



## GALLEN'S SPA NOTES



# Auditing for Perfection

**An audit shouldn't strike fear in the hearts of spa operators, rather it should be used as an essential tool to help build on the strengths of the business and improve the weaknesses, says AOIBHEANN GALLEN.**

**A**t present, businesses are treading carefully with the uncertainty of the economy. We have witnessed the closure of some spas and it is inevitable that we will see further closures, whether in good times or bad, if the wrong concept and business model was implemented in the first place.

Spas of Ireland need direction, as many do not know which way to turn or what to do next. At Irelandspas, I have been inundated with calls from spa owners and hotel managers who are seeking advice for their spa facility. Many are wondering if they should keep their spa open, and if they do, how can they improve them? Healthy and prospering spas need less direction and more training of staff implemented.

But let's not panic, and instead let's look at the positive side and see how we can move on.

A spa audit process will identify areas that need to be changed in order for your spa to survive in this current market. In order to do so, you must welcome all advice. An audit should not be dreaded but welcomed. Why? It is bringing something positive to your spa environment. Not only does a spa audit highlight the challenges, it also

highlights the strengths within Spa facilities.

Audits must be carried out by an experienced auditor, who is qualified within the wellness sector. Audits should be concise and cover every facet that is needed to operate a successful and professional spa. Spa operators will learn from the audit what are the challenges and strengths of their spa operations, spa staff, therapies, hygiene regulations and many more.

Irish people are friendly and welcoming and our Irish therapists have great potential. Spa audits will tweak your spa facility and combining this with the training of spa staff to high standards are the ingredients that are needed for Irish spas to differentiate and move forward.

Let's go back to basics; a spa is a natural calm place for people to destress and get pampered – and they need that more than ever now. Highly efficient basic spa operations and highly trained spa staff are what are needed to blend with this environment to make it work.

Change needs to be initiated and by introducing spa audits and the training of spa staff, this will bring about a positive and innovative change to Irish spas once and for all. ♦

**AOIBHEANN GALLEN**, founder of Irelandspas, is Ireland's leading spa consultant. For more information on Irelandspas Unique Spa Auditing Tool and Excellence in Spa Training or for any queries regarding this industry, contact [agallen@irelandspas.com](mailto:agallen@irelandspas.com) or log on to [www.irelandspas.com](http://www.irelandspas.com)