

EUROPE: *Germany*

ECONOMIC CLIMATE

Guests in general are all reacting to the “crisis”. Even those who don’t have to look after their purse follow the “fashion” and prefer lower budget-offers.

Here in Austria and Germany our package-offers normally start at €140. Now we have had to make entry-offers for €55 which are very popular. The challenge is how is this possible with a minimum revenue of 30% less?

New packages such as a short-time-massage on the neck and shoulders however with superior quality, with permanently heated herbal balls for 20 minutes, followed by a herbal-warm-pack for the body. This new treatment provides 40 minutes of soft warmth and relaxation.

A special organization of this package reduces costs down to €2.00 for material and application-time.

Massage 20 min. á €1	€. 20.00
Herbal bundle	€. 5.00
Warmth-pack + application	€. 2.00
Linen + small materials	€. 4.00

Total cost	€. 31.00
Price.net	€. 44.00 or 55.00 less 20% VAT.

Profit	€. 13.00

This is just an example as we help our customers by providing programs with low costs.

STATISTICS

We are forced to provide at least 20% discounts now-a-days or our guests will simply pass.

INNOVATION

In some relaxation areas we provide double-function-benches, which provide full comfort relaxation totally flat or electronic lift to an up treatment position. Between the benches there are plants that enable a new way to arrange the space. This way guests don’t have to come to rooms necessarily as there are a wide range of short-time-treatments for those on a low budget that

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we can provide without the need for a reservation by using these adjustable benches. Our staff comes to the guest. Bottom line, we sell much more.

In addition, the Flamingo-Spa in Helsinki is one of the biggest in Europe with 65 therapists and is possibly also one of the most successful. The manager recently shared with the audience in a symposium in Warsaw how it is possible to sell successfully in the high-price-level. www.flamingospa.fi

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