



# the middle east spa awards

## CATEGORY: Best Hotel Spa Award Registration Cost: US\$ 150

Participating Spas need to supply a written entry explaining each of the following points:

- Does your Spa provide a stress free and relaxing haven for the mind and body in a gentle and serene environment?

If yes, how is this evident across the Spa facilities?

- Please explain what differentiates your spa facility from other Hotel Spas?
- Does your Spa provide treatments and services that allow a therapist to work on individual needs at the same time helping the client unwind, escape and fully rejuvenate? If yes, how is this implemented?
- Is there evidence of the branding and spa theme in the architecture, interiors, furniture, fittings, uniforms, services and treatments offered? If yes, please provide details?
- Do you have a progressive strategy which aims to continually improve the Spa's standard, reputation and quality of services? If yes, how is this strategy implemented?
- Does your Spa offer a high quality and health conscious menu?
- Do you conduct quality training programs for all staff in both technical and soft skills?
- Does your Spa have a signature treatment that is different from competitors?
- Does your Spa provide a relaxation area for guests' use before and after treatment?
- Do you request and implement client feedback in your Spa Operations?

***As part of the submission and judging process, please supply us with your Spa Treatment Menu, Website (if available), Marketing Collateral and a minimum of 2 Spa Access inclusive of at least 1 treatment for the judges. Any relevant photographs and print material can be attached with the application form.***

**Deadline for submission: 15th February 2012**



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## CATEGORY: Best Independent Spa Award

### Registration Cost: US\$ 150

Participating Spas need to supply a written entry explaining each of the following points:

- Does your Spa provide a stress free and relaxing haven for the mind and body in a serene environment? If yes, how is this evident across the Spa facilities?
- Please explain what differentiates your spa facility from other Independent Spas?
- Does your Spa provide treatments and services that allow a therapist to work on individual needs at the same time helping the client unwind, escape and fully rejuvenate? If yes, how is this implemented?
- Is there evidence of the branding and spa theme in the architecture, interiors, furniture, fittings, uniforms, services and treatments offered? If yes, please provide details?
- Do you have a progressive strategy which aims to continually improve the Spa's standard, reputation and quality of services? If yes, how is this strategy implemented?
- Does your Spa offer a high quality and health conscious menu?
- Do you conduct quality training programs for all staff in both technical and soft skills?
- Does your Spa have a signature treatment that is different from competitors?
- Does your Spa provide a relaxation area for guests' use before and after treatment?
- Do you request and implement client feedback in your Spa Operations?

***As part of the submission and judging process, please supply us with your Spa Treatment Menu, Website (if available), Marketing Collateral and a minimum of 2 complementary Spa Access inclusive of minimum 1 treatment experience for the judges. Any relevant photographs and print material can be attached with the application form.***

**Deadline for submission: 15th February 2012**



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## **CATEGORY: Spa Manager/Director Award** **Registration Cost: US\$ 150**

Please describe why you would nominate your Spa Manager/Director for this award. Enumerate with a maximum of 5 bullet points as a reply on each/selected questions:

- Is your Spa Manager/Director a recognised figure and an expert in their field?
- Does your Spa Manager/Director share information, knowledge and skills freely with other employees?
- Explain how your Spa Manager/Director serves as a mentor to employees and improves staff motivation.
- Present examples when your Spa Manager/Director demonstrated strong financial skills, marketing and operational expertise?
- Does your Spa Manager/Director constantly try to improve industry standards and quality issues? If yes, how does he/she do so?
- Give examples of the impact of your Spa Director/Manager on customer retention and satisfaction.

***Any supporting material like Reports, Recommendation letters and Reviews can be attached with the application form.***

**Deadline for submission: 15th February 2012**



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### CATEGORY: Spa Marketing Program Award

Registration Cost: US\$ 150

Participating Spas need to supply a written entry explaining each of the following points:

- Describe the Spa Marketing process and where applicable as part of the overall hotel/salon/club program.
- Is there evidence of the branding and spa theme in the architecture, interiors, furniture, fittings, uniforms, services and treatments offered?
- Is there evidence of the branding, spa theme and concept in all marketing materials and promotional activities?
- Does your Spa market its products on a retail basis? If so, please provide details.
- Does your Spa request & implement client feedback?
- Describe your Seasonal Promotional Campaigns, Loyalty Programs and Sale of Gift Vouchers.
- Do you have any particular marketing strategy that differentiates your Spa from other Spas in the industry?

***As part of the submission and judging process, please supply us with your Spa Treatment Menu, Website, Marketing Collateral and a minimum of 2 complementary Spa Access (for judges to visit your facilities)  
Any relevant photographs and print material should be saved on USB card or alternatively can be attached with the application form.***

**Deadline for submission: 15th February 2012**



## **CATEGORY: Green Initiative Award**

### **Registration Cost: US\$ 150**

Participating Spas need to supply a written entry explaining each of the following points:

- Describe how your Spa's green initiatives and eco processes are enmeshed across the entire spa operation.
- Describe how your spa provides its clients with a gentle, serene and calming environment.
- Does your spa use eco friendly, organic and pure products of superior quality? Please provide details.
- Does your spa offer a healthy, low fat, seasonal menu? Please provide details.
- How does your spa promote its 'Green' credentials in its marketing materials and promotions?
- Describe what eco friendly initiatives that have been introduced in your spa to reduce your carbon footprint. These initiatives could include reduction in water and power consumption, use of chemical free cleaning products, fuel savings using staff transport and consumption of organic Food & Beverage etc.

***As part of the submission and judging process, please supply us with your Spa Treatment Menu, Food & Beverage Menu and a minimum of 2 complementary Spa Access (for judges to visit your facilities). Any relevant photographs, marketing collateral and print material can be attached with the application.***

**Deadline for submission: 15th February 2012**



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## **CATEGORY: Signature Facial Treatment Award** **Registration Cost: US\$ 150**

Participating Spas need to supply a written entry explaining each of the following points:

- What makes your Signature Facial Treatment special and different from competitors and their treatments?
- Which products does your Spa use to make its Signature Facial Treatment special? Are the products eco-friendly, eco-sustainable, pure, organic, innovative and scientifically advanced?
- Is the Spa's brand identity and concept clearly evident in the treatments marketing efforts, materials, packaging and reputation?
- Does the environment differ for this Treatment? For example have you set up a Special Room, Special Bed and Music provided when the Treatment is offered to a client?
- Describe your Staff Training Schedule and Programme.

*As part of the submission and judging process, please supply your entry along with a minimum of 2 complementary vouchers for Signature Facial Treatments.*

**Deadline for submission: 15th February 2012**



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## **CATEGORY: Signature Body Treatment Award** **Registration Cost: US\$ 150**

Participating Spas need to supply a written entry explaining each of the following points:

- What makes your Signature Body Treatment special and different from competitors and their treatments?
- Which products does your Spa use to make its Signature Body Treatment special? Are the products eco-friendly, eco-sustainable, pure, organic, innovative and scientifically advanced?
- Is the Spa's brand identity and concept clearly evident in the treatments marketing efforts, materials, packaging and reputation?
- Does the environment differ for this Treatment? For example have you set up a Special Room, Special Bed and Music provided when the Treatment is provided to a client?
- Describe your Staff Training Schedule & Programme.

***As part of the submission and judging process, please provide a minimum of 2 complementary vouchers for Signature Body Treatments.***

**Deadline for submission: 15th February 2012**



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### CATEGORY: Spa Design Award Registration Cost: US\$ 150

Participating Spas need to supply a written entry explaining each of the below:

- Please name the designer used for your Spa.
- How did the designer interpret the brief for the Spa design?
- Please provide details how the environment reflected through your design provides the ultimate in indulgence and relaxation.
- Please describe how your Spa theme and design is followed throughout the client's journey from the welcome reception to departure.
- Please provide evidence of the branding and spa theme in the architecture, interiors, furniture, fittings, uniforms, services and treatments offered.
- Please provide evidence of attention to every detail in the Spa design to create a unique Spa environment.
- Does your Spa marketing collateral reflect the design?

***As part of the submission and judging process, please supply us with your Spa Treatment Menu and a minimum of 2 complementary Spa Access (for judges to visit your facilities). Any relevant photographs, marketing collateral and print material can be attached with the application form.***

**Deadline for submission: 15th February 2012**



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## CATEGORY: Best Destination Spa Award ----Registration Cost: US\$ 150

Participating Spas need to supply a written entry explaining each of the following points:

- Does your Spa provide a stress free and relaxing haven for the mind and body in a serene environment? If yes, how is this evident across the Spa facilities?
- Briefly explain how your Spa is chosen by its clients for its Spa Experience rather than the hotel/resort experience when choosing their destination.
- Please explain what differentiates your spa facility from other Destination Spas?
- Does your Spa provide treatments and services that integrate the destination key features with treatments?
- Is there evidence of the branding and spa theme in the destination, architecture, interiors, furniture, fittings, uniforms, services and treatments offered? If yes, please provide details?
- Do you have a progressive strategy which aims to continually improve the Spa's standard, reputation and quality of services? If yes, how is this strategy implemented?
- Does your Spa offer a high quality and health conscious menu that reflects the destination?
- Do you conduct quality training programs for all staff in both technical and soft skills?
- Does your Spa have a signature treatment that is different from competitors?
- Does your Spa provide a relaxation area for guests' use before and after treatment?
- Do you request and implement client feedback in your Spa Operations?
- Does your Spa offers healthy lifestyle programs such as Yoga, Pilates, Tai Chi or meditation?

***As part of the submission and judging process, please supply us with your Spa Treatment Menu, Website (if available), Marketing Collateral and a minimum of 2 Spa Access inclusive of at least 1 treatment/access to Yoga/Pilates classes for the judges. Any relevant photographs, print material can be attached with the application.***

**Deadline for submission: 15th February 2012**



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### FREE CATEGORY: Spa/ Fitness Therapist/ Instructor NO REGISTRATION FEE

Please describe why you would nominate your Fitness/Yoga (or any alternative healing art) for this award.

Enumerate with a maximum of 5 bullet points as a reply on each/selected questions:

- Is your Instructor a recognised figure and an expert in their field? Please give a short background?
- Has your Instructor provided a new and innovative way of dealing with health issues, concerns of Spa guests?
- Explain how your Instructor/Therapist provides unique knowledge and complementary advices to spa treatments.
- Give examples of the impact of your Spa Instructor/Therapist on customer 'satisfaction.
- As a result of your Therapist/ instructor, has your Spa improved its clientele's visits? Have you developed a specific fitness programme?

***Any supporting material like Reports, Recommendation letters and Reviews can be attached with the application form. Short Videos are welcome.***

**Deadline for submission: 15th February 2012**