

R.E. BALANCE

HOLISTIC WELLBEING COMPANY

HOLISTIC WELLBEING GUIDE

HOSPITALITY EDITION

A GUIDE TO DEVELOPING
YOUR WELLBEING OFFERING

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INTRODUCTION

This guide will help you take a holistic view of your wellness offerings, develop them strategically, and position them clearly.

It builds on the insights from the white paper and the micro-insights, translating them into a structured, practical application for your business.

Work through each chapter step by step, directly incorporating your specific circumstances.

CHAPTER 1

POSITION DETERMINATION

**Goal: A clear understanding
of your current situation**

Guiding questions:

- **What wellness offerings are currently available?**

- **What role does wellness play in your overall concept?**

- **How are the offerings perceived by guests?**

- **What works well – what less so?**

CHAPTER 1

EXERCISE

Quick Scan

List your current offers in the following areas:

- Body (e.g. spa, exercise, treatments)

- Mind (e.g. relaxation, quiet areas)

- Emotion (e.g. atmosphere, service experience)

- Social aspects (e.g., community, encounters)

Please add the following spontaneously: Where do you see strengths? Where do you see gaps?

CHAPTER 2

POSITIONING

Goal: To develop a clear, differentiated understanding of wellbeing

Guiding questions:

- **What should your wellness offering stand for?**

- **Which guests would you like to specifically target?**

- **What feeling should guests take away with them?**

CHAPTER 2

EXERCISE

Defining the core of wellbeing

Complete:

□ „Our wellbeing-offering stands for ...“

□ „Our guests experience with us ...“

□ „We differentiate ourselves by ...“

CHAPTER 3

EXPERIENCE DESIGN

Goal: To think of wellbeing as a holistic guest experience

Guiding questions:

- **Where does the wellbeing experience begin for the guest?**

- **Which contact points shape perception?**

- **Is the experience consistent?**

CHAPTER 3

EXERCISE

Guest Journey

Go through the following stations:

☐ Booking

☐ Arrival

☐ Stay

☐ Departure

☐ Follow-up contact

Note the following for each phase:

- What is the guest currently experiencing?
- Where does genuine well-being arise?
- Where is it lost?

CHAPTER 4

STRUCTURE & OFFERING SYSTEM

Goal: To create clarity and logic in the offer

Guiding questions:

- **Is your offering clearly structured or fragmented?**

- **Do guests intuitively understand your wellbeing concept?**

- **Is there a clear, consistent theme?**

CHAPTER 4

EXERCISE

Visualize your offering structure

Organize your offerings:

- by theme (e.g., relaxation, activity, regeneration)

or

- by target group

or

- by intensity (light, deep)

Check:

- Are there any overlaps?
- Is there a lack of clear structure?

CHAPTER 5

PERCEPTION & COMMUNICATION

Goal: To make the wellbeing offering visible and tangible

Guiding questions:

- **How do you currently communicate your offering?**

- **Is the added value clearly recognizable?**

- **Is wellbeing „felt“ or merely described?**

CHAPTER 5

EXERCISE

Reality Check Communication

Take your website/brochure:

Answer the following questions:

- Does an outsider immediately understand what you stand for?

- Does your offer seem interchangeable or unique?

- Does it convey a feeling?

Optional:

Rewrite your text in 3 sentences:

- clear
- emotional
- distinctive

CHAPTER 6

PRIORITIES & NEXT STEPS

Goal: To create focus and enable implementation

Guiding questions:

- **Where does the greatest potential currently lie?**

- **What can be improved in the short term?**

- **What requires more time?**

CHAPTER 6

EXERCISE

3-Level-Priorisation

Define:

☐ **Quick Wins (0–3 Monate)**

> Small adjustments with a big impact

☐ **Mid-Term (3–9 Monate)**

> Structural improvements

☐ **Strategisch (9–18 Monate)**

> Positioning & concept development

Specifically, choose:

- 3 actions you can start immediately
-

- 1 strategic goal
-

NEXT STEPS

If you would like to deepen and professionally develop your wellbeing offerings, this guide can serve as the basis for further collaboration:

- **Strategic Consulting**
- **Concept Development**
- **Implementation**
- **Customized Wellbeing Design**

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