



Membership Application

Contact Information

Name	
Company	
Street Address	
City/State/ZIP/Country	
Telephone	
E-Mail Address	
Website	

Membership Category

Check the category of application.

- Destination Spa
- Affiliate – Destination Spa (< 2 years in business)

Membership Criteria

Check all that apply. Note: spas must meet all criteria for consideration.

- The business has been operating successfully as a Destination Spa (as defined by DSG membership criteria) for at least two years prior to application for membership.
- The sole purpose for being is to provide the guest with a health renewing experience and the only reason the guest would attend is to participate in the health and wellness oriented program delivered by the Destination Spa.
- The majority of overall operational revenue is generated from guests that are participating in an all-inclusive overnight (i.e. 3-7+ night) Destination Spa Program.
- The spa provides a variety of therapeutic treatments. No particular number of therapies is required, however massage must be offered.
- All food and beverages served and provided meets a standard that places it in the category of healthy spa cuisine. The spa cuisine promotes and teaches variety, moderation, and balance and encourages the consumption of whole foods (whole grains, fresh fruits, and vegetables). The spa's overall nutrition plan is conscious of calories, fat, sodium, and artificial components. Nutrition education is provided as part of the nutrition program (e.g. cooking demonstrations, health food tours, nutrition 101), providing guests with tools to take the habit home.
- Distilled beverages are not served or provided to guests.
- There is an integral educational component in which the programming focus is on lifestyle improvement and health enhancement. The intent of the programming is to provide each guest with accurate and current information that they can adapt and implement in to their life upon leaving the spa.
- A range of daily-facilitated physical fitness activities is offered and provided. The activities promote a positive association between fitness and fun, which creates enjoyable vacation and the self-esteem and motivation to take the habit home.



Membership Application

Additional Information

Provide information for each point.

1. Spa's History

2. Spa's Mission

3. Spa's Unique Selling Point

4. Accommodations (size, type, quality, quantity)

5. Facilities & Amenities (e.g. 3 outdoor pools)



Membership Application

Additional Information

6. Fitness (list of included facilitated classes, facilities, staff certifications; provide sample activity schedule)

7. Cuisine (philosophy, service style – buffet/menu/set, seating arrangements – communal/small tables/room service, nutrition education program; provide sample daily menu, recipes)

8. Education (list of offerings, frequency, staff and guest speakers; provide sample daily schedule, educational materials/handouts)



Membership Application

Additional Information

9. Spa (facility size, treatments offered, staff, products; provide spa service menu)

10. Staff (department breakdown, guest to staff ratio, credentials)

11. Other

Professional Affiliations

List Associations, partnerships, affiliations, etc...



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Financial Information
Check the category for your facility's annual gross revenue.
<input type="checkbox"/> < \$1 million
<input type="checkbox"/> \$1-2 million
<input type="checkbox"/> \$2-4 million
<input type="checkbox"/> \$4-6 million
<input type="checkbox"/> > \$6 million

Professional References	
List 3 references that we can contact.	
Name	
Title	
Company	
Street Address	
City/State/ ZIP/Country	
Telephone	
E-Mail Address	
Name	
Title	
Company	
Street Address	
City/State/ZIP/Country	
Telephone	
E-Mail Address	
Name	
Title	
Company	
Street Address	
City/State/ZIP/Country	
Telephone	
E-Mail Address	



Membership Application

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a member, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Title (printed)	
Signature	
Date	

Complete Application

To avoid delays, complete this application in its entirety. Send completed application **and** the following materials to Destination Spa Group:

- Letter of intention
- Weekly schedule (should show fitness and education classes)
- Educational materials (handouts)
- Menu (2 days, plus 2 recipes)
- Spa treatment menu
- Brochure

**Send all materials to:
Attn: Executive Director
Destination Spa Group
2453 Coroneo Lane
Lexington KY 40509
(888) 772-4363**

Once the application is received by Destination Spa Group (DSG), you will receive an e-mail confirmation. The materials will be reviewed by a Membership Committee. If the application is deemed satisfactory, arrangements will be made for a site visit by a DSG representative. The DSG representative will provide a written report of the site visit for Destination Spa Group's review. DSG will vote on the spa's membership based on the materials provided and the site visit report at the next scheduled business meeting (Note: this may be 2-3 months after the application is processed). You will be notified of the decision within two weeks of the meeting.

Thank you for your genuine interest in joining Destination Spa Group.