



## **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.**

#### **CONTACT:**

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