

Thermäa by Nordik Spa-Nature

Service Marketing Analysis



Shanique Harnett

1/17/2024

Introduction



Figure 1. Thermëa by Nordik Spa-Nature, Winnipeg, MB. Source: <https://www.Thermëa.ca/discover-Thermëa/our-baths/>

Thermëa by Nordik Spa-Nature is a spa and wellness centre located in Winnipeg. It offers a variety of thermotherapy services which involves the application of heat and cold treatments to the body. The spa offers the use of hot and cold pools, saunas, steam rooms and relaxation areas to patrons. Additionally, a variety of massage and body

treatments are available. Finally, a restaurant is available on the grounds that offers a gourmet experience to

customers who wish to enhance their experience at the spa with a 3-course meal in the Lounge or on the patio.

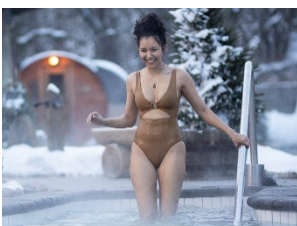
Thermëa's value proposition to customers is providing a unique and relaxing thermotherapy experience inspired by Scandinavian spa traditions to help guests reduce their stress levels.

The company was selected for examination for this assignment because of its praised and widely revered status in Winnipeg by organizations such as Tourism Winnipeg and Travel Manitoba as a 'must try' experience. With that, it is imperative to review Thermëa's service offerings to ascertain the reasoning behind the company's high standing and how this can be imitated by other organizations.

Product/Service

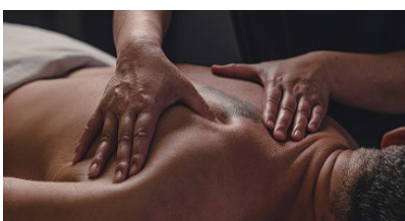
The three main product elements that Thermëa offers are core product, facilitating services and supporting services.

Core Product: Thermotherapy Experiences



The core of Thermëa's service package known as "The Experience", is the thermotherapy offering which provides guests with the option to partake in a range of hot and cold treatments such as hot and cold pools, saunas, steam rooms, and relaxation areas. The thermotherapy experience is designed to promote relaxation, reduce stress, and improve overall well-being by reaping the benefits of the thermal cycle.

Facilitating Services: Massage and Body Care



Thermëa offers 3 different massage therapy packages and 8 different body treatment packages that complement the thermotherapy experience. These treatments can help to further relax muscles, reduce stress, and improve circulation. All massages and body treatments are scheduled to be 60 minutes long and target different sections of the body. These are facilitating services

because a guest might choose to get a massage after their time in the saunas to help relieve muscle tension.

Supporting Services: Restaurant



Thermëa's restaurant, the Restö, offers a variety of healthy gourmet dining options. This allows guests to enjoy a meal without having to leave the facility. The restaurant is open every day from 12:00pm to 8:00pm and offers dishes inspired by Scandinavian cuisine created by the well-travelled and experienced Chef Chicco. This is a supportive a service because it helps to elevate the experience by enabling guests to enjoy a light lunch on the restaurant's terrace after their spa treatments.

Place

Convenient and Accessible Location

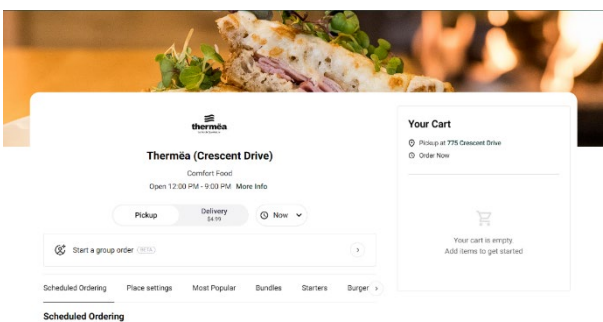
Thermëa is strategically located in Winnipeg at 775 Crescent Drive - a few minutes from downtown and next to the Crescent Drive Golf Course. The spa's close proximity to major highways also increases its accessibility to guests who may need to employ public transportation to arrive at the location. The grounds are also accessible to spa-goers every day from the hours of 8:30am to 10:00 pm. This convenient location and accessible hours make it possible for guests to gain easy access to their services which can attract a wide range of customers, including those who might not have considered a spa visit due to transportation challenges. A site plan is also provided to assist guest with navigating the compound upon arrival.

DISCOVER THERMËA

Site Plan



Order Delivery from the Restö



Thermëa has also made it easy for customers and potential guest to sample cuisine from the Resto without having to leave the comfort of their homes or offices. The restaurant provides the means for meal delivery or pick up for those who wish to partake either through telephone orders or online bookings.

Promotion

Thermëa by Nordik Spa-Nature utilizes various promotional strategies to reach its target audience and attract new customers. Two ways in which the company promotes and introduces itself to new customers is through social media and trade marketing during the holiday season using kiosks at shopping malls such as St. Vital and FC Polo Park.

Trade Marketing: Temporary Kiosks

Thermëa regularly installs temporary kiosks at shopping malls during the holiday season with the goal of; informing potential customers about the services offered, identifying sales opportunities and selling gift certificates (see Appendix A). This approach allows potential guests to learn about the Thermëa experience firsthand and learn more about the benefits of thermotherapy and self-care.

Social Media Marketing

Thermëa frequently runs contests and giveaways on their social media platforms, offering prizes like spa packages, massage treatments, or merchandise. The company has a strong following on Facebook, Instagram, Pinterest and X (formerly Twitter). The company's content marketing strategy on social media as well as their sales promotions, encourages engagement, attracts new followers, promotes their services and generates buzz around the brand.

thermëa

Recent Posts

- Our Top 10 Wellness Predictions for 2024
- Memories Over Things: Our 2023 Gift Guide
- Spas Around the World: The Yucatan
- The Perfect Fall Day in Winnipeg
- The Benefits of Himalayan Salt

SIMPLIFY YOUR HOLIDAY SHOPPING
December 6, 2019

When it comes to holiday shopping, thinking of a solid gift idea for everyone on your list is without a doubt the hardest part.

Raise your hand if this sounds familiar: You head to the mall without a plan, hoping inspiration will strike and the perfect gift will jump out at you once you get there. Instead, you wander around for a while until you finally get so desperate that you buy something random and leave with a growing feeling of buyer's remorse.

This year, eliminate this scenario altogether! Head straight to one of our pop-up boutiques and our experts will help you choose the perfect gift. Then you can move on to more important things, like spending time with the people you love and binge-watching your favourite holiday movies.

Come visit us at the following shopping malls:

- **St. Vital Centre** | By Rogers, near the food court
- **CF Polo Park** | Near Rocky Mountain Chocolate

SHARE:

thermeawinnipeg Follow Message +R ...

934 posts 57.1K followers 381 following

thermëa
by Nordik Spa-Nature

Day Spa
Winter is gentler here ❄️
Gift the spa |
linktr.ee/thermeawinnipeg + 2

Followed by cbcmanitoba, assiniboine_park, tourismwinnipeg + 3 more

Day 5

Newsletter Giveaway
Details in the caption below

12 Days of Giveaways
THERMËA BY NORDIK SPA-NATURE

thermeawinnipeg 12 Days of Giveaways: Day 3 🎁

Did you know?

Our giveaways aren't just on social media - we've got gifts lined up in our newsletter too! Don't miss out on the chance to win gifts all through December.

Here's how:

- 1 Visit our website.
- 2 Scroll to the bottom of the page.
- 3 Enter your email to subscribe.
- 4 Keep an eye on your inbox for our giveaway emails!

The winner will be contacted by newsletter@thermea.ca on email and this post will be updated to signify the end of the giveaway. We are not affiliated with any other account. We never ask our followers to provide credit card information. Should you receive a message from a different account claiming any affiliation with Thermëa by Nordik Spa-Nature, please report the account.

6w

255 likes
December 5, 2023

Add a comment... Post

Price

Thermëa by Nordik Spa-Nature vs. Pocca Poca - Japanese Detox Spa

Both Thermëa and Pocca Poca offer unique spa experiences in Winnipeg in the form of thermotherapy treatments, massages and body treatments, however, their pricing strategies cater to different target audiences and service levels.

Thermëa by Nordik Spa-Nature

Thermal Experience		Body Care	
<i>Access to the thermal experience includes a bathrobe rental, a towel and a locker.</i>		Classic Body Care Treatment (60 min)	\$139
Thermal Experience	\$86	Specialty Lumëa Body Care Treatment (60 min)	\$175
Massages			
Classic Massage (60 min)	\$155		
Specialty Massage (60 min)	\$165		

To book the Thermal Experience guest are required to pay \$86 which includes bathrobe rental, a towel and locker. They also offer massages ranging from \$155 to \$165 based on the desired service. Additionally, body treatments at the spa are offered in a price range of \$139 to \$175. All spa rates provided on the website are for a single guest.

Pocca Poca - Japanese Detox Spa:

Treatment	Duration	Price	Availability
Intro to To-ji Ganban-yoku	60 min	\$48	BOOK ONLINE
	90 min	\$60	BOOK ONLINE
Ganban-yoku	60 min	\$125	BOOK ONLINE
	90 min	\$155	BOOK ONLINE
Private Ganban-yoku	90 min	\$155	BOOK ONLINE

Pocca Poca offers a Japanese thermal experience called Ganban-yoku in different variations and prices from \$48 to \$155 for a single person. The spa also offers detoxifying body treatments ranging from \$134 to \$225 and massages ranging from \$99 to \$190. Finally, monthly membership packages ranging from \$35 to \$169 are also available. Pocca Poca offers a more targeted experience for those seeking detoxification, weight loss, and improved circulation.

Price Difference:

Thermëa uses a value-based pricing strategy, offering a wider range of services and facilities to a broader audience with varying needs and preferences. On the other hand, Pocca Poca focuses on specific niche treatments which requires more specialized equipment and expertise resulting in a premium price for their specialized services.

People

Thermëa utilizes the "people" element of the service marketing mix to create a memorable and enriching experience for all their guests and employees.

Customers

Thermëa caters to a diverse clientele that includes individuals, couples, families, and groups looking for a unique and relaxing experience and in possession of the disposable income required to partake in the experience (middle to higher income customers).

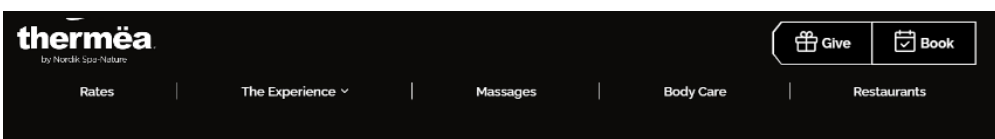
Potential customers may be busy professionals seeking a post-work escape, health-conscious individuals interested in the benefits of thermotherapy, or parents looking for a family-friendly activity.

Thermëa also offers information to customers about spa-etiquette to ensure that all customers are aware of the rules of engagement to facilitate the comfort of all guests.



Employees

On the company's career page, Thermëa makes it clear that it invests in recruiting passionate and knowledgeable employees who embody the spa's values of relaxation, well-being, and customer service. They provide comprehensive training on thermotherapy, massage techniques, and customer interaction to ensure a high level of service.



THE BENEFITS OF WORKING HERE

Enter an enchanting workspace where great perks, pay and inspiring leaders come together to help you develop your skills and grow your career. By joining Thermëa's team of wellness artisans, you will discover a space filled to the brim with opportunities and benefits.

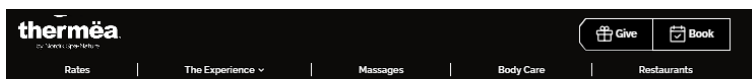
[SEE OPEN OPPORTUNITIES >](#)

FOR YOU*

- Competitive salary
- Health insurance
- Free thermal experience
- Discounted food, massage & body care
- And plenty more!
- * Conditions apply

The company also keeps its employees engaged through competitive compensation, benefits packages, and opportunities for professional development. They create a positive and supportive work environment to ensure employee satisfaction and well-being which translates to a better experience for customers.

Social Interactions and Relationships



CHOOSE YOUR HOTEL

Hotel	Distance	1 Night Starts from	2 Nights Starts from	To Reserve
Best Western Plus Pembina Inn - Suites	★★★☆☆ 1.4 km	\$125		204 269-8888
Holiday Inn Winnipeg South	★★★☆☆ 1.7 km	\$239.95		1800 423-1337
Canad Inns Destination Centre Fort Garry	★★★☆☆ 2 km	\$234		1888 332-2623
Four Points by Sheraton Winnipeg South	★★★★☆ 6 km	\$240		1800 368-7764
Radisson Downtown Hotel	★★★★☆ 8.5 km	\$229		1800 333-3333
Alt Hotel Winnipeg	★★★☆☆ 8.5 km	\$139		1844 946-6258
Fairmont Winnipeg	★★★★☆ 8.6 km	\$257		1866 540-4466
Canad Inns Destination Centre Polo Park	★★★☆☆ 10.4 km	\$234		1888 332-2623
Homewood Suites by Hilton Airport-Polo Park	★★★☆☆ 10.5 km	\$265		204 515-2129
Fairfield Inn & Suites Winnipeg	★★★☆☆ 10.6 km	\$275		1800-565-6505
Canad Inns Destination Centre Windsor Park	★★★☆☆ 10.7 km	\$234		1888 332-2623
Canad Inns Destination Centre Health Science Centre	★★★☆☆ 11.9 km	\$234		1888 332-2623
Courtyard by Marriot Airport Winnipeg	★★★☆☆ 13 km	\$239	\$359	1204 505-8600
The Grand Winnipeg Airport Hotel by Lakeview	★★★★☆ 13.3 km	\$234		1877 355-3500
Canad Inns Destination Centre Garden City	★★★☆☆ 15 km	\$234		1888 332-2623
Canad Inns Destination Centre Club Regent Casino Hotel	★★★☆☆ 20.1 km	\$234		1888 332-2623
Canad Inns Destination Centre Transcona	★★★☆☆ 20.8 km	\$234		1888 332-2623

Thermëa collaborates with local businesses and organizations to offer special packages and promotions. This expands their reach and introduces new audiences to the spa, while also supporting the local community. For example the relationships that they have with local hotels where they provide information to guests who visit their website on potential overnight accommodation in the city.

By focusing on its people, both customers and employees, Thermëa creates a welcoming and enriching environment that goes beyond just physical facilities and treatments. They build relationships, foster connections and ensure that everyone involved feels valued.

Physical Evidence

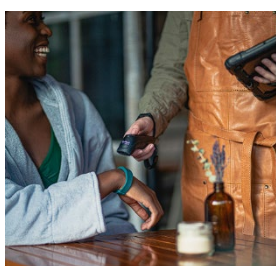
Physical evidence plays a crucial role in communicating Thermëa's brand identity and enhancing the guest experience. The company tries to create a sensory experience that complements the thermotherapy treatments and fosters a sense of relaxation and well-being.

Facilities



Thermëa's spas has a stunning blend of Scandinavian and Nordic-inspired architecture. Natural elements like wood, stone, and water features are prominent creating a connection with nature. The facilities also feature outdoor baths, saunas, an exfoliation room, indoor and outdoor rest areas, a restaurant and lounge and rituals. All of this combined is supposed to create a unique and authentic Scandinavian experience for customers.

Equipment



Thermëa utilizes advanced equipment such as electronic wristbands that allows guests to open their lockers and pay for services on-site. This creates a seamless experience as guest are not required to walk around with their wallets to purchase add-on services.

Uniforms

The staff at Thermëa wear simple, stylish and functional attire in muted colours aligned with their brand image. These uniforms project professionalism while ensuring ease of movement for providing attentive service.



Signage and Symbols

As noted before, a site map is made available to all guest to assist them with navigating the compound.

Additional Sensory Touches

During the massage guests have the ability to customize their environment by choosing the kind of lighting, music and essential oils they prefer to set the tone for their experience.

By carefully designing and maintaining its physical environment, Thermëa goes beyond just offering functional amenities. They create a holistic experience that engages all senses and reinforces their brand message.

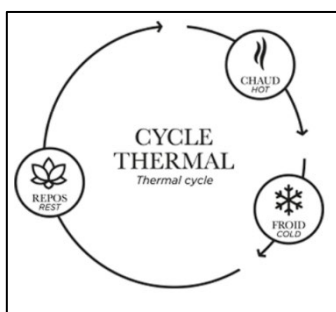
Process

Process is a crucial element of the service marketing mix which defines how Thermëa delivers its spa experience. It encompasses everything from service design and standardization to customization and operational efficiency.

Service Design

Every step of the service design is meant to be seamless, from booking a visit online, which is available on all service pages on the website, to arrival and departure is carefully designed to be smooth and stress-free. Clear instructions, information, friendly staff, and efficient registration processes minimize wait times and maximize relaxation.

Standardization



The consistency of the thermotherapy experience is evident on the company's website where they explain what the service entails. The protocols are expertly outlined so guests are able to see what they will be doing throughout the process and the length of time for each treatment.

Customization

Upon arrival guests can consult with spa staff to receive personalized recommendations and create a tailor-made spa journey based on their individual needs and preferences. Additionally, through the use of the electronic wrist bands guests can purchase numerous add on services throughout the day to enhance their experience.

Operational Efficiency

Thermëa operates efficiently, allowing guests to conveniently book appointments and spa packages online, reducing wait times and ensuring efficient service delivery. Regular staff training also ensures staff are knowledgeable about all aspects of the spa and treatments, enabling them to provide prompt and informative service.

Conclusion

Thermëa by Nordik Spa-Nature offers more than just spa services, it offers an elevated relaxed experience for customers to destress and rejuvenate. The company uses the 7Ps of service marketing to fulfil their value proposition of creating a unique thermotherapy experience. This unified approach is the key to Thermëa's success in exceeding customer expectations and solidifying its position as a leader in the spa industry. The product is unique and desirable, the place is accessible to their target audience, the price is affordable, they are promoted in spaces used to educate and attract potential customers, the people are aligned with the brands mission and image, the physical space creates the environment to facilitate a relaxed state of mind and the process creates a seamless and stress free environment – as it should.

Reference

Ganban-Yoku. pocca. (n.d.). <https://www.poccapocaspa.com/service>

Polo Park Kiosk Customer Service associate - thermea.ca. (n.d.).

<https://www.thermea.ca/uploads/sites/3/2017/05/Polo-Park-Shopping-Center-Kiosk-Customer-Service-Associate.pdf>

thermeawinnipeg. Instagram. (n.d.). <https://www.instagram.com/thermeawinnipeg/>

Thermëa - Winnipeg: Winnipeg MB. Facebook. (n.d.).

https://www.facebook.com/thermeawinnipeg/photos_by

Thermëa by Nordik Spa-Nature: Winnipeg: Nordic spa. Thermea. (n.d.). <https://www.thermea.ca/>



Polo Park Kiosk Customer Service Associate

Thermea by Nordik Spa-Nature's mission is to enhance the health and wellbeing of its guests' health by providing a stimulating and rejuvenating experience through the benefits of thermotherapy and massage therapy, in perfect harmony with nature.

Thermea by Nordik Spa-Nature's employees are committed to respecting our business values:

- Responsibility
- Dedication
- Respect
- Integrity
- Team spirit

Primary duties:

The successful candidate will operate one of Thermea by Nordik Spa-Nature's temporary kiosks in Winnipeg (Polo Park Shopping Center) during the holiday period. Their primary objective will be to promote various spa products and services that meet the needs of our customers and thereby make sales.

Description of duties:

- Sell gift certificates.
- Full management of sales cycle: identify customer needs and close sale.
- Inform customers about Thermea by Nordik Spa-Nature's various services.
- Utilize sales instincts to create and recognize sales opportunities.

Requirements

- Experience in sales
- Ability to use a computer
- Excellent communications skills
- Professionalism and ability to handle stress

Work Schedule & Locations:

- Full time and/or part time
- Variable schedule (Days, nights, weekends)
- Availability required from November 1 to December 31, 2017
- Polo Park Shopping Center

To apply, please fill out our application form I-recrutement by clicking on the following link: <https://i-recrutement.ca?employer=thermea&job=356&location=135>

Please note that only successful candidates will be contacted.