

4 Tips on how to make tea part of your spa business

关于如何将茶变为您spa业务组成部分的4个小窍门



The Mid-Autumn Festival, which is held every year between the 8th of September and 7th of October, is a firmly established tradition and is honouring the time when the moon is at its fullest. The day is celebrated together with family and friends, enjoying mooncakes, which are pastries filled with a variety of rich flavours, and drinking Chinese tea – a tradition which spa owners and operators can use to their advantage in order to drive revenue.

中秋节，通常在每年的9月8日至10月7日之间举行，是一个重要的传统节日，表达人们对于满月的敬意。这一天与家人和朋友一起庆祝，吃月饼、饮茶；中国的月饼是一种美味的糕点，有很多种不同的口味；而饮茶也是中国的一大传统，spa的主人和经营者可以借此机会来增加收入。



1. Offering guests a tea after their treatment is a common procedure in spa, not only does it showcase good service but it also helps guests to effectively replenish the fluids they lost during a treatment in a pleasant way. Particularly Chinese tea has been known for its many health benefits, including an ability to lower blood pressure, promote stronger bones, reduce inflammation and regulate body temperature. Spas can go even further to advertise the benefits of the tea served in order to stimulate the retail sale of the tea.

客人做完理疗之后奉上一杯茶是spa内一道十分普遍的程序，不仅体现优质的服务，同时也以一种愉快的方式帮助客人有效地补充在理疗过程中流失的水分。尤其众所周知的中国茶有很多的保健作用，包括降血压、强健骨骼、减少炎症以及控制体温。Spa可以更进一步地宣传所提供的茶的各种益处，从而促进茶的零售额。



2. Serving your own kind of tea can be a great opportunity for your spa's branding that does not incur additional costs. By creating a signature tea, you leave your footprint with guests even after they left your property.

供应您自己的茶可以是一个提升spa品牌的良好机会，并且不会发生额外的费用。创造一种特色茶，您会给客人留下深刻的印象，即使客人离开了，也会回味无穷。

3. Tea does not only have benefits for the inside organs of our bodies but can also have positive effects on our largest external organ, the skin. By incorporating tea in the spa's treatments – in the form of scrubs and wraps – a relatively low-cost, organic menu item is created which can soothe skin irritations and has a calming effect on the body.

茶不仅对我们身体的内部器官有益处，同时对我们最大的外部器官皮肤也有很大的积极作用。将茶融入到spa的理疗之中，形式包括身体磨砂和身体裹敷护理，这是一种低成本的有机菜单项目，可以缓解皮肤炎症，并对身体有镇定的作用。

4. Spas can add a local touch to their menu by integrating local teas, which helps not only raise awareness for regional health products but also can be sold as a "special" or "signature" item on the menu.

Spa可以通过融入本地茶增加一些地方色彩到他们的菜单中，这不仅可以提高地区保健产品的意识，同时也可以作为菜单的一个“特别”或“特色”的项目。

