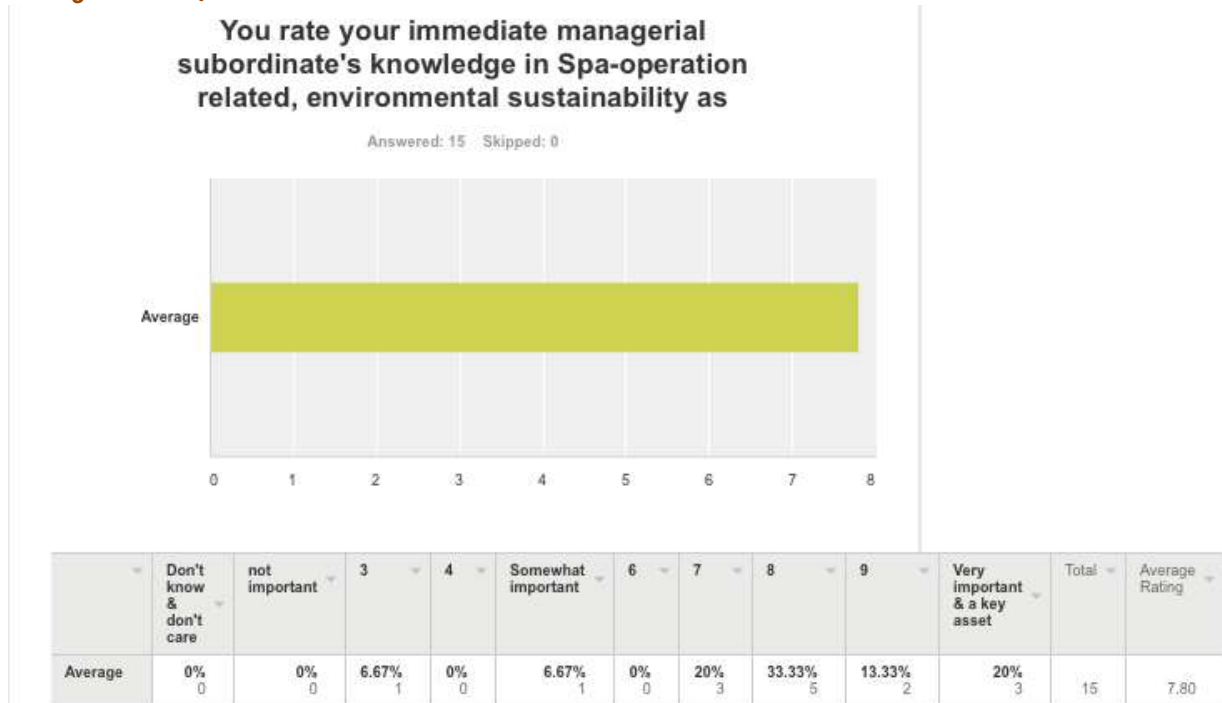


Answer Choices	Responses
Extremely frequently	6.67% 1
Very frequently	40% 6
Moderately frequently	26.67% 4
Slightly frequently	26.67% 4
Not at all frequently	0% 0
Total	15

46.67 % or 7 out of 15 respondents have been very frequently or extremely frequently confronted with environmental sustainability aspects in the past 12 months.

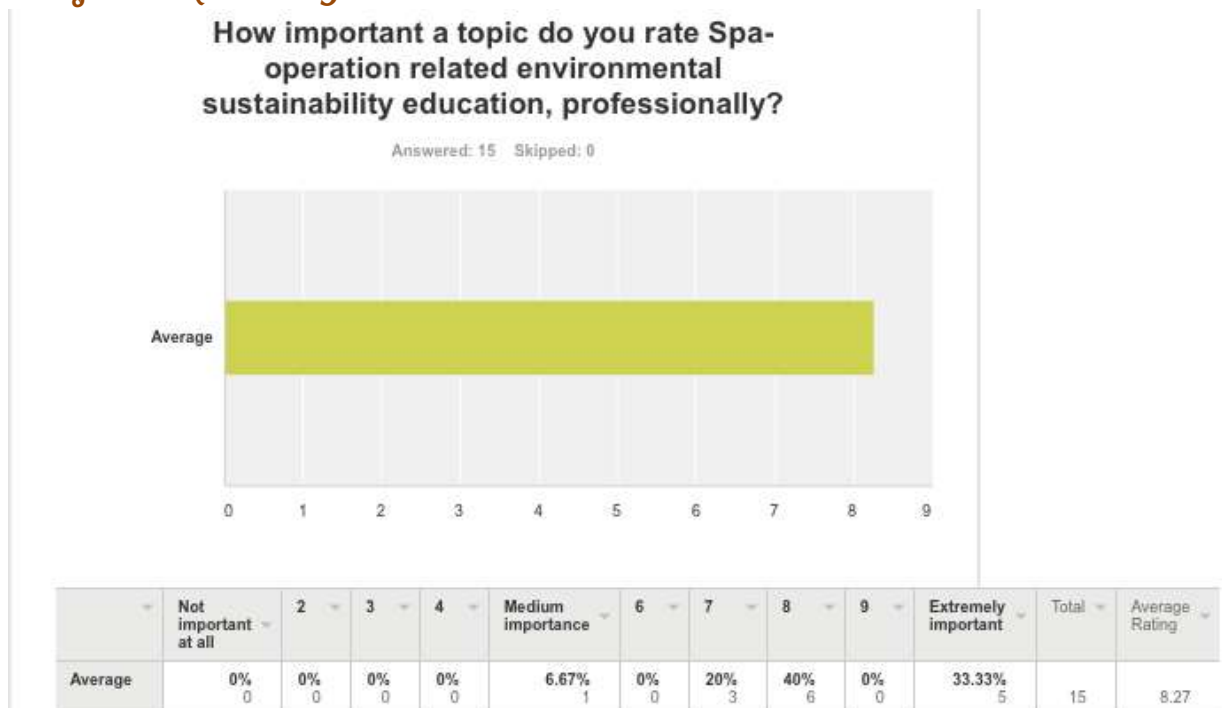
It is interesting to notice, that **None** of the 15 spa's responding to the survey have not been confronted with environmental sustainability aspects in the past 12 months.

## Analysis of Question 2



The average answer rating to this question was 7.80 out of 10. 10 being "very important & a key asset". Alternatively only one Spa considers such know how as only one point above "not important"

## Analysis of Question 3

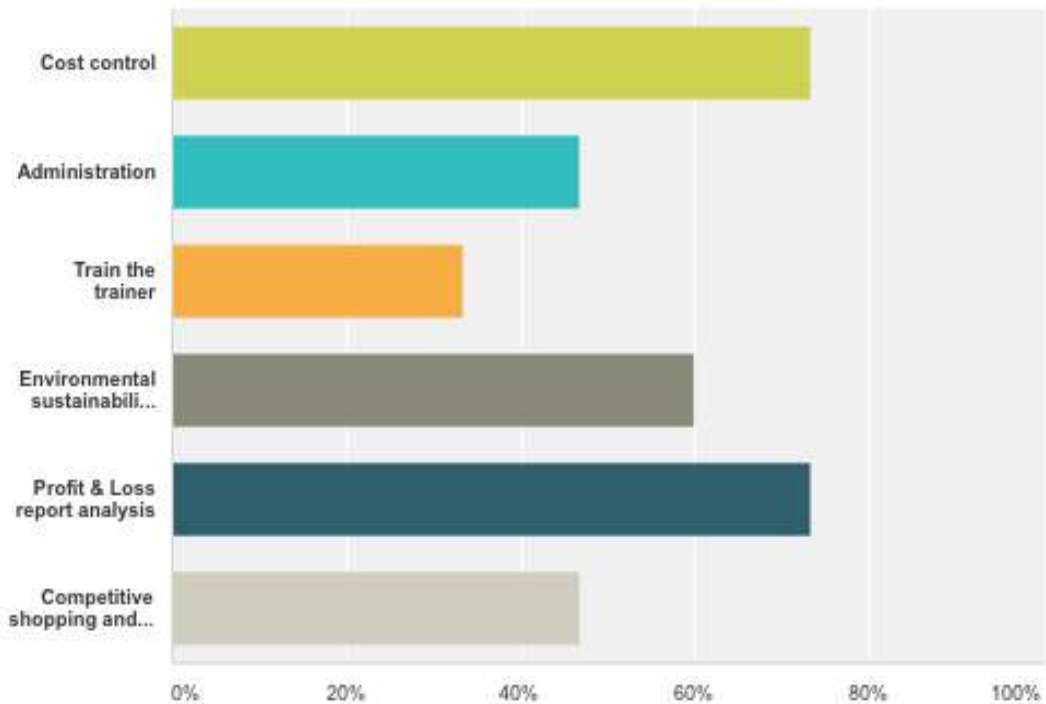


The average answer rating here is 8.27 out of 10, with 10 being "extremely important". Even the lowest rated answer was that of a "medium importance". With 5 answers went to sustainable education being "extremely important", with a 13% higher maximum rating.

## Analysis of Question 4

### Annually your spa-operation manager receives training in the following topics at least once every 6 months....

Answered: 15 Skipped: 0



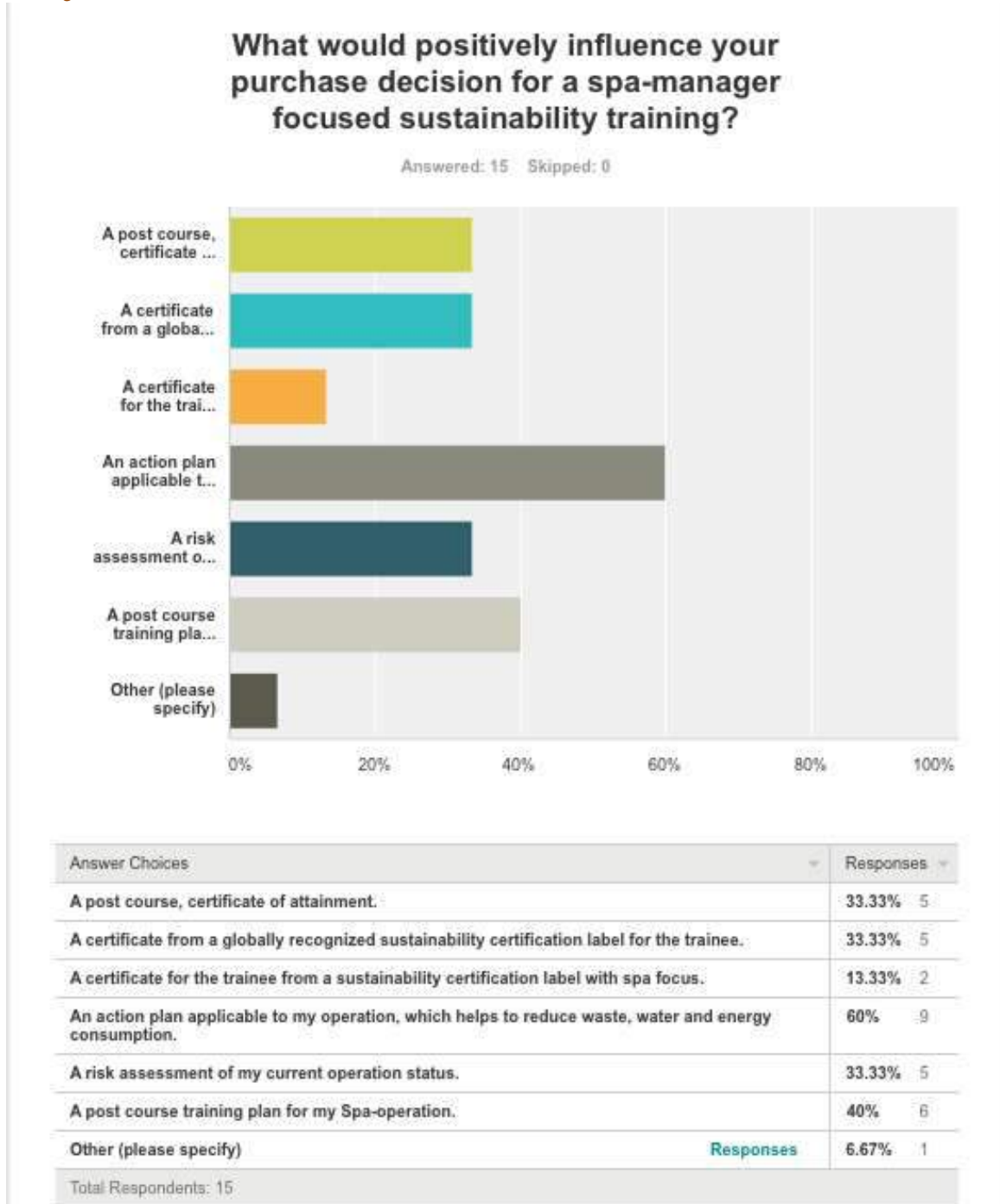
Answer Choices	Responses
Cost control	73.33% 11
Administration	46.67% 7
Train the trainer	33.33% 5
Environmental sustainability aspects	60% 9
Profit & Loss report analysis	73.33% 11
Competitive shopping and marketing	46.67% 7
Total Respondents: 15	

[Comments \(1\)](#)

Cost control and Profit and Loss reporting are the most frequently (73.3%) trained topics, followed by environmental sustainability aspects (60%) and then training in competitive shopping and marketing as well as administration related training.

The top 2 training topics both concern themselves with the reduction and or management of expenses. Interestingly enough it is the 3<sup>rd</sup> most frequent training topic that combines expense reduction and communicability!

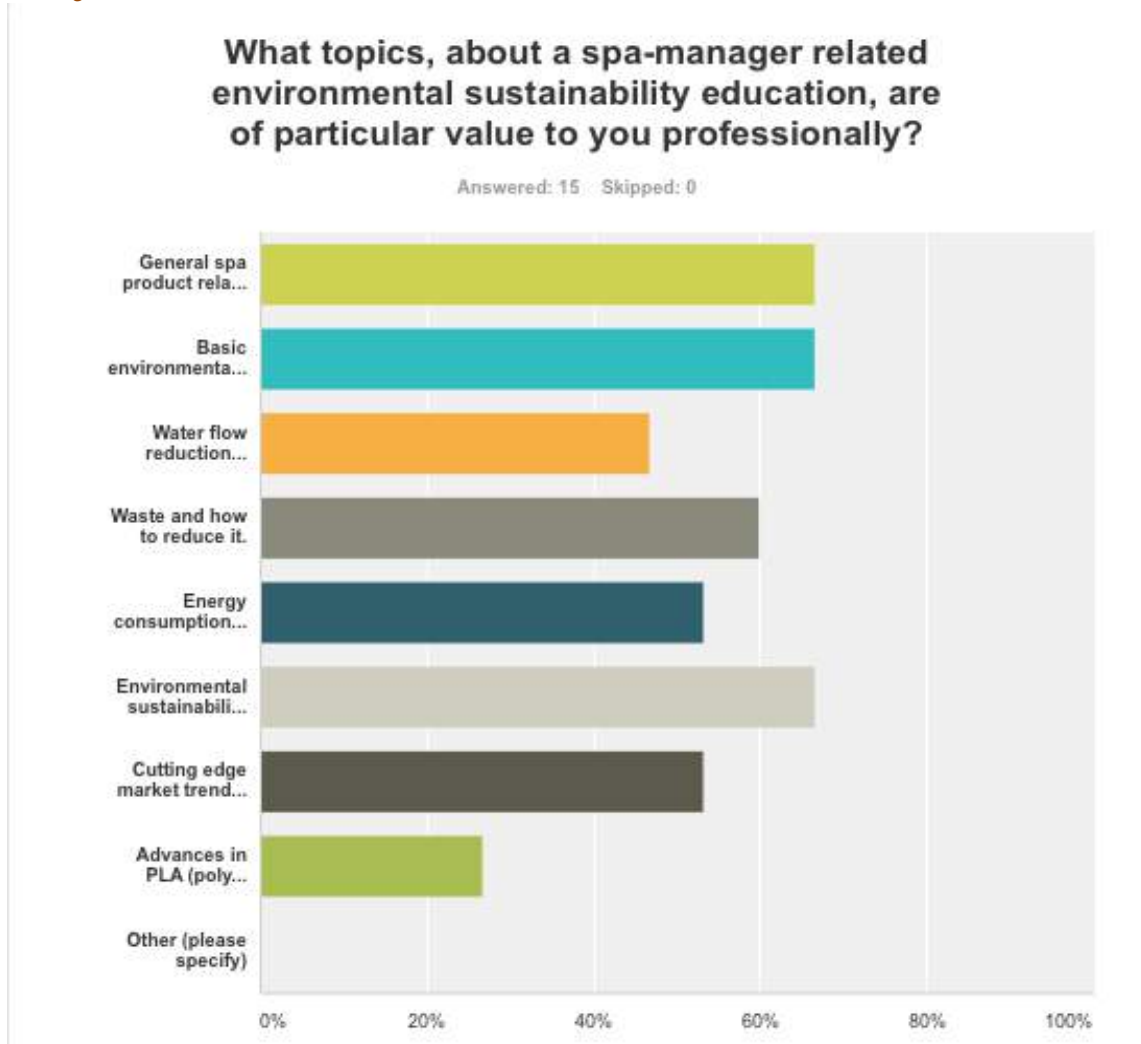
## Analysis of Question 5



Nine Respondents or 60% declared that the provision of an post training action plan how to reduce waste, water and energy would most positively influence their purchase decision for a sustainability related training.

Action plans are step by step approach how to reduce or change processes or procedures with the objective to reduce cost or increase revenue.

## Analysis of Question 6



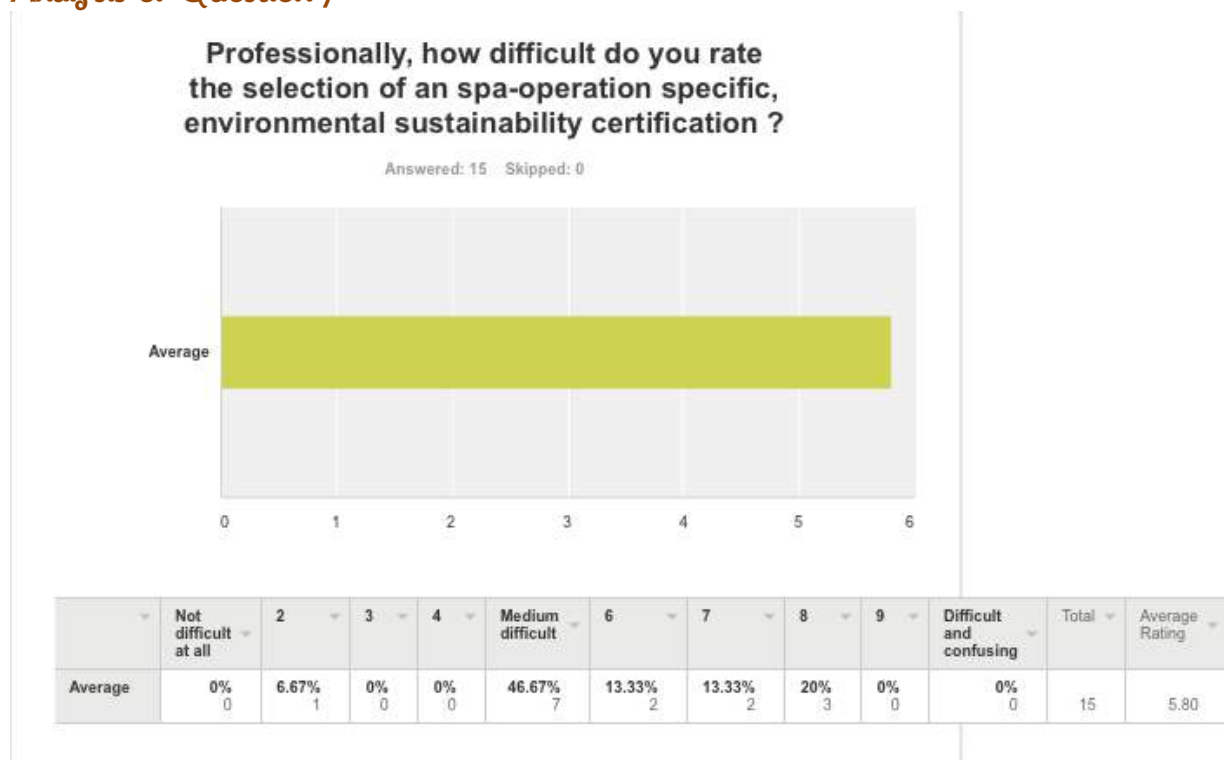
Answer Choices	Responses
General spa product related environmental sustainability know how.	66.67% 10
Basic environmental management system know how.	66.67% 10
Water flow reduction technology & water footprint of my services	46.67% 7
Waste and how to reduce it.	60% 9
Energy consumption reduction.	53.33% 8
Environmental sustainability related health and well-being aspects.	66.67% 10
Cutting edge market trends (e.g. organic labeling, spa cuisine & super foods, Lifestyle of health and sustainability = LOHAS)	53.33% 8
Advances in PLA (poly lactic acid or bio plastic) packaging	26.67% 4
Other (please specify)	Responses 0% 0
Total Respondents: 15	

With each 10 respondents considering it the top 3 valuable topics are:

1. Environmental sustainability related health and well being aspects
2. Basic environmental management system know how
3. General Spa product related environmental sustainability know how

It is an interesting observation that 9 respondents consider "waste and how to reduce waste" as an educationally valuable topic. This in contrast with only 4 respondents considering advances in PLA packaging of high educational value. A contrast, since PLA is one possible answer how to reduce packaging generated waste.

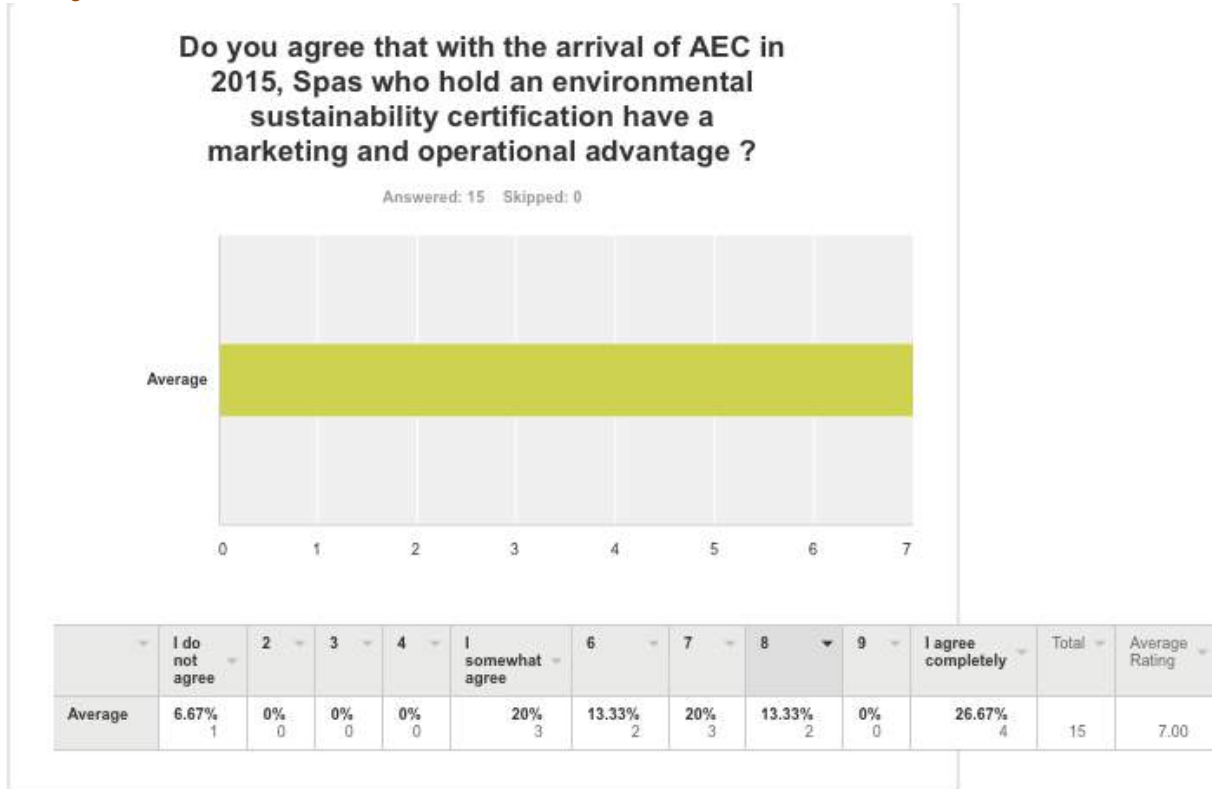
### Analysis of Question 7



46.67% do consider the selection of an environmental sustainability certification as medium difficult selection while 33.33% rate it with 7 or 8 out of 10 (difficult and confusing). Only one respondent considers the selection of an spa operation specific, environmental sustainability certification as "not difficult".

The 46.67% (7 persons) who consider the selection of an environmental sustainability certification as medium difficult create a contrast to the 73.32% or 11 out of 15 respondents who more then somewhat agree (6 or more points) that the holding of an environmental sustainability certification counts as a marketing and operational advantage with the arrival of AEC in 2015.

## Analysis of Question 8



73.32% or 11 out of 15 respondents more than somewhat agree (6 or more points) that the holding of an environmental sustainability certification as a marketing and operational advantage with the arrival of AEC in 2015.

## Analysis of Question 9

### Waste and waste removal costs are what % of your monthly spa-operation cost?

The Editor believes that provided answers are not feasible, which are stating a waste & waste removal cost of >5% of the total monthly Spa operation cost. Therefore only 4 out of 15 answers are usable, underlining the need for deeper understanding of one's P&L statement respectively question the effectiveness of "Profit & Loss Report analysis" training provided. (see answers question 4)

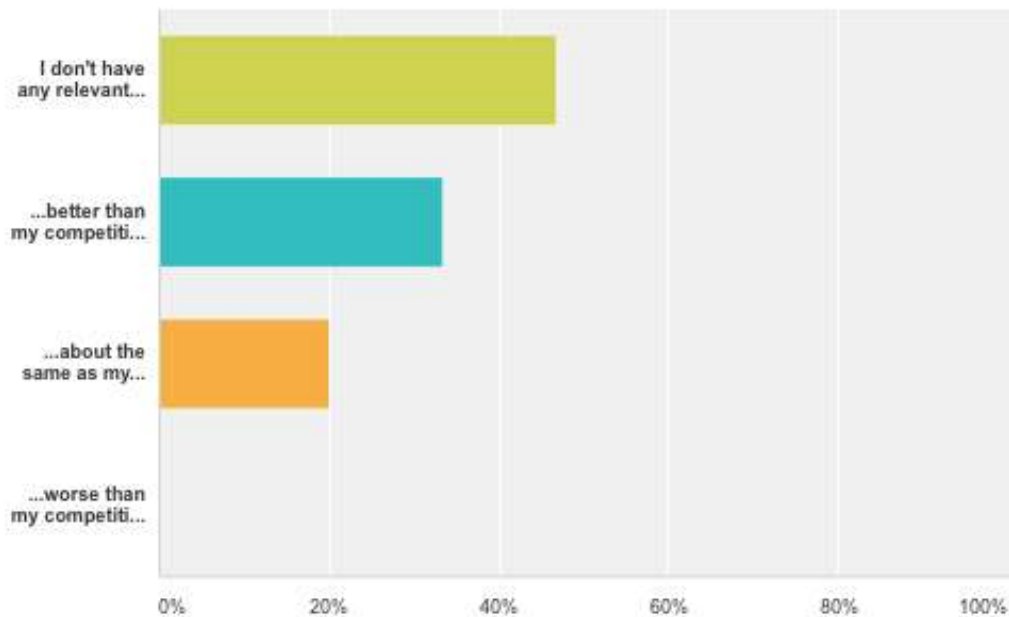
Unusable answers are ranging from 80% (2 answers), 50%, 40%, 25% (each one answer), once 15%, 2 times 10%, 3 times n/a and once "yes".



## Analysis of Question 10

**When i compare my Spa's water cost with those of my immediate competitive set, my Spa is...**

Answered: 15 Skipped: 0



Answer Choices	Responses
I don't have any relevant information about this.	46.67% 7
...better than my competitive set.	33.33% 5
...about the same as my competitive set.	20% 3
...worse than my competitive set.	0% 0
Total	15

Almost two third of the respondents do not have any relevant information about their water cost or feel they have about the same water consumption when compared to the water cost of their immediate competitive set. An interesting answer when one considers that the "Competitive shopping and marketing" is a training topic provided at least once per year to spa managers. Furthermore it would appear that the provision of Cost control training (the most often provided training) would raise an interest of the expense levels and or water consumption of one's immediate competitive set. One could however make the case that such information concerning expenses is not openly shared with ones competitor. This points out the value of a certification label that offers a tool that can give a spa operator access to spa industry best practices and benchmark levels of water & energy consumption as well as waste creation.

To contact the author or to find out more about eco certification for our spa, visit [www.danielkoepfelandassociates.com](http://www.danielkoepfelandassociates.com) or email [dk@danielkoepfelandassociates.com](mailto:dk@danielkoepfelandassociates.com)