



City Spa of the Year

Professional Beauty GCC Awards

Who can enter?

Any City Spa property in the GCC that **operating for 1 year**, where the spa is located in a hotel and the primary source of business at the property is the hotel. The spa may accept local customers and may even be a separately owned business, but to consumers and the outside world the overall property is seen as a hotel with a spa. This category is ideal for properties located in major cities.

If the spa offers a range of other facilities (e.g. a beach, a golf course, several pools) then you should enter the 'Resort Spa' category.

Below is a short summary of the questions asked in the City Spa of the Year category in the Professional Beauty Awards GCC.

About the Submitter

Here the person entering the form should enter their contact details. They may differ from those of the salon's primary contact. You will be asked: Full Name/Job Title/Company/Telephone/Email How did you hear about the Awards?

Contacts at the Property

You will be asked for the details of the Spa contacts and of the /Director/ General Manager of the Property – these may be the same as the primary contact or submitter. In each case, you will be asked: Full Name; Position; Email; Telephone.

About the Property

We ask for the following information to check the eligibility of your property in this category:

- Hotel Name;
- When did the Spa open? If after 1st May 2018, you are not eligible to enter this award.
- Number of treatment rooms
- Web Address;
- Social Media links;
- Salon Address in full



About the Property: Main Questions

This section asks for longer answers on various elements of your Property;

- Who is your core clientele? (Drop down options to choose from)
- Which skincare and equipment brands do you use/Stock? Max 50 words
- What facilities does your spa offer (e.g steam rooms, saunas etc)? Max 200 words
- What was the spas average treatment room occupancy for a year (Answer to be given in %)
- Please outline your spas philosophy and point of difference from the competition.

200 words

- Outline your key marketing and operational initiatives over the last 12 months and give

evidence/examples of how these have helped business. 400 words max.

- Explain how your Salon excels at customer service. Give examples; 200 words max.
- What is your retail strategy, and how do you measure its success? 400 words max.
- Outline your therapists' qualifications and your ongoing training & development policy

including dates of most recent training. 400 words max.

Supporting Documents: Photographs

You should upload images of both the interior and exterior of your Salon, and then a smiling shot of your team.

Supporting documents: Menus

You must upload a current treatment menu to be eligible to enter.

Supporting documents: Marketing Material and Additional Items

Finally, you can upload any marketing material or additional items you feel will support your