



# HFD Spa®

Spa Advisory Services for Fine Hotels, Resorts & Mixed-Use Developments®

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## News & Views

### Current News

#### **Spa Performance & Profitability: What You Need to Know**

July 2011

#### **Spa Trends - How Have Spas Changed Their Business to Stay in Business**

May 2011

#### **Global Spa Trends - Is Your Spa GPS Saying "Re-Calculating" Or Are You On-Course**

April 2011

#### **How to Squeeze More Profits From Your Spa**

October 2010

#### **The Allison Inn & Spa: Vision, Commitment, Communication & Team-Work Lead To Success**

August 2010

#### **Best Practices: Revenue Maximization for Spas**

March 2010

#### **Spa Benchmarking: Reliable Research Versus Press Release Research**

March 2010

#### **HFD's P's For A Profitable Spa**

March 2010

#### **How Spas Can Avoid a Financial Decline in 2009**

Hotel Executive, June 2009

#### **Spas & Hospitality: Compatible, Marketable & Profitable**

Hotel Interactive, March 2009

#### **Spa Economics & Metrics: Do you really know how your spa is doing?**

Hotel Business Review, December 2008

#### **Insider: Spa Sustainability Strategies for the Environment, The Guests & Your Business**

Hotel Executive Insider, November 2008

#### **Best Practices Controlling Your Spa's Labor Costs**

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Hotel Business Review, July 2008

## **Profitable Spas: Be On-Trend Rather Than Trendy**

Hotels, April 2008

## **Best Practices Marketing Your Spa – Does Your Spa Make Cents, Scents & Sense?**

Hotel Business Review, April 2008

## **Spas Mean Business**

Lodging Magazine, March 2008

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## **Archives**

### **Spas – How to Stay On-Trend and Make Money**

Hotel Online, February 2007

### **Spa Savvy – Best Practices for Hiring, Training & Retaining Your Staff**

Hotel Business Review, September 2006

### **Spa News & Views: If The Spa Will Not Help Sell Rooms, Do Not Add A Spa**

Spa Management, March 2006

### **Spa Study: Understand the Economic Realities for Spa Operations**

Spa Management, February 2006

### **Spa News & Views: Lifestyles & Trends - Design the Experience**

Hotel Executive Insider, March 2006

### **Spa Products: Branding in a Box, Bar & Bottle**

Hotel Business Review, February 2006

### **First International Spa Benchmarks**

Hospitality Inside, February 2006

### **Don't Just Jump on the Spa-Wagon!**

Hotel Business Review, January 2006

### **HFD's Landmark Study on Spa Financial Benchmarks**

Spa Management, October 2005

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## **Spa Metrics & Benchmarks: Measuring and Monitoring Your Success**

Hotel Business Review, August 2005

## **The "Anywhere & Everywhere Spa" Concept**

Hotel Business Review, May 2005

## **Spa Vision: What Lies Ahead . . .**

National Hotel Executive, January 2005

## **Is Your Spa a Lazy Asset?**

National Hotel Executive, August 11, 2004

## **Practitioner Paper: Marketing a Resort-Based Spa**

Journal of Vacation Marketing, 2004

## **Spas Are Hot, Don't Get Burned. Part II**

National Hotel Executive, May 14, 2004

## **Spas Are Hot, Don't Get Burned. Part I**

National Hotel Executive, January 5, 2004

## **Spa Design Takes Cues from Tropical Setting**

National Hotel Executive, March 2003

## **Planning and operating a resort-based spa**

Journal of Leisure Property, December 2002

## **Global Update: Finance, 2001 Spa Revenue Per Occupied Room**

Hotels, November, 2002

## **Plan Them Well So You Can Be as Relaxed as Your Guests**

New England Real Estate Journal, August 16-22, 2002

## **So You Want to Have a Spa**

Spa & Resort Expo in New York City, NY, May 20, 2002

## **How to Make Your Resort Spa Profitable**

Spa & Resort Expo in New York City, NY, May 20, 2002

## **Most Spas Leave Money on the Table**

Hotel & Motel Management, April 15, 2002

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## **How to Re-energize the Guest Experience and Increase Profits**

Lodging, April 2002

## **Spas and Vacation Ownership**

Vacation Industry Review, March/April 2001

## **Thinking of Jumping on the Spa Bandwagon? Look Before You Leap**

Patty Monteson, ISHC and Judy Singer, ISHC

## **Spas... Today and Tomorrow**

National Hotel Executive, March 2000

## **Restoring The Homestead's Historic Spa**

Cornell Hotel and Restaurant Administration Quarterly, August 1999

## **People, Trends, Ideas**

Hotels, July 1999

## **Spa Trends**

Lodging, May 1999

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