



wts spa  
*Building better lifestyles.®*

wts INTERNATIONAL

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*“There is nothing that makes its way more directly into the soul than beauty.”*

JOSEPH ADDISON



## SERVICES OVERVIEW

*Founded in 1973, WTS International is one of the world's most prominent spa and leisure firms. We provide both consulting and daily management for spas, fitness centers and leisure facilities of all types.*

*Services range from pre-opening to Grand Opening including: needs analysis studies, theme and concept planning, design consulting services, spa menu development, staff selection and training, retail product selection, marketing and sales, consistency in operations and delivery of brand standards.*

*Our clients include numerous hotels and resorts, day spas, luxury residential projects, private clubs and real estate developments worldwide.*

*The management systems and resources developed by WTS are responsible for creating a truly memorable experience for*

NEEDS ANALYSIS

THEME DEVELOPMENT

DESIGN

PRE-OPENING

SPA OPERATIONS

DATA MANAGEMENT

CREATIVE SERVICES

## CONCEPTION

*The starting point of a project can often be the most difficult. You may be thinking, “Where do I begin?” WTS can help to develop a delineative spa theme or brand upon which design and operations are based.*

## VIABILITY

*To develop a spa without first knowing whether it is viable isn’t the best course. WTS assists owners/developers in first determining the most appropriate size, scope and feasibility.*

## PLANNING

*We know that planning and preparation are crucial to the successful launch of a spa. With our extensive experience in planning, design and pre-opening services, WTS is prepared to realize your vision.*

## ACTUALITY

*Imagination and vision become reality. WTS provides spa consulting and operations for clients throughout the world. Our goal is to create memorable experiences for our spa patrons and positive financial results for our clients.*



## NEEDS ANALYSIS

*WTS provides feasibility and needs analysis studies which assist clients in making the most appropriate decisions regarding the development of a spa, fitness center or leisure facility. Studies include market and demographic evaluation, competitive analysis, space plan recommendations and complete financial projections.*

*These studies have been instrumental in helping owners, developers and property firms evaluate the viability and financial potential for a spa. In order to adequately assess the most appropriate size and scope for a leisure facility, it is vital to understand the potential user profile and market forces.*

*WTS is currently providing studies for many hotels, resorts, private clubs and real estate developments worldwide.*





#### THEME DEVELOPMENT

*We believe that spas should be grounded in a theme which is unique to a particular locale and prospective user population.*

*WTS offers comprehensive theme plans that describe what the experience will be for the consumer. Each theme focuses on how the spa will be special and delineative. WTS conducts extensive market research which includes regional influences, local customs, historical and cultural elements which can be incorporated into the creation of an appealing spa theme.*

## DESIGN

*Our firm works extensively with architecture and interior design firms throughout the world. We provide planning and design consultation for spas including: concept and theme planning, space program development, equipment and OS & E specifications, millwork/cabinetry recommendations, locker room design, reception and retail area layout, data processing, mechanical and electrical area input, and assistance in all areas related to the design for the facility.*

*WTS has worked with over 200 architecture firms, general contractors, project teams and interior designers. Our goal is to develop the most aesthetically pleasing, functional, and cost-effective space for each client.*





#### PRE-OPENING

*Planning and preparation are crucial to the successful launch of any spa. Before opening, WTS provides timeline development, selection and training of qualified personnel (including Spa and Fitness Directors and other key staff), development of complete spa and fitness menus, retail product selection, staff job descriptions, Standard Operating Procedures, marketing and promotion plan, equipment finalization and procurement, and preparation for Grand Opening.*

*If it is an expectation that your spa will be successful in operational and financial areas, it is critical to prepare carefully well in advance of the opening date.*

## SPA OPERATIONS

*Throughout over three decades, WTS International has always been a step ahead in predicting trends and in providing the latest in management systems and support. We offer daily spa and fitness facility management which includes consistent staff training and supervision, spa treatment implementation, retail product selection and merchandising, complete fitness and wellness program development, financial oversight, creative marketing and promotion, maintenance supervision and all aspects of the day to day operation.*

*Our experience has been responsible for creating exceptional customer service while implementing the most cost effective operational model. WTS creates a relaxing and enjoyable environment for our spa and fitness guests or members while maximizing the opportunity for a positive bottom line.*



*“We can’t have full knowledge all at once.  
We must start by believing; then afterwards we may be led on to master the evidence for ourselves.”*

SAINT THOMAS AQUINAS





#### DATA MANAGEMENT

*As an additional service for our clients, WTS can provide data management solutions for spas with significant cost savings in hardware and software. The WTS IT Network consists of valuable relationships with hardware providers and data hosting services that allow access to licensed e-mail, productivity and management software, secure data and off-site back-up systems and remote access for management.*

*Extensive ongoing training and support are provided by WTS. Our management solutions provide comprehensive point of sale, appointment booking, inventory control, gift certificate tracking, payroll functionality, and management reporting. All of our spa solutions provide detailed, customized reporting and interfaces designed exclusively for WTS affiliated spas, fitness centers and leisure facilities.*

## CREATIVE SERVICES

*WTS offers our clients a wide array of marketing, programming and promotional tools designed to stimulate revenue, increase utilization, and create brand awareness. In addition, we offer “customized” creative services designed to meet individual client needs. Services provided include design and print management services for marketing and collateral pieces such as spa menus, logo development, letterhead/envelopes, business cards, signage systems, advertisements, gift certificates, pricing inserts, etc.*

*The WTS Creative Services Team understands what it takes to design visually stimulating collateral materials that are intriguing, creative, and engaging.*





*“Don’t aim for success if you want it; just do what you love and believe in, and it will come naturally.”*

DAVID FROST



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3200 Tower Oaks Boulevard, Suite 400  
Rockville, MD 20852

301 622 7800  
[www.wtsinternational.com](http://www.wtsinternational.com)

