

Retail Sales Snapshot Report

4th Quarter 2015

Day Spa Association

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Hi friends,

The Fourth Quarter is almost always the busiest and can make or break the financials for the year.

Retail sales are so critical to success, especially in our industry. Looking at performance in the 4th quarter may be an indicator for viewing Retail opportunities in the coming year.

The Day Spa and Int'l Medical Spa Associations in conjunction with Performance Health are happy to share these results. Feel free to share this information with your management or staff.

Sincerely,

Allan Share – President of the DSA



A special thank you to Patti Biro of Patti Biro and Associates for the assistance, insight, and expertise in making this survey and report.

 **Patti Biro**
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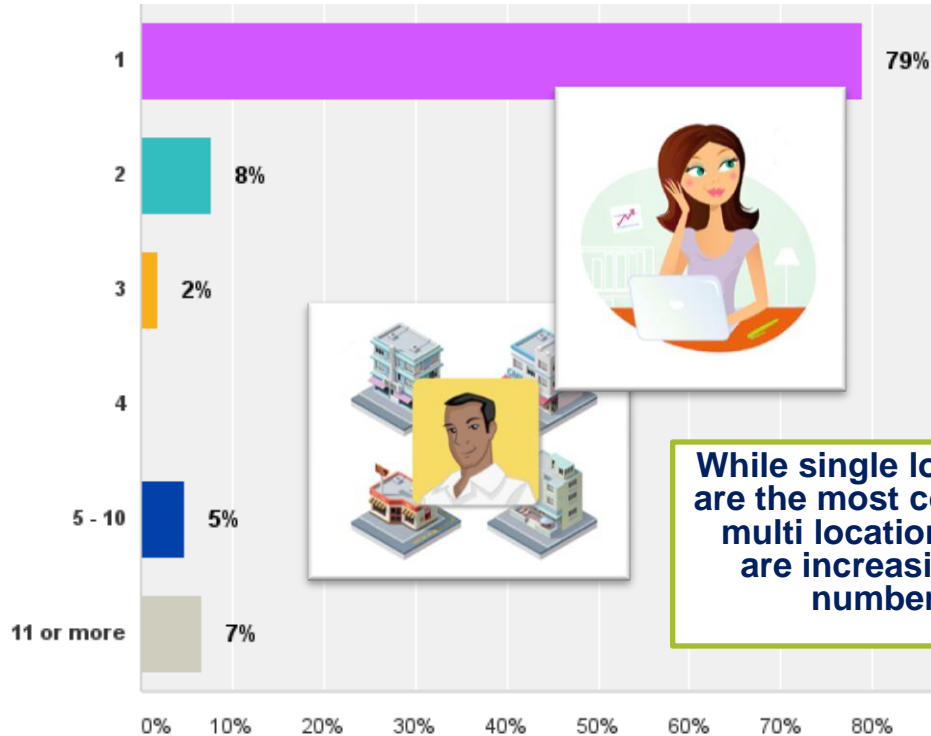


How would you describe your facility?

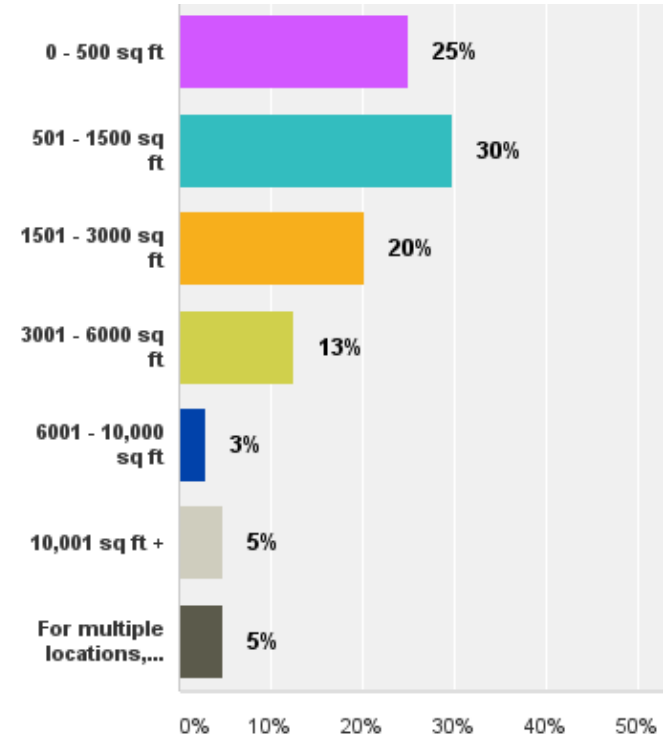
What falls under the term “spa” continues to be more diverse-with new hybrid business models emerging.

Answer Choices	Responses
Day Spa (1)	25%
Spa & Salon (2)	14%
Medical Spa (3)	6%
Massage studio (4)	4%
Skincare only (5)	6%
Retail operation with treatment rooms (6)	4%
Individual Practitioner (7)	11%
Hotel/Destination/Resort Spa (8)	5%
Wellness Center (9)	4%
Fitness Facility (10)	0%
Private Club Facility (11)	1%
Franchise (12)	3%
Corporate property (13)	0%
Mobile (spa, massage, other) (14)	6%
Other (please specify) (15)	13%

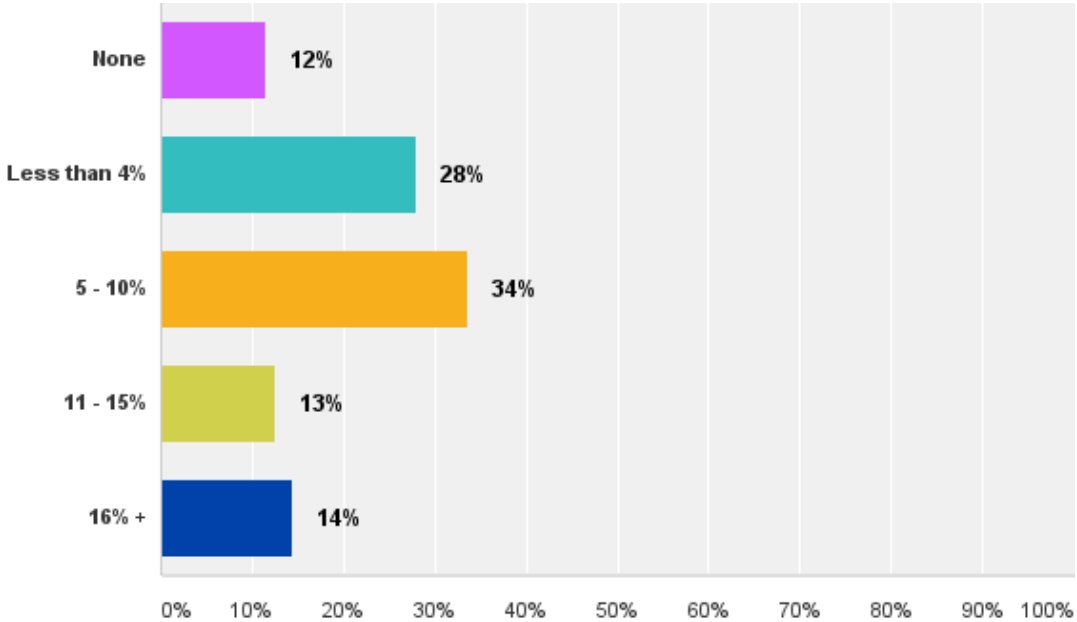
How many locations does your company have?



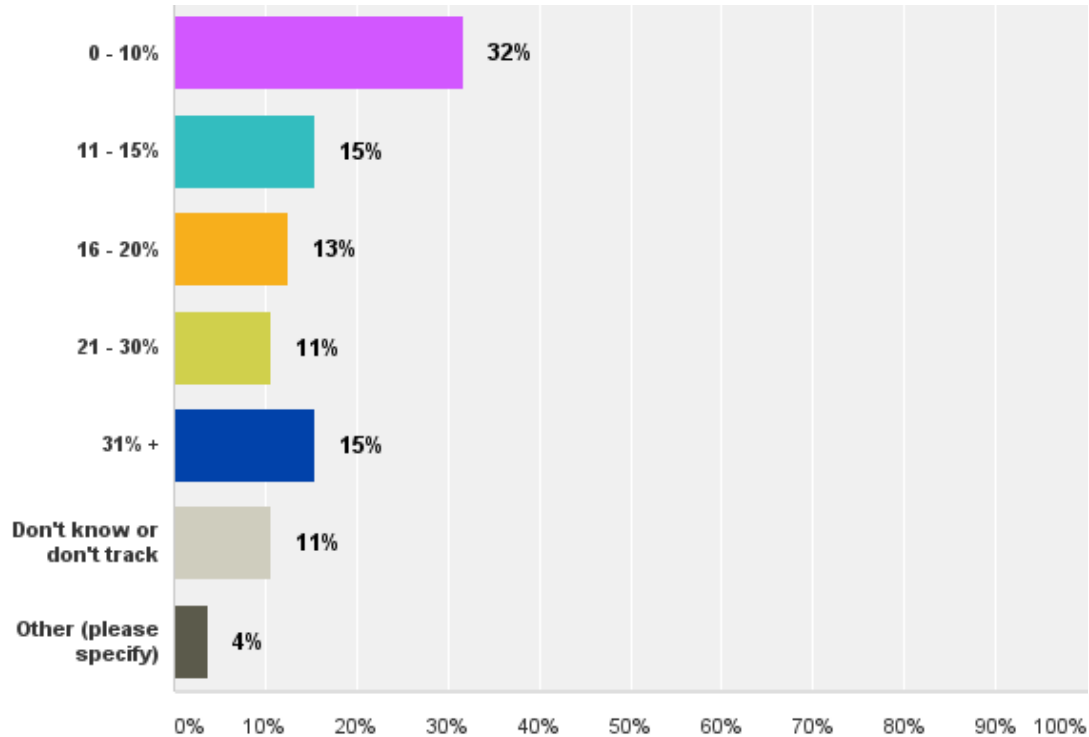
What is the total square footage of your facility?



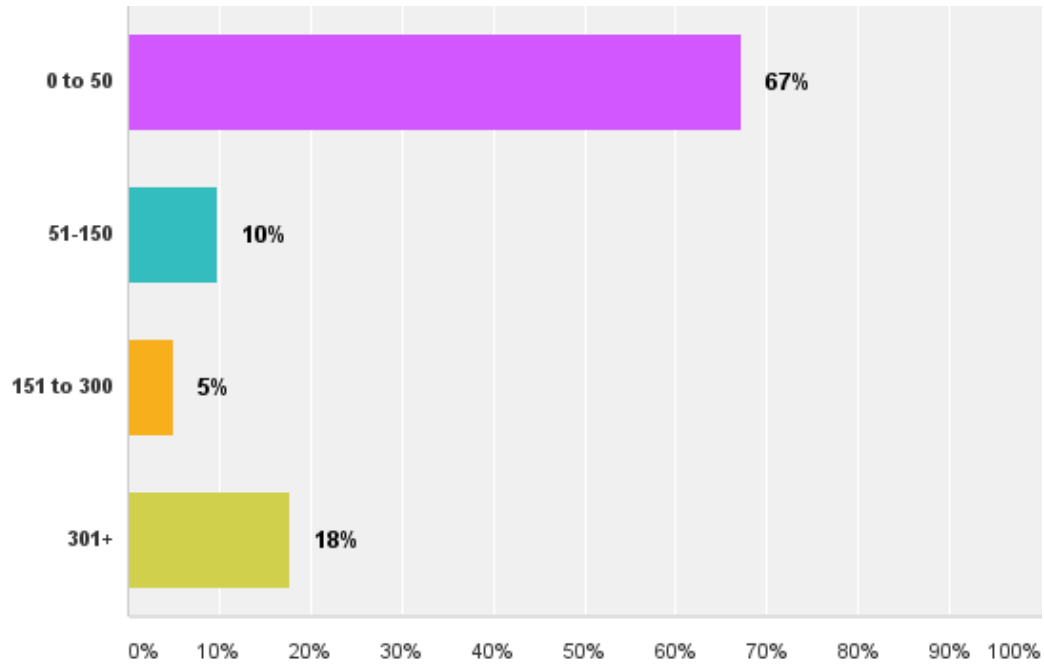
What percentage of your total square footage is allocated to retail?



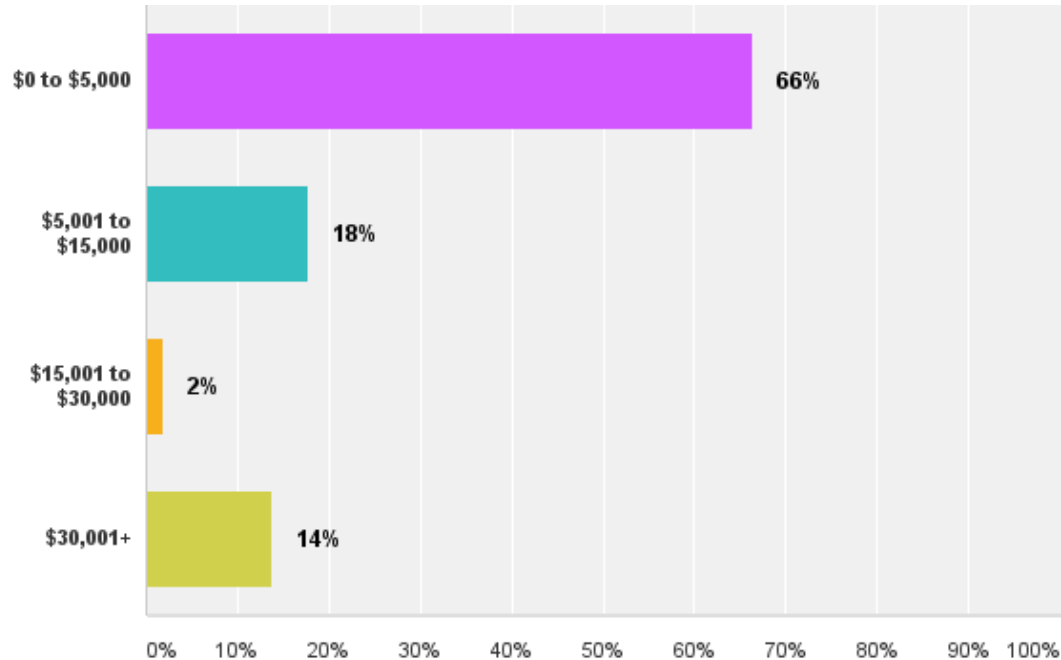
In Q4, what was your retail sales to service percentage (excluding gift cards/certificates)?



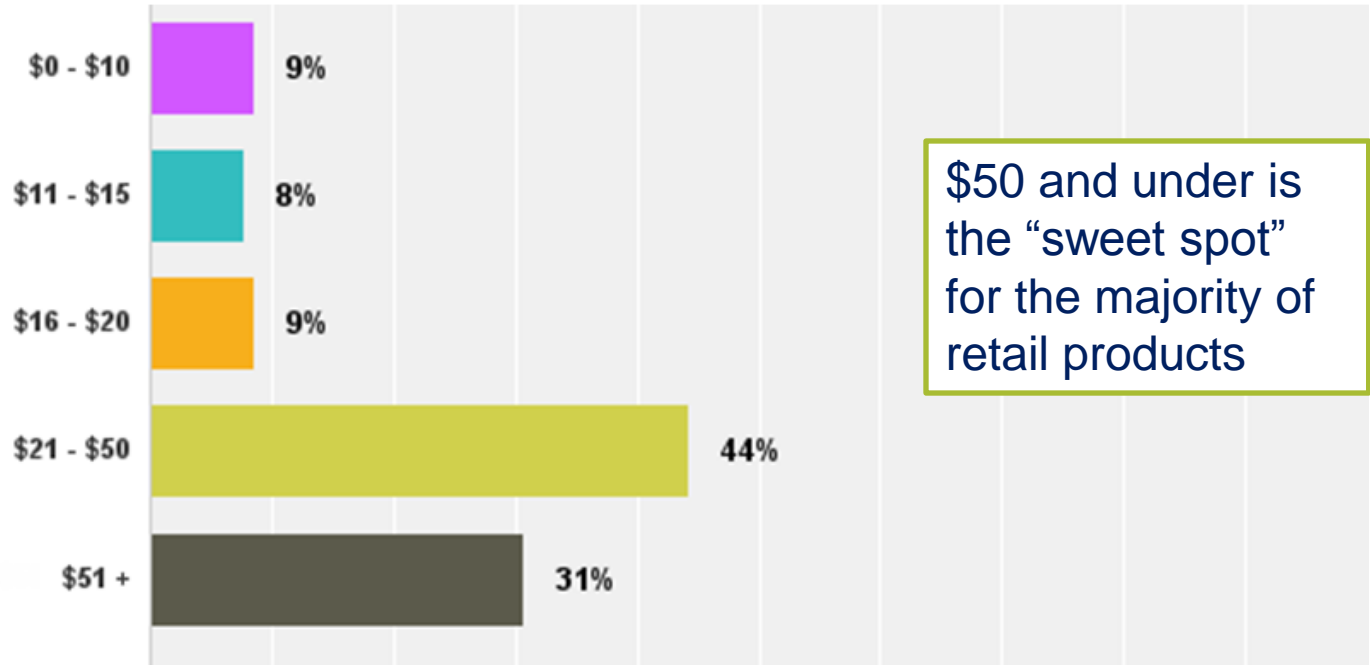
In Q4, how many gift cards/certificates did you sell?



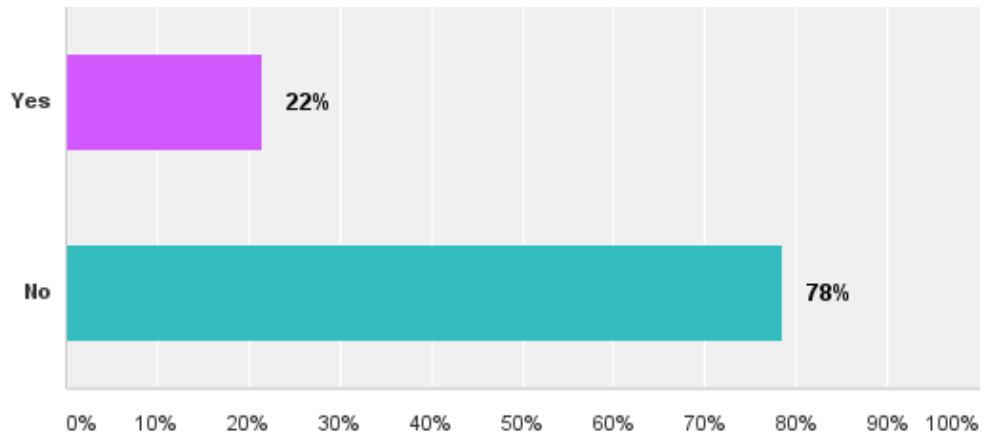
In Q4, what was your total sales amount in gift cards, (based on average card amount of \$100)



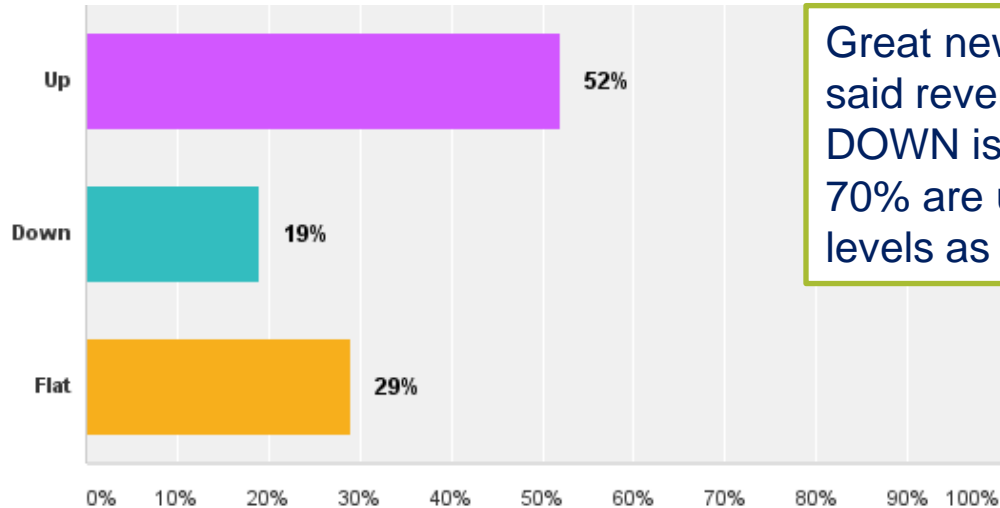
In Q4, what was the average dollar amount your client paid for a single retail product?



In Q4, did you sell retail on your website?

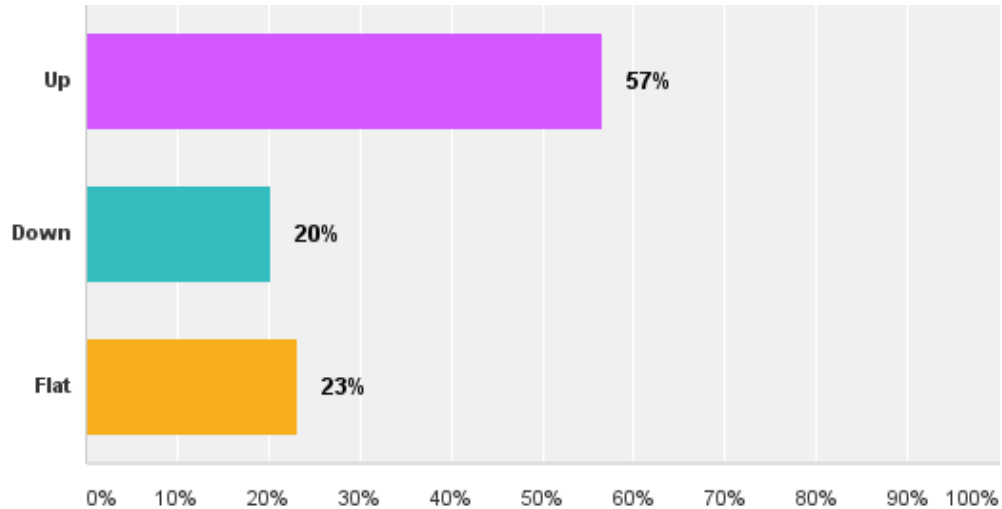


In Q4, was your gross revenue from retail sales up, down, or flat?

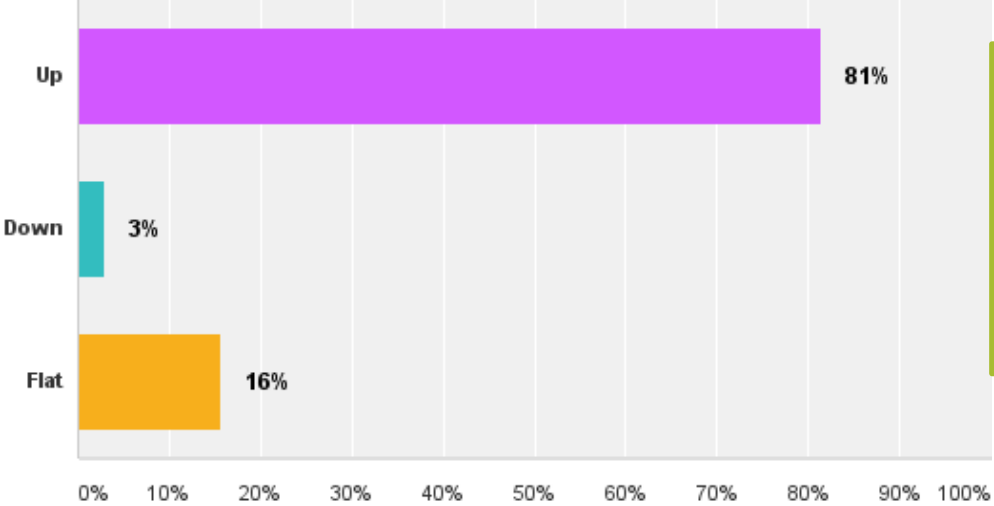


Great news! More than half said revenue is up! The 20% DOWN is troubling. Over 70% are up are at the same levels as Q4 2014.

In Q4, was your gross service revenue up, down, or flat?

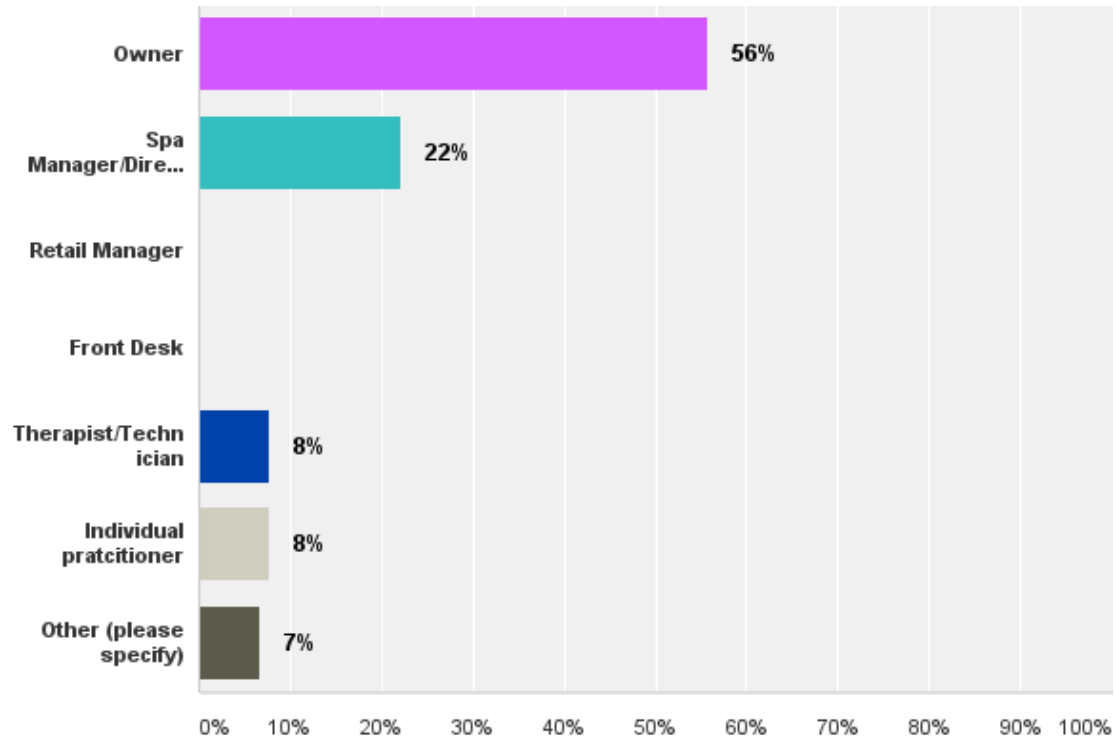


Looking to 2016, do you expect your retail sales to be up, down, or flat for the year?



Optimism for retail sales in 2016 are high with 80% projecting to sell more retail.

As the person filling out the survey, what is your title?



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