

How to choose the right technology for your business

Patrick Saussay, founder and CEO of GPSA Wellness Solutions, explores how spas can integrate advanced technologies in an authentic and meaningful way

Presentations at the 2024 Global Wellness Summit confirmed the growing importance of technology and AI in creating wellness experiences. However, it can be challenging for spas to find a balance between preserving traditional concepts without appearing outdated, and integrating advanced technologies without losing the authenticity of the wellness experience.

There is no immediate correct answer to choosing between a technological or a traditional approach, and these two directions are not necessarily opposed. Technologies can enhance client comfort and amplify the impact of the experiences offered, for example, with more immersive sound in treatment rooms or visual effects in relaxation areas that help with disconnection.

For example, evianSPA at Hôtel Royal in Evian-les-Bains, France has introduced an innovative affusion shower massage. At its core this remains a massage, but the precision of the programmed water movements on the body greatly enhances relaxation. Here the evianSPA concept linked to the water lifecycle in nature is not altered by the technical innovation, and differentiation is strengthened.

Technology, not trends

The decision to integrate new technologies into a spa relies on five key elements: how the tech aligns with the spa's concept; how it matches the identity of the location and destination; if it provides real added value to the client experience; if the team has the

necessary skills to manage it; and what it the related ROI expected?

Technology is a tool that should not be adopted just to follow a trend but to enhance the quality and coherence of the client experience, as well as the spa's objectives in terms of visitor engagement, differentiation and positioning. A spa with a strong focus on facial treatments might boost its attendance with modern 'better ageing' diagnostic and treatment tools that reinforce its positioning. More

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generally, upgrading equipment can help rejuvenate the image of a site and attract a new clientele. In any case, adding a technology must serve a precise objective.

Enhancing tradition

At N Le Spa at Le Negresco Hotel in France, we merged traditional yoga practice with new technologies to deliver immersive yoga – a guided yoga session in a white room, which comes to life visually and sonically. Along with Creative Motion Studios, we developed seven unique experiences tailored to the client's intention,

each linked in colour and sound to a specific chakra. Digital art animations evolve during the session, based on the chosen experience (pictured). An AI system creates the atmosphere for each guest, controlled by a dedicated app. The technology, which includes sound therapy, enhances the yoga experience, but still, human connection, body expression, and mental wellbeing remain at the heart of the experience.

Choosing the right path

The technology you invest in should enhance your business model, so it requires a rational analysis and a good understanding of the target clientele.

Treatment and relaxation-based equipment – such as LED, infrared and light therapies, cryotherapy, oxygen therapy, radiofrequency, ultrasound and neurostimulation – can produce great results. However, you need to balance this against the cost, which

is often high, and this investment requires an evaluation of the potential selling price for a session and the target client volume.

Diagnostic tools are useful in the right setting but do consider if it is right for your business. This approach is not suitable for all spas – it's vital you stay aligned with your business concept, guest needs and profitability objectives.

The sensory experience is an important element of the guest journey. In an urban spa, in particular, technology can enhance the quality of the sensory experience when direct immersion in a natural environment is not an option.

Technology offers endless possibilities for new spa experiences – if we keep in mind the diverse aspirations of clients. Some seek precise and measurable results, while others simply desire personalised attention, natural elements, and authenticity. ●●●●●

Top tips for selecting tech

1. Evaluate tech that enhances the spa's sensory environment – sound (including underwater acoustics) intelligent fragrance diffusers, digital art, immersive technologies, etc – in alignment with the venue's theme.
2. Select treatment and relaxation equipment based on effectiveness, serious clinical studies, maturity, ROI and maintenance.
3. Carefully assess advanced diagnostic tools – biohacking, blood analysis, DNA analysis, etc – while ensuring regulatory compliance, data security, spa positioning and the availability of skilled teams to manage these innovations.
4. Always stay aligned with the spa's concept, identity, target clientele and profitability objectives. Technology should enhance, not disrupt, the coherence of a spa concept.
5. Technology offers endless possibilities for new spa experiences if we keep in mind the diverse aspirations of clients.



Patrick Saussay

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Patrick Saussay supports business strategy in the wellness market, management of spa projects and creation of spas, wellness concepts and spa brands. From strategy and concept definition to go-live support, he delivers project services with a strong focus on quality of delivery, efficiency, project management and balance between guest experience and profitability. Saussay is also responsible for the international development of evianSPA where he manages projects in France, Asia and the Middle East. www.globalspaadvisory.com

