



Resort Spa of the Year

Professional Beauty GCC Awards

Who can enter?

Any resort spa property in the GCC that is operating for at **least 1 year**, where the spa facility and spa packages are a major focus of the business. A hotel may be a feature of the resort but not the extent of it; there will also be an extensive range of other facilities (e.g. a beach, a golf course, several pools). If your property is seen in the eyes of consumers as primarily a hotel, then you should enter the 'hotel spa' category, even if yours is a separately owned business.

Below is a short summary of the questions asked in the Resort Spa of the Year categories for 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?

Contact at the Property

You will be asked for the details of the spa contacts and of the /Spa 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:

- Spa Name;
- When did the Salon 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 1 year (Answer to be given in %)
- Please outline your spas philosophy and point of difference from the competition. 200 words max.
- 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 CPD. 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 entry.