



## Global Spa Consulting Services Introduction

An invaluable resource for hospitality development owners & operators,  
architects, interior designers & real estate asset managers

### Spa & Wellness Consulting Services

Spa Planning, Programing & Feasibility

Architectural & Interior Design Development Support

Pre-Opening, Operational Expertise & Audits



Curry Spa Consulting Inc  
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# Spa & Wellness Consulting

Curry Spa Consulting Inc, (CSC), provides independent spa and wellness consulting and solutions globally. Hospitality owners, developers, architects, operators and asset managers benefit from CSC services beginning with financially feasible assessments followed with development of operationally sound spa, wellness, and fitness facilities.

CSC has a history of 100% repeat and referral clientele since its inception in 2011. From Guest Use Projections, Creative Concepts, Programming, Schematic and Design Development services, through to Pre-Opening and Operational Consulting and Valuations, the CSC team provides hands on services that produce the most sought after and viable wellness assets in hotels, resorts, boutique hotels, casinos, mixed use developments, and private clubs.



Creating wellness assets that optimize guest experiences and increase property marketability and ROI, is our skill set!



# Spa Programming, Planning, & Feasibility



Creating a wellness facility as a new build or renovation requires expertise, time, and organization. CSC is comprised of former Directors and Managers of hospitality industry departments including Spa, Hotel Sales & Marketing, and Operations who possess the expertise and experience to provide clear, systematic and efficient processes, while addressing detailed and specific requirements of opening and operating a

spa. Ongoing industry research and established relationships with equipment manufacturers and product vendors ensure only the best and most reputable recommendations are made and customized for each project. Guest expectations, ownership goals and team engagement are imperative through this process, and CSC will lead the way.

## **GUEST USE PROJECTIONS**

- Guest Capture
- Market Studies
- Strategic Tools for Success
- Sales Potential

## **COMPETITIVE ANALYSIS**

- Comparable Spas & Wellness Facilities
- Comp Differentiation

## **PROGRAMMING**

- Efficient Operational Design
- Treatment & Activity Programming
- Space Allocation
- Correct Equipment & Quantity
- Hotel Integration

## **FINANCIAL FORECASTING**

- 5-year Operating Proforma
- Financial Feasibility

## **FF&E and OS&E BUDGETS**

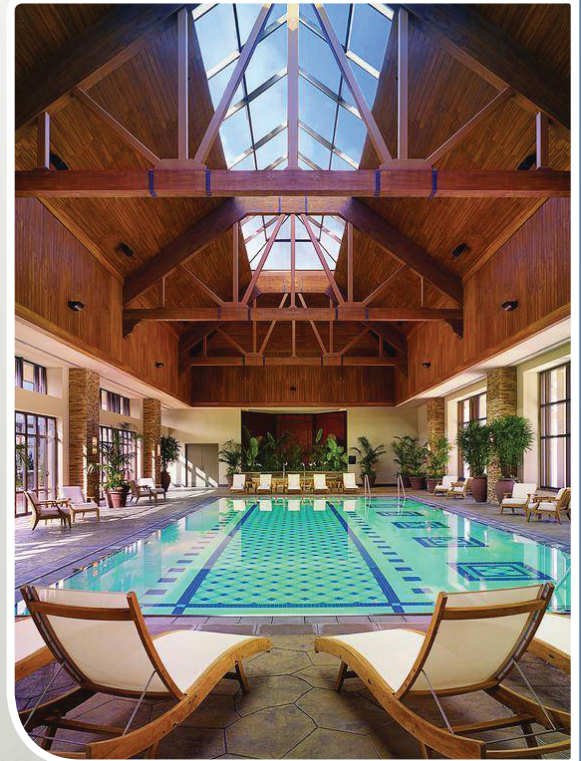
- Spa – Treatment Rooms, Relaxation Areas, Locker Rooms, Thermal Areas
- Salon – Hair, Nails, Makeup & Barber
- Fitness – Gymnasium, Movement Studio, Outdoor Fitness, Recovery
- Wellness – Consultation Rooms & Complementary Activities
- Retail



# Architectural & Interior Design Development Support

**A successful spa in the high-end and luxury sector requires proper design for best operational flow combined with comfortable guest way-finding experiences.**

Key consideration to arrival experiences, back of house spaces, relaxation and treatment areas, staffing requirements, proper equipment and product selections provides owners with a spa department that achieves a positive ROI through top line sales generation, property room night revenues, and savings in payroll and controllable expenses. CSC services provide the insight and expertise for an appropriate spa foundation, through its design and functionality with extensive consideration of the ROI.



## Schematic Design

- Strategic Development
- Creative Concept Documentation
- Architectural Zoning Document
- Programming Brief
- Master Planning Support

## Design Development

- Design Review and Recommendations
- Operational Requirements
- Guest Experience Expectations
- Sketches and Bubble Diagrams
- CD Reviews
- Renovation Potential

## FF&E and OS&E Specifications & Manufacturer Recommendations

- Spa
- Salon
- Fitness
- Wellness
- Retail



# Pre-Opening, Operational Expertise & Audits



CSC is committed to clients' successes during every phase of spa development, integrating guest use analysis and financials with schematic and design development with appropriate FF&E and OS&E specifications. CSC provides a proven scope of services within a sequential process ensuring an effective pre-opening with a foundation for continued success through performance reviews and oversight.

## OPERATIONAL EXPERTISE

- Financial and Operational Reviews
- Renovation Considerations
- Spa Director Support
- Spa Operator Search, Review and Recommendations
- Management Contract Review
- Peer Review

## PRE-OPENING SERVICES

- Critical Path Timeline
- Organizational Development and Job Descriptions
- Standard Operating Procedures
- Management Recruitment
- Spa Treatment Menu Development
- Professional and Retail Product Recommendations
- Executive Talent Search
- Procurement

## MANAGEMENT OVERSIGHT SERVICES

- Asset Management Oversight
- Operational, Performance and Snapshot Audits
- Budget Support
- Renovation Potential ROI
- Strategic Planning
- On Site Visits, Inspections and Meetings



# Spa & Wellness Projects by Lynn Curry

## Hotel/Resort Spas



### **The Lodge at Sonoma**

Sonoma, California

### **JW Marriott Tampa**

Tampa, Florida

### **Marriott Frenchman's Reef**

St. Thomas, US Virgin Islands

### **Marriott Starr Pass**

Starr Pass, Arizona

### **Vail Mountain Marriott**

Vail, Colorado



## **FOUR SEASONS**

### **Four Seasons Cayo Largo**

Cayo Largo, Puerto Rico

### **Four Seasons Madinaty**

Cairo, Egypt

### **Four Seasons Minneapolis**

Minneapolis, Minnesota

### **Four Seasons Napa Valley**

Calistoga, California

### **Four Seasons San Stefano**

Alexandria, Egypt

### **Four Seasons Punta Mita**

Punta Mita, Bahia de Banderas, Mexico

### **Four Seasons Los Cabos at Cabo Del Sol**

Los Cabos, Mexico

### **Four Seasons Vail**

Vail, Colorado

### **Four Seasons Westlake Village**

Westlake, California

### **Four Seasons Madamity**

Cairo, Egypt





# Hotel/Resort Spas



THE RITZ-CARLTON

## **The Ritz-Carlton Bachelor Gulch**

Vail, Colorado

## **The Ritz-Carlton Dove Mountain**

Tucson, Arizona

## **The Ritz-Carlton Laguna Niguel**

Laguna Niguel, California

## **The Ritz-Carlton Paradise Valley**

Phoenix, Arizona



**ROSEWOOD**  
HOTELS & RESORTS

## **Rosewood Hotel Sand Hill**

Menlo Park, California

## **Rosewood Mayakoba**

Mayakoba, Mexico

**Meritage**  
HOTELS & RESORTS

## **Meritage Napa Resort**

Napa, California

**MAKR**  
HOSPITALITY

## **Vineyard Hotel**

Healdsburg, California



## Boutique Spas



**Agua Caliente Bathhouse and Spa**  
Palm Springs, California



**Hotel Sebastopol**  
Sebastopol, California

**Hotel San Luis Obispo**  
San Luis Obispo, California



**The Lodge at Edgewood Tahoe**  
Lake Tahoe, California



**Vintners Inn**  
Sonoma County, California



**Island Spa Catalina**  
Avalon, Catalina Island, California,



**Casa Munras**  
Monterey, California



**Tranquility Beach, Curio Collection**  
Commonwealth of Dominica



**Wine & Roses**  
Lodi, California



## Private Clubs



**Fendi Residences**  
Scottsdale, Arizona



**Eagle Ridge Country Club**  
Galena, Illinois



**Ulery's Lake**  
Big Sky, Montana



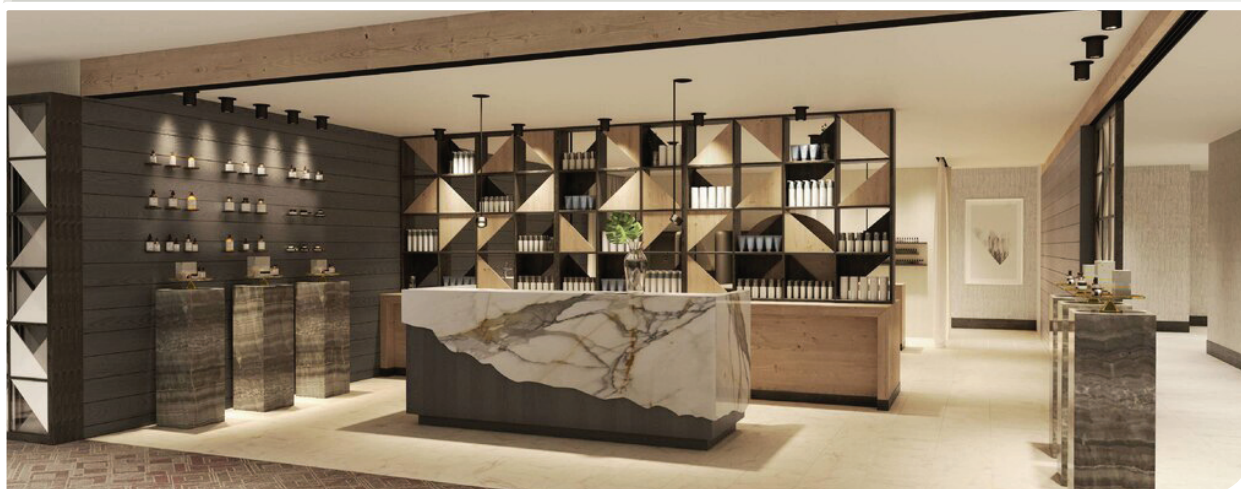
**YELLOWSTONE CLUB**

**The Yellowstone Club**  
Bozeman, Montana



**LONGBOAT • KEY • CLUB**

**Longboat Key Club**  
Longboat Key, Florida



## Casino Spas

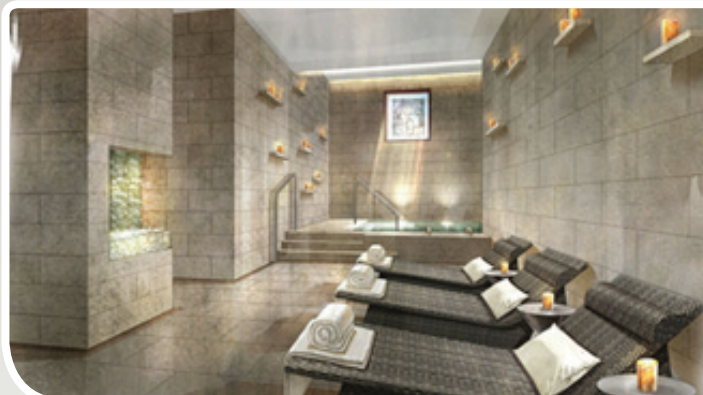


### Ameristar Casino Resort Spa Black Hawk

Black Hawk, Colorado

### Ameristar Casino Resort Spa St. Charles

Saint Charles, Missouri



### Choctaw Casino Resort

Durant, Oklahoma



### Chumash Casino Resort

Santa Ynez, California



### Hard Rock Hotel and Casino Atlantic City

Atlantic City, New Jersey

### Hard Rock Hotel and Casino, Hollywood

Hollywood, Florida

### Hard Rock Hotel and Casino, Tampa

Tampa, Florida





## Casino Spas



**Maryland Live! Casino & Hotel**

Hanover, Maryland



**Margaritaville Hotel & Casino**

Tulsa, Oklahoma



**Pechanga Casino Resort**

Temecula, California



**Sheraton Wild Horse Pass**

Chandler, Arizona



**Silver Legacy Casino**

Reno, Nevada



**San Manuel Casino Resort**

Highland, California



## Lynn Curry, Principal



Lynn Curry, CMC, ISHC, has been a Spa Consultant since 1997, providing financial feasibility, design development, creative direction, and pre-opening consulting services to upscale and luxury resort, casino, hotel, residential community spas and wellbeing hospitality properties since 1997. She launched Curry Spa Consulting, a certified Women's Owned Business Enterprise in 2011, which quickly became a global spa consulting firm with clients in the Americas,

Europe, Middle East and Africa. She was named *American Spa Magazine's* Favorite Spa Consultant for the 2018 Professional Choice Awards, and a runner up to the industry's Women in Wellness Spa Consultant of the Year. She is a proud member of the International Society of Hospitality Consultants, (the leading source for global hospitality expertise) and a Certified Management Consultant™ (CMC®) with the Institute of Management Consultants (an ISO/IEC 17024 Certifying Body).

Career projects in Lynn's portfolio include properties that have been featured on the "best of" lists in *Travel & Leisure*, *New York Times*, and other industry publications. Her project portfolio includes Montage Laguna; Island Spa Catalina; The Ritz-Carlton Spas of Paradise Valley, Bachelor Gulch, Dove Mountain and Laguna Beach; The Four Seasons Spas of Cabo Del Sol, Westlake Village, Dubai, Vail, and Punta Mita; Rosewood Resort Spas at Sand Hill and Mayakoba, and the Hard Rock Spas of Tampa, Hollywood and Atlantic City. Also in Lynn's career portfolio are private luxury club, boutique and casino spas.

From the Manager of Tourism Development providing destination sales services for The Anaheim Visitor and Convention Bureau, Lynn's career led to Sales with Hyatt Resorts Hawaii as a Group Sales Manager, and then to Grand Wailea Resort where she opened the renowned resort in both Hotel Sales & Marketing and Spa Management. She assisted in opening multiple Hyatt Resort properties and then became the Spa Director at the Hyatt Regency in Fort Lauderdale and assisted that Spa Operator with other projects.

Lynn is a Board Member of the GSN Planet (Green Spa Network), a BLLA Task Force Member, a member of the Questex Wellness Advisory Board, and an Educator with Gerson Lehrman Councils. She is an active public speaker, panelist, and educator. She currently serves on the Spa Consulting Task Force of the Global Wellness Institute, is a past board member of Glen Ivy Hot Springs, and has been called upon to provide education to various industry development teams, vendors, and suppliers about the inner workings of the spa and wellness industry.



## Jessica Schorr, Director of Spa & Wellness



Jessica Schorr has been instrumental in the development of luxury resort operational, leadership and sales & marketing excellence in the hospitality and leisure industry for over 20 years.

Focusing her comprehensive knowledge and experience in operations for some of the most premier California Wine Country award winning spas, Jessica has been an invaluable consultant on global projects for Curry Spa Consulting and Resources For Leisure

Assets. She has consulted on spa developments for Four Seasons Hotels & Resorts, The Ritz-Carlton Hotels and Resorts, Hard Rock Hotels and numerous other independent boutique, casino and resort properties. Jessica's extensive skill set and knowledge of the hospitality and spa industry came from rising through the ranks to become Assistant Spa Director at one of the largest and highly acclaimed spa facilities in the US, the Willow Stream Spa at the Fairmont Sonoma Mission Inn and Spa. As Assistant Spa Director, Jessica managed over 200+ colleagues, providing up to 200+ treatments per day, in a spa that encompassed 44,000 square feet of luxury reprieve from everyday life. During her tenure at the Fairmont Sonoma Mission Inn and Spa, Jessica; was part of integral member of the spa renovation team, served as mentor to other spa professionals and developed leadership, operational and sales & marketing programs, standards and procedures that continue to this day.

From Villagio Inn and Spa, Spa Director to Spa Manager at the Kenwood Inn and Spa, Jessica has overseen unique, authentically local, large and boutique resort spas, providing guests with the ultimate in luxury spa experiences. Jessica was also co-owner and CFO of Spa Camp, an innovative on-site spa experience providing spa inspired group and team building activities events ranging from large tech companies to intimate bridal parties. Today her consulting clients benefit from her tremendous operational success and insight.

Jessica currently oversees all operations for CSC clients and provides infrastructures that help them adapt to the needs so full potential can be reached. Jessica has a following of repeat consulting clients, and also contributes to CSC's design, treatment menu development, recruitment, and pre-and post-opening functions. Jessica is based in the city of Sonoma, in the California Wine Country. She can be reached directly at [Jessica@CurrySpaConsulting.com](mailto:Jessica@CurrySpaConsulting.com) or 707-933-0408.



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