

by Bekah Wright

spa snapshot

Seventh Heaven

Spa Adolphus achieves nirvana in historic downtown Dallas.



Spa Adolphus

LOCATION

Dallas

OWNER

The Adolphus Hotel

OPENED

October 2016

THE SPACE

5,000 square feet with 6 treatment rooms, a couples' room with private terrace, relaxation room with patio, 2 locker rooms, salon, fitness center and private bridal suite/event room

STAFF

2 cosmetologists, 7 massage therapists, 2 estheticians, 3 nail technicians, 2 front desk associates, 1 supervisor and 1 director

WEBSITE

adolphus.com/spa-adolphus/



TOP RIGHT: COURTESY SARAH WEBB; COURTESY STEVEN VISNEAU

THE DISTINCTION

The hotel, opened in 1912 by Anheuser-Busch cofounder Adolphus Busch, took over a lot formerly occupied by City Hall and quickly became a Dallas icon. Currently, The Adolphus Hotel touts itself as an urban destination—one with a seventh floor that focuses on the mind, body and spirit. This wing of wellness includes the rooftop pool; fitness center complete with classes, cycles, treadmills, free weights and yoga tools; and, of course, Spa Adolphus. “We’re a little slice of heaven in downtown Dallas,” says spa director Cassandra Rogers-Royael. “You can feel worlds away from any metropolis up on the seventh floor, then step out onto the terrace for sweeping views of the city.”

CAPTURING CLIENTELE

The spa’s location within the hotel brings with it built-in access to guests. So, too, does its proximity to local downtown businesses.

Key to expanding its reach, engaging guests and marketing the brand is Spa Adolphus’ use of social media. “Instagram allows us to curate an aesthetically pleasing feed that illustrates the spa’s light and airy atmosphere,” explains social media manager Sarah Webb. “The ultimate goal is to have followers envision themselves at Spa Adolphus, what their skin will look like after one of our facials, and how relaxed they’ll feel after a full day of luxurious pampering.” She also notes that influencers are great for getting the word out about services. “We love collaborating with a thoughtfully selected group of local beauty and fashion bloggers who embody our brand,” says Webb.

MANAGEMENT M.O.

Word of mouth is the main pipeline for the hiring of Spa Adolphus staff. “The spa world is a tightknit group, and when there’s an opening, more often than not it’s a personal recommendation that fills that position,” reports Rogers-Royael.

Ongoing education is highly encouraged in all aspects of the business, from customer service to hands-on offerings. Partnerships, such as those with skincare lines G.M. Collin and Red Flower, bring with them a healthy dose of product and protocol training. This approach also applies to new treatment additions: When the spa recently introduced a Thai massage, a certified trainer was flown in from California to educate staff.

IN-DEMAND SERVICE

The most requested offering is The Adolphus (60 min./\$145; 90 min./\$175), a Swedish massage featuring Red Flower aromatherapy. “It’s a relaxing service that uses medium to light pressure and incorporates nine essential oils, each with their own unique scent and benefit, whether it be clearing the mind, energizing the body or calming the soul,” explains Rogers-Royael.

Other popular services include the Red Flower Moroccan Rhassoul Wrap (90 min./\$195) and Red Flower Energizing Japanesque Ritual (120 min./\$215). “These treatments allow us to lead guests on ‘journeys’ through hammams and Japanese forest bathing,” says Rogers-Royael. “Our mission is to provide an artful selection of meaningful treatments.”

THE GOODS

Hotel Adolphus is the only hotel in the U.S. that carries the entire Red Flower product line in its spa. In addition, Spa Adolphus’ retail area tempts at check-in with jewelry, makeup and skin care from brands including G.M. Collin, Oribe, Smith & Cult, Men’s Society and Aromaflage. 🍷



TOP: COURTESY SARAH WEBB; COURTESY STEVEN VISNEAU