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Your trusted Spa & Wellness Specialist

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*Ginkgo Spa Consult is a specialist Spa and Wellness Consultancy that not only provides expertise advice, guidance, mentorship, and facility management services for developers and owners of businesses affiliated to the hospitality and Wellness Leisure industries; but also operate and manages spas.*

*It is our Vision to be a world-class partner to this industry, thereby facilitating value added services, creating possibilities for extra revenue generation, new market accessibility and penetration as well as bottom line growth.*

*This we aim to achieve by offering our skills and know-how to like-minded partners. The Ginkgo Spa Consult team will guide your Project from the initial planning stage to the proverbial "Turn-key" handover phase. This specialized assistance can be categorised into three phases:*

- *Research and Product Development*
- *Creation of a Cost-effective Service-orientated Spa Facility*
- *Implementation and Management of Practises and Operations*

*Phase 1:*

- 1.1 *Research and Product Development*
- 1.2 *Architectural Brief*
- 1.3 *Organisational Plan*
- 1.4 *Marketing Plan which includes:*
  - 1.3.1 *Research & Concept Development*
  - 1.3.2 *Design Development*
  - 1.3.3 *Facility Development & Planning*

*Phase 2:*

- 2.1 *Financial Analytical Analysis*
- 2.2 *Programme Development*

*Phase 3:*

- 3.1 *Staff Recruitment*
- 3.2 *Systems Management*



*Ginkgo Spa Consult may also be contracted for any of these individual services:*

- *Market Analysis and Feasibility*
- *Facility Development Studies*
- *Program and Operations Development and Implementation*
- *On-going Management Agreements*

*Okay, let us recap:*

- ✓ *Ginkgo Spa Consult will prepare a market analysis and feasibility study to determine the viability of implementing the ideal project based on market demands, your expectations and the available Budget*
- ✓ *Ginkgo Spa Consult will help you choose the best Spa concept based on your objectives and its feasibility within a particular market*
- ✓ *Ginkgo Spa Consult will work with your designated architect or with our associate to design the best suited facility based on the results of feasibility and customer expectations*
- ✓ *Ginkgo Spa Consult will advise on the selection of treatment regime, cosmeceuticals to be used and the best suited equipment based on market and philosophy criteria*
- ✓ *Ginkgo Spa Consult will develop and implement a market related Operations Programme*
- ✓ *Ginkgo Spa Consult will recruit and train staff*
- ✓ *Ginkgo Spa Consult will in conjunction with its PR associate plan and implement a Public Relations and Marketing campaign*
- ✓ *Ginkgo Spa Consult will be available for post opening consultation as well as ongoing management services*

*And if you would like to know a little more of how we can be of assistance to you, please visit our website, send us an email or just phone us. We at Ginkgo Spa Consult look forward to hearing from you.*



## *Ginkgo Spa Consult –History*

*We are a full-service consulting company specializing in consulting, developing and operating 4 and 5-star boutique spas within the hospitality industry. Developers, architects, designers, property owners or hospitality managers have the option to contract for the complete service or a particular phase, assuring them of success in the design and operation of their health resort or spa. Ginkgo has been creating and developing new dreams and refining existing concepts for clients since 2000.*

*We have assisted developers and completed Feasibility Studies for clients from*

- *Dar es Salaam Tanzania*
- *Amman Kingdom of Jordan • Paro Kingdom of Bhutan*
- *Fregate Island Seychelles • Windhoek Namibia*
- *Gaborone Botswana*

*And completed projects for*

- *Bushmans Kloof Wilderness Resort Cederberg, RSA*
- *Kloppenheim Country Estate Mpumalanga, RSA*
- *Erinvale Estates Hotel & Spa Somerset West, RSA*
- *The Dolphin Bay Hotel Mosselbaai, RSA*
- *Diani Reef Beach Resort and Spa Mombassa, Kenya*
- *Leopard Beach Resort & Spa Mombassa, Kenya*
- *Klein Genot Wine Estate Franschhoek, RSA*
- *Steenberg Hotel\*\*\*\*\* Tokai, RSA*

*We currently operate and manage the following properties (all SASPA members)*

- *Arniston Ginkgo Spa, Arniston Spa Hotel\*\*\*\*\* Arniston*
- *Ginkgo Spa at the Mansions, Winchester Mansions Hotel\*\*\*\*\* Sea Point*

*Our Spas in Arniston and Steenberg were both finalists in the Les Nouvelles Spa of the Year competition 2009 and Steenberg again in 2010 – both qualified for certification by TÜV Rheinland (Germany).*

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## *Profile of Executive Members*

**Peter Krug** graduated with a National Diploma in Hotel Management in 1976. During his career in German hotels he was introduced to “Kur” hotels (German Spa hotels), “fat” and “beauty farms”.

This made such a lasting impression on him that when he returned to South Africa in 1995, he did not hesitate to accept the position of General Manager of the world renowned High Rustenberg Health Hydro in Stellenbosch. In 1999 he started consulting and in 2000 founded The Ginkgo Spa and Wellness Group.

He is a founding Board Member of SASPA (South African Spa Association).

**Magna van Schalkwyk** is the group’s Operations Manager. She graduated from the well-known Stellenbosch Academy for Health and Skin Care Therapists in 1995 with a Masters Diploma. She has a SAASHP Skin and Body Diploma, CIDESCO Skin and Body Diploma,

The Diploma from The Institute of Clinical Aromatherapy – England (Eve Taylor), AAD Skin and Body Diploma, a Diploma in Manual Lymph Drainage (The Vodder technique) and a Diploma from the Reflexology Institute.

**Elzette van Zyl**, the group’s Quality Assurance Manager, graduated from the renowned Isa Carstens Health & Skincare Academy in 2007. During her training she obtained the following diplomas: Advance Health & Skin Care Therapy, Bio-sculpture, SAAHSP, CIDESCO and a BTEC Higher National Diploma.

She gained most of her experience through the Steiner group as skin specialist and assistant spa manager. She joined the Ginkgo Spa & Wellness Group at the Arniston Spa Hotel in February 2010. Her eye for detail and consistent quest to improve standards and operational services to her clients and the company has made her an invaluable member of the group’s management team.

*Peter Krug*

*Chief Executive*

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