

spa business association



Our mission: "To provide a collaborative, not for profit association for the mutual benefits of all persons employed in, dependent upon, or supplying the Spa Industry and to represent the entire industry with one voice"

2010 Spa Business Association Membership activities

2010 is planned to be a busy year for SpaBA and its members and we have many exciting activities.

Membership of SpaBA is a must for all businesses involved in this expanding and innovative sector and can bring financial benefit, buying power and networking opportunities to complement your own business initiatives and support your business needs.

Networking Opportunities

This year we will continue our highly successful networking events providing members with the opportunity to debate common issues; discuss common challenges; and learn from best practice through their colleagues and peers.

Each event revolves around a key theme relevant to the Spa Industry and a panel of expert speakers is invited to present case studies and share their thoughts and experiences with the audience.

This year's events are planned for **April, July, September, November** and our festive celebration in December. Full details will be circulated nearer each event.

Media Campaigns

Through our links with national publications we will continue to provide exclusive PR opportunities for our members through reader offers, providing unparalleled value for money for promotional activity.

Code of Conduct

2010 will see the launch of the SpaBA Code of Conduct which provides participating members with the opportunity to promote their business as one that conforms to industry best practice.

SpaVoice

Spa Voice is an E-Newsletter produced by SpaBA and distributed regularly. The E-Newsletter presents industry news and views plus information on new market entrants, new services, exhibitions and jobs and provides an ideal vehicle to promote your business within the community.

We will be sending members the publication schedule and information on how you can contribute to the E-newsletter to promote your business within the membership.

National Spa Week

Available exclusively to SpaBA members this is the biggest annual promotional initiative of its kind in the Spa Industry. The campaign achieves over £1.5 million worth of media coverage reaching an estimated 15 million consumers through national, regional and local publications, a wide range of leading magazine titles and on-line media. This year's campaign will be from the 18th – 26th September, watch out for more information on the www.spaweek.co.uk website.

SpaClub

The SpaClub is a new Business to Consumer initiative provided by one of our partner companies. Throughout 2010 we will be offering SpaBA members discounted opportunities to market their business to more than 20,000 experienced and interested spa users spread across the UK and Ireland.

Membership

Membership fees have been fixed for another year to ensure that all persons involved in the industry continue to have a value for money opportunity to access the benefits that membership can offer.

