



DESTINATION SPA GROUP® Fact Sheet

HISTORY:

Destination spas are part of a spa industry that has grown tremendously in the past two decades. Spas come in all shapes and sizes, from day spas to amenity spas at hotels and resorts to the complete wellness experience of a Destination Spa. As a result of the proliferation of spa options, potential Destination Spa guests and travel agents are often confused or have misconceptions about what spas offer. That is why in the fall of 1997, a group of spa owners united to establish the Destination Spa Group (DSG).

Today, the Destination Spa Group is an organization of 24 Destination Spa owners who are dedicated to educating the public about the lasting benefits of a true Destination Spa vacation and defining the Destination Spa experience. Spas must meet specific criteria for membership and be committed to providing a health renewing experience.

MISSION STATEMENT:

The mission of the Destination Spa Group is to encourage healthier lifestyles by educating the public about the unique wellness and self-improvement opportunities of Destination Spas and to help each guest make an informed choice leading to an optimal spa vacation experience.

DSG RESOURCES:

The Destination Spa Group has combined resources to offer three useful tools to help spa-goers answer that frequently asked question, "Which destination spa is right for me?"

Destination Spa Referral Service (toll free 888-772-4363) is a free information and referral service. Representatives can personally answer a variety of questions regarding the top destination spas in the United States, Canada, and Mexico. The Destination Spa Referral Service is available Monday through Friday, from 9 a.m. to 6 p.m. ET.

WWW.DESTINATIONSPAS.COM provides visitors with pictures, rates, general information, and telephone numbers for all member spas. Each week two spas are featured and every month special offers are posted from various spas. Visitors can order the *Destination Spa Vacations* magazine, sign up for the monthly DSG e-newsletter, read spa-related articles, discover new healthy recipes, search for specific information about the spas, ask questions or request more information via e-mail.

Destination Spa Vacations® is a glossy, four-color annual travel guide to Destination Spas. With more than 70 pages, the beautiful publication offers a comprehensive two-page description of each of the featured spas, including large color photographs, a summary of the facility, amenities and accommodations, an explanation of services and activities, plus addresses, phone numbers, nearest airports and rates. As a bonus, readers can enjoy a variety of health and spa-related articles.

Destination Spa Vacations is available at bookstores and newsstands across the country and can also be ordered from the Destination Spa Referral Service or destinationspas.com.

Webster defines Spas as entities devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.

International Spa Association® (ISPA) defines a Destination Spa as facilities with the primary purpose of guiding individual spa-goers to healthy lifestyles. Historically an extended stay, this transformation can be accomplished by a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming.

Destination Spa Group® defines Destination Spas as facilities that are dedicated solely to life enhancement and offer a full-immersion mind/body/spirit experience in which all guests participate. The experience provides all-inclusive programming: fitness activities, nutritious spa cuisine, therapeutic spa and body treatments, and educational and self-discovery classes to help jump-start a happy and healthful lifestyle.

Destination Spa Group® membership criteria:

Destination Spa Group (DSG) requires that each member spa meet and continually adhere to the criteria listed below.

1. The spa must have been operating successfully as a Destination Spa for no less than 2 years prior to application*.
2. The spa's 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 spa.
3. The majority of overall operational revenue is generated from guests that are participating in an overnight (i.e.3-7+ night) Destination Spa Program.
4. The spa must provide a variety of therapeutic treatments. No particular number of therapies is required, however massage must be offered.
5. All food and beverages served and provided by the Destination Spa must meet a standard that places it in the category of healthy spa cuisine. 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 should be conscious of calories, fat, sodium, and artificial components. Nutrition education is essential to the nutrition program (i.e. cooking demonstrations, health food tours, nutrition 101), providing guests with tools to take the habit home.
6. The member spa must not serve or provide distilled alcoholic beverages to guests.
7. There must be 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.
8. Each member spa must offer a range of daily-facilitated physical fitness activities and promote a positive association between fitness and fun, which not only creates enjoyable vacation but also self-esteem and motivation to take the habit home.
9. As a DSG member, an appointed representative of the spa is expected to attend one or more of the three meetings per year. In addition to the formal meetings, numerous communications occur between meetings, which require active participation.
10. As a DSG member, every spa will be responsible for an annual membership assessment as well as any approved special assessments. The membership assessment is based on gross revenue and is determined by majority vote each year.

* Associate Memberships are available to spas that meet criteria but have not been a Destination Spa for 2 years.

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