



Caribbean Association of Adventure, Wellness & Spas (CAWS) TM

presents

Brand Caribbean Wellness Travel

Do's & Don'ts

8th Annual Caribbean Conference on Sustainable Tourism Development

Keeping the Right Balance – Economic Progress and Sustainable Tourism

Condado Plaza Hotel & Casino, San Juan, April 25th to 29th, 2006

Submitted by: Wanda Fisher, Founder CAWS TM & Wellness Marketing News Network



Who is CAWS?

- The Caribbean Association of Adventure Wellness & Spas (CAWS) was launched in 2002 after founder Wanda Fisher spent the better part of 20 years working in the Caribbean identifying the benefits of branding **Caribbean wellness** as a viable tourism category.
- CAWS is an advocacy group created to support and enhance a series of highly visible publicity campaigns establishing best practices and standards for marketing the sales and services of branded Caribbean wellness destinations.
- CAWS focus is on the people of the Caribbean benefiting from Caribbean Health and Wellness Travel.



Brand Caribbean Wellness Marketing Campaign



The Do's and Don'ts of building a Caribbean brand identity for Spa, Wellness, and Health Tourism is in its infancy stage.

Wellness tourism is a relatively new term. It has been adopted by travel agencies, wellness practitioners, tourism offices and other tourism related businesses eager to participate in this quickly emerging billion dollar business.

CARIBBEAN ASSOCIATION OF ADVENTURE WELLNESS & SPAS (CAWS)



What is Health & Wellness Destination Tourism?

1. You make a personal choice to travel to a destination for the purpose of healing your mind, body, and spirit.
2. The wellness traveler seeks a lasting shift in their life through each experience.
3. Activities must lead to returning home and applying health promoting lifestyles, which in turn positively impact the multiple dimensions of the individual's well being.

Spa with a purpose: authentic practice, elders wisdom, experience something new...will give the Caribbean a competitive edge.



Source: World Health Organization and CAWS definition

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CAWS

BRAND CARIBBEAN WELLNESS: PRODUCT

PRODUCT:
WISE WOMAN
ELDERS WHO
HEAL
CENTURIANS
HERBALIST
VISION QUEST



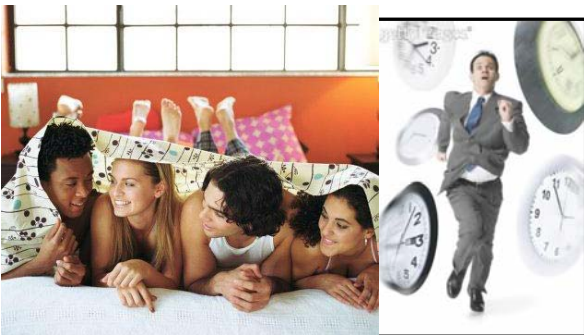
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Over 70 million Baby Boomers and a Percentage of the over 74 million Echo Boomer Adults Ages 21 to 29 Seek Balance and Relaxation

“My Roots: Life Gets Better In the Caribbean” A Lifestyle Campaign

- **75% to 90% of Americans are stressed - and getting more stressed out over time in double-career and single-parent families - vacations mean more than ever to them.**
- Survey Shows 92% Want to be More Informed Health Consumers
Source: CIGNA HealthCare

A list of why you must go back to the healing roots of the Caribbean will be promoted in association with a celebrity endorsement campaign.



Submitted by: **Caribbean Association of Adventure
Wellness & Spas (CAWS)**



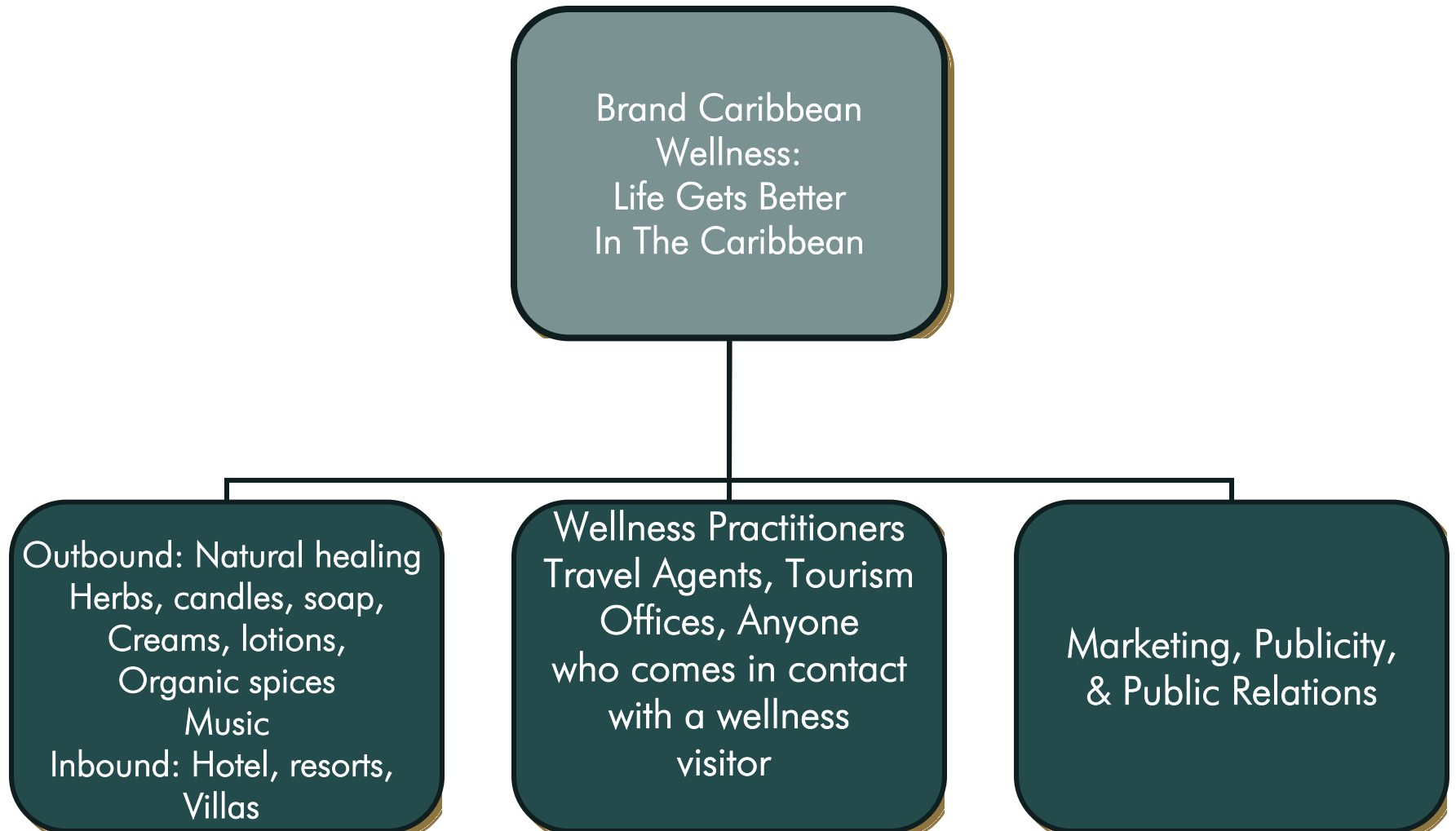
Do you know the spa consumer?

- The spa resort industry is currently estimated to be worth \$20 billion
- Core spa consumer, spas represent a way of thinking as well as a way of living.
- Mid-level spa consumer are more price sensitive with esoteric treatments, and are likely to question the authenticity of spa as well as spa therapist qualifications of the therapist.
- Peripheral spa-goers are the least likely to approach spas with health and wellness in mind.

Why Spa? Indulgence, Escape, and Work.

- ISPA STUDY ON CONSUMER TRENDS SHEDS LIGHT ON THE "WORLD" OF SPAS From SPATRADE - Nov 22, 2004

Spa-going is the fourth-largest leisure activity with the loyal spa-goer visiting the spa an average of 140 times per year.



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Brand Caribbean Wellness Do Create Caribbean Brand Names



- *A blend of mainstream and spiritual treatments with Caribbean names: Caribbean Pan Massage, Caribbean creative visualization, etc.*
- *Collaboration between western and eastern practitioners with Caribbean culture*
- *Holistic Spa Cuisine featuring Caribbean natural spices*
- *Time-honored and traditional healing principles are also key. – Bush baths, rituals, and sacred sties*



DO ADAPT SERVICES TO INCLUDE CARIBBEAN NAMES & EMOTIONS

- **For example: LET'S READ THIS WRITE UP AND SEE HOW MANY PLACES WE CAN REPLACE OR ADD CARIBBEAN.....**
- Balinese Massage change to **Caribbean** Massage
- Relax and float away to a wonderful world of tranquility (**change to on the Caribbean Sea**). Used for centuries to renew, strengthen and heal the body, For over 80 years Centurian Mary used a technique from her roots in Africa, China, India, A flowing and graceful massage that relieves tension, improves blood flow, eases stress and encourages harmony of body and mind.
- Elemis Soothing Sunburn Treatment– (**replace with Fresh squeezed Caribbean Coconut**)
- Inspired by a Tahitian (**SECRET CARIBBEAN FORMULA**) recipe,

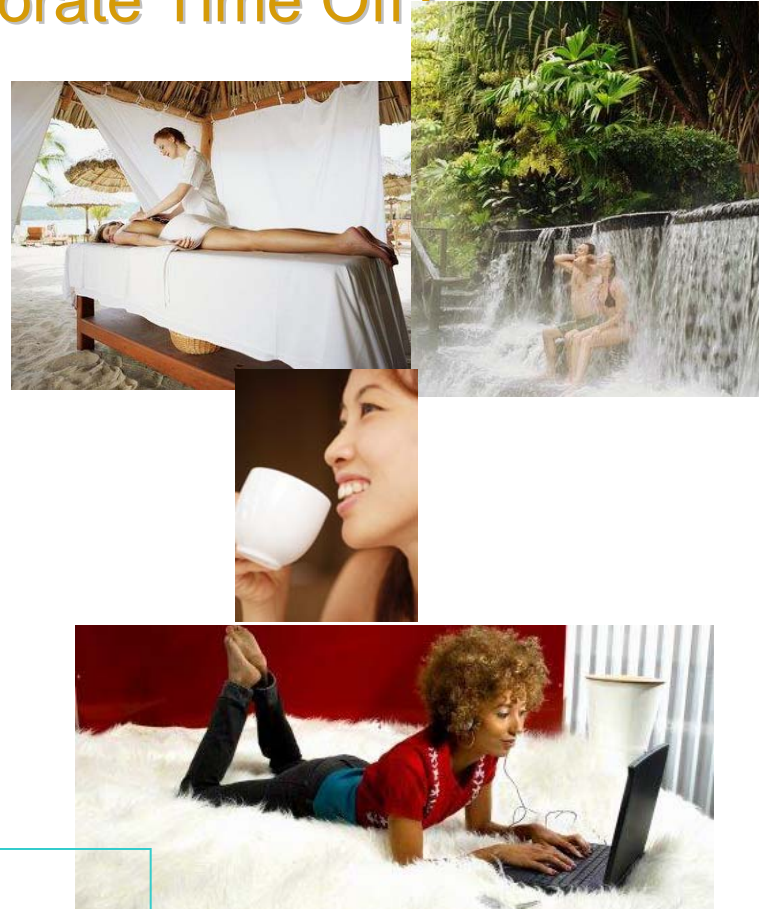
What products & services are needed to maximize the experience of an authentic Caribbean health & wellness Vacation or Corporate Time Off?

Create products in partnership with successful selling products

- **Fountain of Youth: Thermal Baths**
- **Sea Bath: Only done in the Caribbean**
- **Natural Soaps: \$2.6 billion in retail sales has grown by 51.9% from 1998 to the present**
- **Caribbean Fast: Internal Cleansing**

Create Partnerships:

- Whole Foods Caribbean Travel
- Health food industry sales:
- Natural Cosmetic Sales
- Heritage Souvenir Sales
- Health and Wellness Special Events



Natural product sales in all categories reached \$42.8 billion in 2003, an 8.1 percent increase over 2002



Do ask CAWS how you can participate in this program?



- "Westin's campaign is illustrative of its new positioning centered on personal renewal, well-being and restoration of the mind, body and spirit. We are not just in the business of selling beds or guestrooms, but rather experiences and memories."

An advertisement for Westin featuring a dandelion seed head against a teal background. The text reads: "Embrace Your Own Summer Soundtrack. Book a summer stay at Westin by May 1, 2006 and enjoy six free months of eMusic.com". Below this are three bullet points: "40 free music downloads a month.", "240 total songs.", and "Downloadable Westin playlists." A green button with the text "find harmony >" is located at the bottom right.

Embrace
Your Own Summer Soundtrack.

Book a summer stay at Westin by May 1, 2006 and enjoy six free months of eMusic.com

- 40 free music downloads a month.
- 240 total songs.
- Downloadable Westin playlists.

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What is our competition doing?

An **enhanced interest** in local and indigenous spa experiences.

Treatments incorporating grape seeds in Napa and Sonoma, cactus flower in the Southwest and maple in the Northeast.

This also includes local traditions such as receiving a Lomi Lomi massage while in Hawaii.

The Starkenber Beer Myth resort located at the medieval castle of Starkenberger in Austria's Tyrol region filled seven 13-foot long pools with the beer. Management contends that beer baths heal various skin diseases.



How do we keep up with International standards?

- VisitBritain, the authority for tourism in Britain, has joined forces with the **Spa Business Association** to develop the first national survey to examine in detail all issues to do with spa staffing, facilities, treatments, customers and the quality of services offered. There are currently no nationally agreed requirements on the quality of services offered by spas.

CAWS proposes to distribute a survey through the CTO to all their Government members?

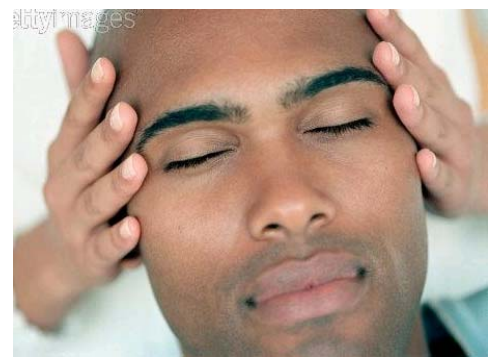
- **About the Wellness & Spa Industry Survey Program**
- Define the types of wellness & spas properties & programs in the market.
- Establish industry averages for key management, operations and performance indicators.
- Allow spas to benchmark their own performance against these industry averages.
- Assist suppliers to better service and support the industry.
- Provide accurate data for the media to reference.
- Generate greater awareness of the spa industry to promote growth.

- **Why Participate?**
- Spas that complete the survey receive a free report of the survey findings, including a special benchmarking section to assist their business analysis activities.



What can you do to be prepared for spa & wellness business?

- **Avoidance of gimmicks, over-commercialization, and poorly trained therapists is important to avoid turning off the new luxury spa customer seeking an authentic experience.**
- **Don't take for granted all spa visits are good: 60% of females encountered some disappointment during recent spa visits.**
- **Do make 'relaxation' an important part of your healing treatment: 49% of females compared to 65% of males stated their last visit to a spa was for relaxation.**



Don't forget to ask what surpassed their expectations!

- **Expectations**

- How do you satisfy customers if you do not know their expectations? Qualitative information allows you to better understand not only the written words, but the feelings and desires that are associated with them.
- Repeat business: Many aspects of a spa are influenced by consumer preferences including design, infrastructure, decoration, ambience, service level, treatment menus, opening hours, etc.

DO TELL OTHERS ABOUT WELLNESS AT IT'S BEST!

ANGUILLA:

- HYDROPONIC FARM

The farm contains two lettuce ponds and a bato bucket system for vine crops like tomatoes, peppers, cucumbers and eggplants.

HYDROPONIC FARM TOUR

Mondays, Thursdays and Saturdays at 11:00 am.

Meet at the hydroponic farm entrance. For more information about Hydroponics, visit Dr. Resh's website at www.howardresh.com.

- *Books available at the CuisinArt Resort gift shop or online at*

www.howardresh.com, www.amazon.com or www.barnesandnoble.com

- The organic gardens is a colorful grove of vegetables and fruit-bearing trees. Caribbean callaloo, black-eyed peas, peppers, pumpkins and okra are joined by soybeans, Chinese long beans, melons and many other healthful selections. The orchards produce avocados, guavas, tamarinds, limes, oranges, and star fruit.



DO TELL OTHERS ABOUT WELLNESS AT IT'S BEST

- **Four Seasons Resort Great Exuma at Emerald Bay**
On Exuma in the Out Islands - Open late 2003. The 32,406 sf, 21-treatment room Spa offers a wellness program, including yoga and meditation sessions. Homeopathic spa therapies, using natural salts extracted from local salt beds, indigenous herbs, flowers and oils, relax the body and activate its natural healing processes. Hair services, manicures, pedicures.
- Centuries ago, the Romans knew of the healing properties of water. At **Sandals**, the saltwater ocean and freshwater pools are just the beginning of a vacation where you will reinvent yourself.

THE CARIBBEAN CAN BECOME THE WELLNESS BELT OF THE WORLD

- RESEARCH: SURVEY QUESTIONS
- DEVELOPMENT: VISIT PROPERTIES AND EVALUATE BY CATETORY
 - ALL HEALTH & WELLNESS ORGANIZATIONS WORK TOGETHER
 - IDENTIFY PRACTITIONERS
- SUPPORT PROPERTIES IN THE BUSINESS OF HEALTH AND WELLNESS FOR OVER 5 YEARS OR MORE
 - INDIGENOUS PRODUCTS SALES & SERVICE
- LOCAL PEOPLE BENEFIT FROM HEALTH & WELLNESS PROGRAMS: Training, Exams, Schools, etc.