



## EUROPE: *Switzerland*

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### ECONOMIC CLIMATE

**SPA:** Almost every spa was forced to re-evaluate and optimise working processes, such as cleaning, cross-working, work-planning, and opening hours, in order to minimise costs.

**GUESTS:** We distinguish two types of guests. The first type of guest is willing to pay any price but has very high expectations on quality. They do not book in advance but expect immediate time slots and they require more advanced and specialised treatments, which necessitates a high level of training on the part of the therapists.

The second type of guest is looking for the best deal, such as discounts on treatments, all inclusive deals, deals on products such as 3 for 2.

However, both types of guests have a tendency to book spa treatments on very short notice, which is a real challenge for scheduling and employee planning.

### STATISTICS

Nowhere else in Europe is so much being invested into hotel spas as in Switzerland. Over the last few years investments of hundreds of millions of CHF were executed, in particular in 5-star hotels. Despite this fact, there are almost no statistics available.

The Swiss Hotel Association has evaluated key spa figures of its 15 partner hotels that participated in the benchmark.

Spa Managers have an annual meeting during which they share information, minutes are taken and distributed. However, due to its complexity and variety, the reliability of statistics has been an issue for many years and therefore is no longer part of their meeting agendas lately.

### INNOVATION

**Site design:** The Grand Resort Ragaz has built the first spa-suite hotel with thermal water in all guest rooms, including in room sauna and steam bath as well as in room treatments facilities. In general, there has been a shift towards simple but high quality design and décor.

**Offerings:** Most spas indirectly make use of yield management by creating attractive packages/ deals to increase/maximise utilisation, in particular for off-peak time slots. City spas offer lunch-break deals, mountain resort spas offer discounts when the weather is good and other spas offer

## SPA INDUSTRY BRIEFING: *Switzerland*

special packages on weekdays, such as morning specials or after-work spa-ing.

**Management:** Due to the fact that medical spas are more and more on the opportunity radar, most hotel spas are now looking for a co-operation with a medical clinic, nutritionist and/or an exclusive contract with a cosmetic brand.

What the VICTORIA JUNGFRAU has done to innovate their business:

- The VICTORIA-JUNGFRAU Grand Hotel & Spa opened the first-ever SENSAI SELECT SPA worldwide in co-operation with Kanebo. It includes specifically designed treatments and a range of specific products.
- We have a co-operation with “Double-Check” which is the Swiss Academic Centre for Checkups and Second Opinion in affiliation with the renowned University Hospital in Zürich.
- We are looking at creating wellness packages with the help of ESPA, which will include treatment offerings, nutrition, spa focussed room amenities, as well as furnishing the rooms in order to create a spa retreat program.
- The VICTORIA-JUNGFRAU SPA is one of the only Spas in Europe, which follows the strategy of single-branding.



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