



HFD Spa®

Spa Advisory Services for Fine Hotels, Resorts & Mixed-Use Developments®

News & Views

Current News

The Business of Spas...Still No Metrics

July 2016

Is Your Spa Surviving or Thriving

Oct 2012

How Asset & Financial Managers Maximize the Spa's Potential

Sept 2012

Spa Profit Maximization – How To Go From Revenues to Profits

July 2012

Spa Performance & Profitability: What You Need to Know

July 2011

Spa Trends - How Have Spas Changed Their Business to Stay in Business

May 2011

Global Spa Trends - Is Your Spa GPS Saying "Re-Calculating" Or Are You On-Course

April 2011

How to Squeeze More Profits From Your Spa

October 2010

The Allison Inn & Spa: Vision, Commitment, Communication & Team-Work Lead To Success

August 2010

Best Practices: Revenue Maximization for Spas

March 2010

Spa Benchmarking: Reliable Research Versus Press Release Research

March 2010

HFD's P's For A Profitable Spa

March 2010

Health Fitness Dynamics, Inc.

P.O. Box 2024 • Pompano Beach, FL 33061 • USA (general mail)

1012 N. Ocean Blvd. • Suite 103 • Pompano Beach, FL 33062 • USA (packages/special delivery)

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How Spas Can Avoid a Financial Decline in 2009

Hotel Executive, June 2009

Spas & Hospitality: Compatible, Marketable & Profitable

Hotel Interactive, March 2009

Spa Economics & Metrics: Do you really know how your spa is doing?

Hotel Business Review, December 2008

Insider: Spa Sustainability Strategies for the Environment, The Guests & Your Business

Hotel Executive Insider, November 2008

Best Practices Controlling Your Spa's Labor Costs

Hotel Business Review, July 2008

Profitable Spas: Be On-Trend Rather Than Trendy

Hotels, April 2008

Best Practices Marketing Your Spa – Does Your Spa Make Cents, Scents & Sense?

Hotel Business Review, April 2008

Spas Mean Business

Lodging Magazine, March 2008

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Archives

Spas – How to Stay On-Trend and Make Money

Hotel Online, February 2007

Spa Savvy – Best Practices for Hiring, Training & Retaining Your Staff

Hotel Business Review, September 2006

Spa News & Views: If The Spa Will Not Help Sell Rooms, Do Not Add A Spa

Spa Management, March 2006

Spa Study: Understand the Economic Realities for Spa Operations

Spa Management, February 2006

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Spa News & Views: Lifestyles & Trends - Design the Experience

Hotel Executive Insider, March 2006

Spa Products: Branding in a Box, Bar & Bottle

Hotel Business Review, February 2006

First International Spa Benchmarks

Hospitality Inside, February 2006

Don't Just Jump on the Spa-Wagon!

Hotel Business Review, January 2006

HFD's Landmark Study on Spa Financial Benchmarks

Spa Management, October 2005

Spa Metrics & Benchmarks: Measuring and Monitoring Your Success

Hotel Business Review, August 2005

The "Anywhere & Everywhere Spa" Concept

Hotel Business Review, May 2005

Spa Vision: What Lies Ahead . . .

National Hotel Executive, January 2005

Is Your Spa a Lazy Asset?

National Hotel Executive, August 11, 2004

Practitioner Paper: Marketing a Resort-Based Spa

Journal of Vacation Marketing, 2004

Spas Are Hot, Don't Get Burned. Part II

National Hotel Executive, May 14, 2004

Spas Are Hot, Don't Get Burned. Part I

National Hotel Executive, January 5, 2004

Spa Design Takes Cues from Tropical Setting

National Hotel Executive, March 2003

Planning and operating a resort-based spa

Journal of Leisure Property, December 2002

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Global Update: Finance, 2001 Spa Revenue Per Occupied Room

Hotels, November, 2002

Plan Them Well So You Can Be as Relaxed as Your Guests

New England Real Estate Journal, August 16-22, 2002

So You Want to Have a Spa

Spa & Resort Expo in New York City, NY, May 20, 2002

How to Make Your Resort Spa Profitable

Spa & Resort Expo in New York City, NY, May 20, 2002

Most Spas Leave Money on the Table

Hotel & Motel Management, April 15, 2002

How to Re-energize the Guest Experience and Increase Profits

Lodging, April 2002

Spas and Vacation Ownership

Vacation Industry Review, March/April 2001

Thinking of Jumping on the Spa Bandwagon? Look Before You Leap

Patty Monteson, ISHC and Judy Singer, ISHC

Spas... Today and Tomorrow

National Hotel Executive, March 2000

Restoring The Homestead's Historic Spa

Cornell Hotel and Restaurant Administration Quarterly, August 1999

People, Trends, Ideas

Hotels, July 1999

Spa Trends

Lodging, May 1999

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