



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

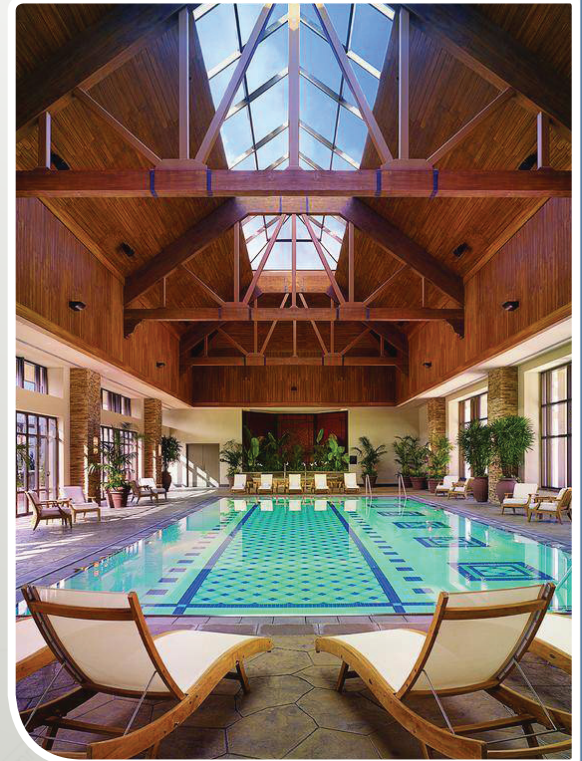
FF&E and OS&E BUDGETS

- 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



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

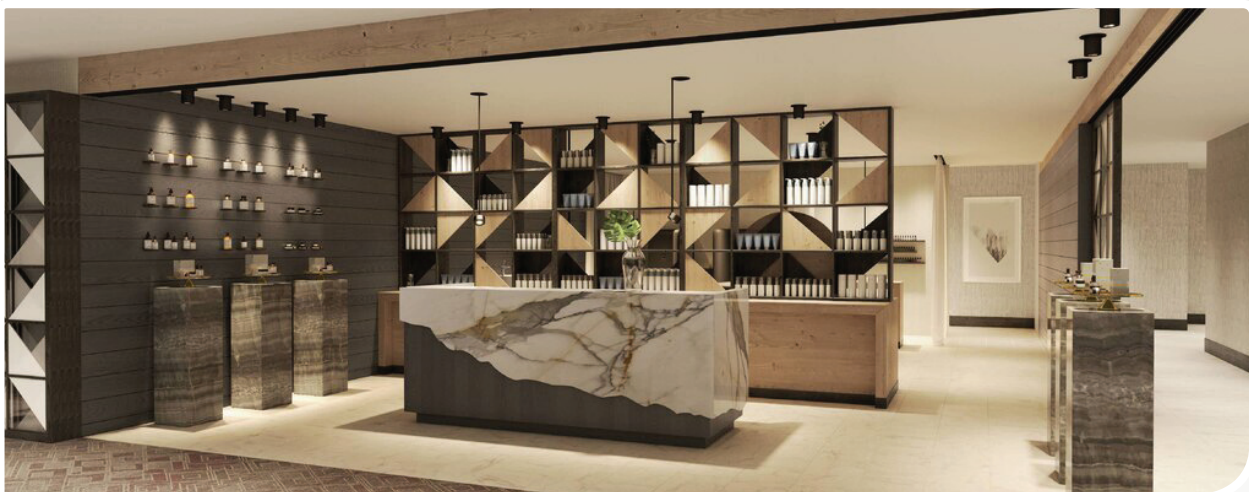


YELLOWSTONE CLUB

The Yellowstone Club
Bozeman, Montana



LONGBOAT • KEY • CLUB
Longboat Key Club
Longboat Key, Florida



Casino Spas

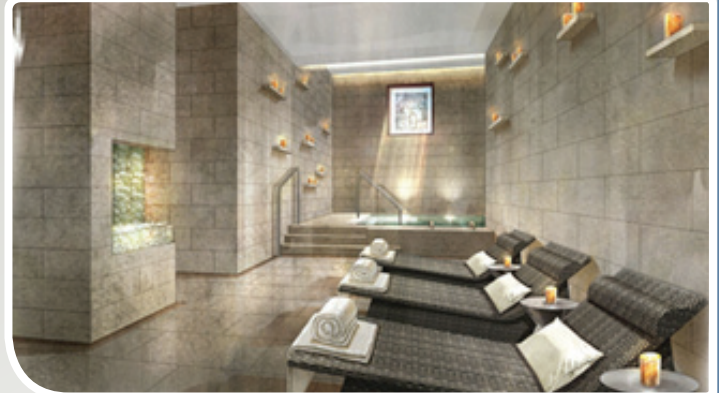
Pinnacle
Entertainment®

Ameristar Casino Resort Spa Black Hawk

Black Hawk, Colorado

Ameristar Casino Resort Spa St. Charles

Saint Charles, Missouri



CHOCTAW
CASINOS & RESORTS

Choctaw Casino Resort

Durant, Oklahoma

CHUMASH
CASINO RESORT

Chumash Casino Resort

Santa Ynez, California

Hard Rock

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



WILD HORSE PASS

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 dozens of upscale and luxury resort, casino, hotel, residential community spas and wellbeing hospitality properties since 1997. She launched Curry Spa Consulting in 2011, was named American Spa Magazine's Favorite Spa Consultant for in the Professional Choice Awards, and a runner up to the industry's Women In Wellness Spa Consultant of the Year in 2018. 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.

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 and Spa Management and worked on the pre-opening teams for multiple Hyatt Resorts in Hawaii. After her tenure in Hawaii, Lynn was the Spa Director at the Hyatt Regency in Fort Lauderdale, a resort spa and membership club, during which time she consulted on various projects for the spa's ownership group.

Lynn is a Board Member of GSN Planet (Green Spa Network), a BLLA Task Force Member, a Spa Consulting Task Force member of the Global Wellness Institute, and an Educator with Gerson Lehrman Councils. She has been a speaker at various hospitality events, including: HX/BDNY, BLLA, Hot Springs Conference, Independent Lodging Congress (ILC) and Hospitality Design (HD). Lynn has been called upon to provide education to various industry development teams, vendors and suppliers about the inner workings of the hospitality industry. She has served on local public school and fundraising boards, as well as on the Glen Ivy Hot Springs Board of Directors. She is based in Sonoma Valley, is an avid hiker and paddles competitively with the He'e Nalu Outrigger Canoe Club in the San Francisco Bay Area. She can be reached directly at Lynn@CurrySpaConsulting.com or 707-933-0408.

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 or 707-933-0408.



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