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DAYS SPA[®]

April 2011

dayspamagazine.com \$5.00

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By Linda Kossoff

Wellness Comes Full Circle

PLACE360 Health + Spa's new package invites couples to book healthful futures, one year at a time.

MAINTAINING LIFE BALANCE IS A YEAR-ROUND endeavor, but compelling people—especially couples, whose lives are bogged down with juggling work and family obligations—to commit to healthful practices all year long isn't easy. Many a well-intentioned twosome has returned from a week or two at a high-end destination spa, only to slip back into patterns of self-neglect a month later. Knowing this, the owners of PLACE360 Health + Spa (place360healthspa.com) in Del

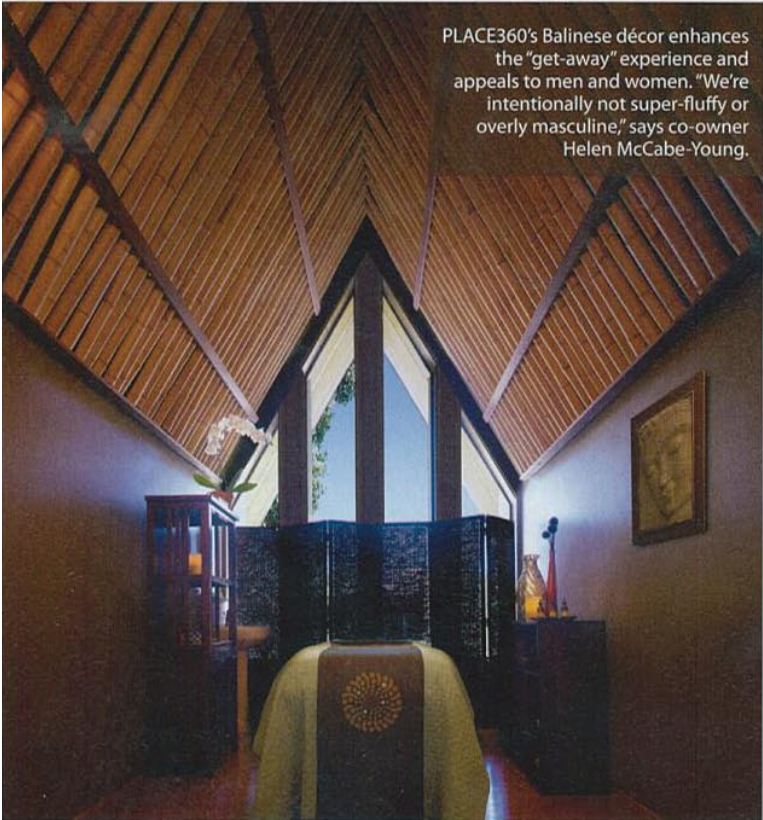
Mar, California, set about creating a comprehensive package designed to support a couple's continuing wellness efforts.

The spa's newly launched Time for Us package offers 12 monthly, customized visits for couples who wish to make stress relief and physical well-being permanent fixtures in their lives, and work to enhance their own emotional connection in the process.

PLACE360 Health + Spa opened its doors to this Southern California beach community less than a year ago, but the spa-related careers of its founders go back well beyond that. Helen McCabe-Young spent years as a sales and marketing professional in the hospitality and luxury market, where she made her mark with projects like the One and Only Resorts brand and the Atlantis in Dubai, United Arab Emirates. Tracy Whynot, a wellness practitioner with training in acupuncture, massage and esthetics, has lent her expertise to several top destination resorts and spas.

"Tracy and I are certainly not a novice team," McCabe-Young remarks. "We've been working together for years." The women's mutual mission to integrate "world class spa" with "wellness" inspired them to open PLACE360. Their understanding of human nature led to the creation of Time for Us.

"Learning takes time, and without reinforcement it can be hard to maintain what you learn," McCabe-Young explains. "Yes, we offer single-day packages, but why focus on one day? Wellness is an ongoing endeavor, and the Time for Us package enables us to provide real meaning and



PLACE360's Balinese décor enhances the "get-away" experience and appeals to men and women. "We're intentionally not super-fluffy or overly masculine," says co-owner Helen McCabe-Young.

MARKETING SAVVY



About 40% of PLACE360's clientele is male, which gives the spa plenty of marketing options. (See "Man Up!" in the May issue of *DAYS SPA* for more on marketing to men.—Ed)

have a much more enduring impact on people.”

As clinical director of the 2,800-square-foot, seven-room spa, Whynot consulted with PLACE360's 13 other practitioners to devise the flexible structure of Time for Us. The first client visit involves an assessment by Whynot. Then she and the couple chart a general course of treatments and practices. After a lesson about Chinese meridians, the couple is given colored body clays and ushered to a private steam shower where they reinforce their learning with a joyous session of body painting with the clays. A two-hour massage follows, and the visit winds down with some relaxation time for the couple in the spa lounge.

“Some benefits for couples who use this package come in the form of greater intimacy and a more harmonious connection, which speaks to PLACE360's core mission,” McCabe-Young explains.

The couple returns once a month to receive

a 30-minute session with a life coach, a visit with Whynot if needed, and a one-hour treatment of their choice—which can vary from a facial, massage or acupuncture session to a personalized education in nutrition or homeopathy. The visit always concludes with “together” time, during which the couple receives a therapist's guidance in some wellness activity. Choices might include learning to massage each other or finding acupressure points, or even a session of guided meditation on the neighboring beach.

Flexibility is key for this package. Not only is Time for Us uniquely designed for each couple, but it's created as it goes along, allowing for changes in clients' needs and desires. Whynot supervises the packages, making sure that clients are properly matched with the right providers and the appropriate modes of therapy. Even the schedule can be altered. “If couples want to tweak the frequency of visits, we work with them,” McCabe-Young confirms.

“After all, we're trying to promote commitment, so there should be no beginning, middle or end.”

With an upfront price tag of \$4,800, the Time for Us package isn't for everybody, and McCabe-Young readily acknowledges this. She also stresses that it's a good value. The attention, treatment and services inherent in the package, if broken down, would cost clients considerably more, she notes. Also, the fee includes gratuities, refreshments and amenities.

“What we're offering is psychologically similar to a cruise or other all-inclusive package, in which worries are effectively removed,” McCabe-Young explains. “So often, creating ‘me’ or ‘us’ time brings people guilt. Americans, in particular, don't take enough vacation time. This package serves as an ongoing vacation that's not only joyful, but beneficial.” ●

Linda Kossoff is *DAYS SPA*'s consulting editor.