



EuropeSpa

The international Quality System for Medical Spa and Wellness



EuropeSpa hotel spa

The international quality certificate for hotel spas

- **Certified Quality:** 500 checkpoints for more safety and service in spa and wellness facilities
- **Enhanced Marketing:** Higher credibility and better access to international guests and key stakeholders
- **Effective Management:** Towards international top quality - in self-managed and outsourced hotel spas



EuropeSpa hotel spa – The international quality certificate for hotel spas



“We offer leading-edge quality in our spa. We provide transparency about our quality level.”

A hotel's spa and wellness area is often regarded by guests as something very special. In fact it is often a hotel's showpiece. Exceptional quality is expected in terms of not just service but also safety and hygiene. It is the interplay of professional treatments, top quality in all technical aspects, and appealing architecture and overall ambiance that will enable guests to enjoy complete relaxation and create a memorable experience.

Having a spa has become a commonplace for hotels today. But how can potential guests identify credible offers? And how can you credibly prove to international guests that you deliver the quality spa you promise? This is where the *EuropeSpa hotel spa* quality certificate for hotel spas comes in. It is assigned to professionally managed hotel spas only and encompasses technical aspects like hygiene and security as well as infrastructure and services.

Regardless of whether spa facilities are run by the hotel itself or an external contractor, they are always perceived by guests to be part of the hotel's amenities. This poses a challenge to hotel management. The *EuropeSpa hotel spa* certificate provides certainty that the quality of both facilities and services is up to scratch particularly if it has been outsourced to an external operator.

This gives certified providers an advantage in the fiercely competitive and international market:

- The EuropeSpa certificate facilitates the booking decision for guests looking for a hotel with a genuine and wholehearted spa.
- Tour operators often request an international proof of quality, which is provided by EuropeSpa.

By this EuropeSpa increases the credibility of quality statements towards all stakeholders involved. With EuropeSpa a hotel demonstrates: “We offer leading-edge quality in our spa. We provide transparency about our quality level”.

A *EuropeSpa hotel spa* certificate at the entrance, in catalogues or on your web-site is a clear signal. Try to see things from the client's perspective: If guests have the choice between supposedly similar offers the EuropeSpa quality seal could be the decisive factor for booking.

As official quality certificate of the European Spas Association (ESPA) *EuropeSpa hotel spa* is quality statement for travellers, travel agencies and tour operators in search of professionally managed hotel spas.



Certified Quality: 500 checkpoints for more safety and service in hotel spas

Running a spa poses many challenges for a hotel, since it calls for expertise going beyond the traditional hotel business. Attention needs to be paid for instance to:

- protection against infections as hygiene is crucial in spa facilities where treatments include usage of substances like oils, essences, hot water and peloids
- spa treatment rooms: infrastructure, atmosphere, service and products
- cosmetic studios with high demands regarding surface hygiene and the safety and sterility of instruments
- the complex equipment used in swimming pools and saunas
- specific requirements to serve food and beverages in spa areas
- protection of guests' health when visiting the spa, especially in case of health risks such as allergies, hypertension, venous insufficiency, back problems and pregnancy

EuropeSpa hotel spa examines exactly these areas, augmenting the hotel's quality management system.

Sincere thanks to the EuropeSpa certified houses providing the photos:
ELA Quality Resort Hotel (Belek, Turkey), Gral Sapanca Wellness Park (Sapanca, Turkey), Cornelia Diamond Golf Resort & Spa (Belek, Turkey)

Enhanced Marketing: Higher credibility and better access to international guests and key stakeholders

The terms "spa" and "wellness" are not protected in any way. That is why there is a huge variety in offers as well as considerable differences in quality. EuropeSpa provides orientation and therefore a competitive advantage distinguishing your spa from other providers.

The internationally recognized *EuropeSpa hotel spa* certificate:

- boosts your hotel's reputation in terms of quality and safety among travellers, travel agencies and tour operators.
- integrates you into EuropeSpa's constantly expanding network of business partners, journalists and industry experts.

Being a EuropeSpa-certified business, you will also benefit from joint marketing activities, including:

- Joint trade fair appearances, e.g. in Moscow (MITT), Yekaterinburg (Expotravel), Berlin (ITB), London (World Travel Market) and Dubai (Arabian Travel Market)
- Press releases to selected travel journalists in Europe and publication on over 100 online PR portals worldwide
- Advertising and detailed presentation on our multi-lingual website www.europespa.eu, acclaimed for its appealing and professional design
- Targeted joint advertisements for special interest audiences like travel agencies or tour operators
- Social media communications on our Facebook page with integrated ad campaigns – for the benefit of your online communications
- Direct booking channels on our website through our co-operation with tour operators



Effective Management: towards international top quality - in self-managed and outsourced hotel spas

The *EuropeSpa hotel spa* certificate demonstrates that your quality management is performing well. Experience shows that providers certified by EuropeSpa – implementing the recommendations of the EuropeSpa audits – are able to improve their quality level continuously. This enables them to save costs and generate competitive advantage compared to non-certified providers.

Further benefits:

- A continuously updated criteria catalogue by a committee of international experts. This means you always undergo a state-of-the-art audit. You can efficiently improve your internal quality management system and processes – for example by using our checklists to ensure you are meeting the latest standards.
- A comprehensive report completed with photographs and an anonymous benchmarking to other certified providers. This will enable you to make pinpointed quality improvements, motivate your staff, and find out exactly where you stand with regard to competition.
- An audit report identifying risks and including suggestions for improvement. This means not only more technical and hygienic safety for guests – it also protects senior management.
- If the spa in your hotel is outsourced, *EuropeSpa hotel spa* gives certainty that it meets your standards of quality and is being properly managed and maintained.

These benefits of a *EuropeSpa hotel spa* certification will ultimately lead to a higher reputation among guests, employees and key stakeholders such as travel agencies, tour operators and media.

Certification procedure

During a *EuropeSpa hotel spa* audit our accredited experts thoroughly examine the entire spa complex. The audit lasts one or two days. The following areas are scrutinized:

- Quality and safety management
- Swimming pools and sauna area
- Fitness
- Services and spa menu
- Treatments, e.g.:
 - Hydrotherapy
 - Massages
 - Cosmetics
- Food and Beverages

To obtain the *EuropeSpa hotel spa* certificate a candidate has to meet 80% of all criteria and the “KO-criteria. The certificate remains valid for three years. A control audit is carried out after eighteen months.

Would you first like to find out whether your spa meets the requirements to successfully pass the EuropeSpa audit? If so, you can also take a test audit without obligation carried out by an accredited consultant.



Do you have any questions?
Are you interested in a certification?
Please get in contact with us and
request an offer!

