

MARKETING
PLAN

Senti Nordic Spa

Prepared for

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Presented by

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Butland

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EXECUTIVE SUMMARY

Senti Nordic Spa is positioned to be Fredericton's first Nordic Spa destination. With unique signature amenities such as the rose-infused sauna, cave jacuzzi, and rain room, Senti offers a differentiated product that elevates wellness beyond relaxation. The spa targets Millennials and Gen Z, who drive demand for experiences over consumption, while also engaging seniors, students, and professionals through tailored promotions and partnerships.

The marketing plan outlines clear objectives:

- achieve 35% of annual sales from thermocycle bookings,
- secure 3% of New Brunswick's wellness spa market in year one,
- and reach profitability by year three.

Strategies include launching the Plunge Points loyalty program in the first six months, increasing digital engagement by 15% in the first year, and leveraging seasonal campaigns to sustain demand. Integrated communications will combine social media, paid ads, influencer collaborations, and traditional advertising, supported by experiential events and local partnerships. Together, these initiatives position Senti Nordic Spa as a sanctuary of luxury and authenticity, setting a new benchmark for wellness in New Brunswick.

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CORPORATE STANCE

Senti Nordic Spa is a sole proprietorship owned by Codi-Ann Butland in Fredericton, New Brunswick. Senti Nordic Spa offers a luxurious thermotherapy experience; a hot-cold cycle to improve mental and physical health. The thermotherapy cycle consist of 10-15 minutes in heat, 30 seconds in cold followed by a 30 minute rest period. To receive the full benefits of the cycle it is recommended complete the cycle at least three times.

VISION

To be New Brunswick's Nordic wellness destination, blending nature, luxury, and rejuvenation into experiences that invite guests to listen inward, reconnect with themselves.



MISSION

To craft wellness journeys where every guest feels valued and inspired through quality service and experiences that elevate relaxation.



COMPANY BELIEFS

Everyone deserves a luxurious space that invites them to pause, listen inward, and honor their physical and mental wellbeing. At Senti, indulgence isn't just about relaxation; it's about creating a strong connection to self.



CORE VALUES



QUALITY

We deliver excellence guests can feel through experiences and service.



ACCOUNTABILITY

We honor our promises, building trust through consistency and care.



COURAGE

We embrace bold ideas and encourage guests to explore new ways to thrive.



INTEGRITY

We ensure honesty and authenticity in every interaction.

GOALS



IMPLEMENT LOYALTY PROGRAM

Launch Plunge Points after 6 months and have 25% of all guests become members by the end of the year.



DIGITAL GROWTH

Have a 15% consistent monthly engagement increase on socials and the website during the first year.



LOCAL & TOURIST MIX

Build a strong local guest base (85%) while welcoming tourist guests (15%) by the end of the first year.

SITUATION ANALYSIS

PRODUCT OFFERINGS

Senti Nordic Spa offers a unique thermotherapy cycle that includes:



THREE SAUNAS FOR THE HEAT CYCLE

- Eucalyptus steam sauna,
- Cedar wood dry sauna,
- Rose infused sauna.



THREE COLD PLUNGES

- Cold plunge pool with a waterfall accent,
- Rain room,
- Single release buckets



MULTIPLE RELAXATION STATIONS

- Cave jacuzzi room,
- Outdoor relaxation,
- Infrared chairs,
- Hot tub,
- Nature trails.

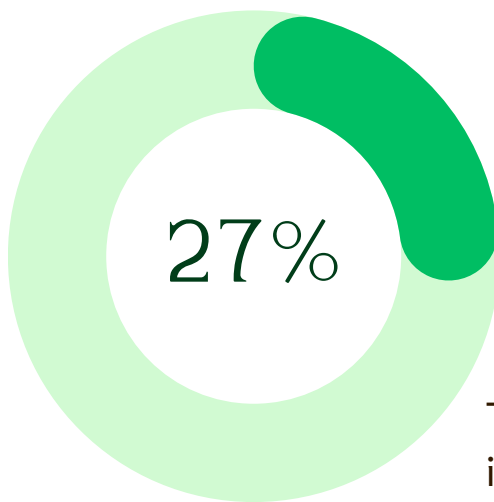
In addition to the thermocycle Senti Nordic Spa has the following amenities:

- Massages, facials and red light therapy,
- On-site cafe that serves a variety of non-alcoholic and alcoholic beverages, and has a breakfast, lunch and dinner menu,
- Private thermocycle that includes a marble tub cold plunge, firewood sauna, hot tub and relaxation area (maximum of 10 people),
- Event space that accommodates parties, meetings, workshops and fitness classes.



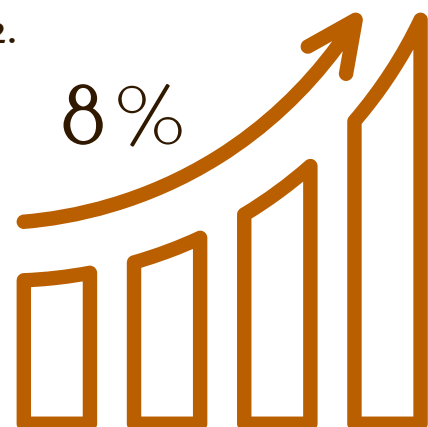
MARKET ANALYSIS

MARKET SIZE AND GROWTH



North America held 27% of the Worldwide Spa Industry market in 2022.

The spa services industry is expected to increase by 8% from 2023-2032 worldwide.

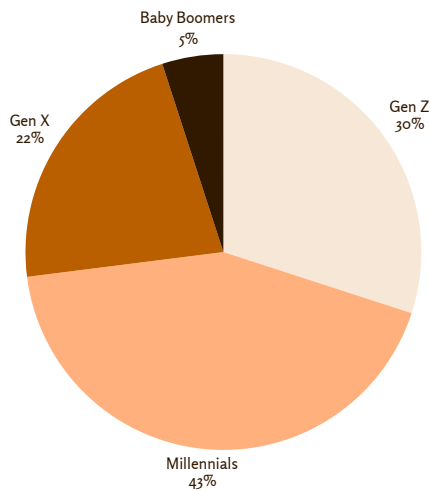


Revenue \$21.7bn '20-'25 ↑8.0% '25-'30 ↑1.3%	Employees 376k '20-'25 ↑4.3% '25-'30 ↑1.2%	Businesses 20,083 '20-'25 ↑0.4% '25-'30 ↑0.7%
Profit \$1.9bn '20-'25 ↑17.0%	Profit Margin 8.8% '20-'25 ↑2.9 pp	Wages \$16.8bn '20-'25 ↑2.9% '25-'30 ↑1.2%

Five-year growth rates display historic and forecast CAGRs

Health and Wellness spa's in U.S have a proven rate of growth for five years across the above segments and is expected to continue to increase its growth rate in the above segments over the next five years.

MARKET SEGMENT ANALYSIS



According to reports from ACOCA, Millennials account for 43% of the target market, Gen Z accounts for 30% of the target market and Gen X accounts for 22% of the target market.



Canadian internet searches for spa vacations had a year on year increase of 83% proving growing interest for spas.

SEASONAL ANALYSIS

Nordic spas are typically open year round as the natural elements are encouraged to be used during your visit (cold plunge in the snow during winter, soak in the sun during summer). Senti Nordic Spa expects that bookings will be slow in June, September and December when school is ending, when school is starting and during the Holidays. To help increase revenue during these months we will:

JUNE

- Encourage Spa gift certificates as graduation gifts,
- Advertise with local hotels,
- Focus messaging on the stress relieving benefits of the spa.

SEPTEMBER

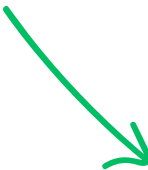
- Increase marketing efforts to seniors,
- Special promotions for educators,
- Push ads on tourism sites,
- Post-secondary student pricing.

DECEMBER

- Encourage Spa gift certificates as holiday gifts,
- Host a holiday markets in the event space,
- Book holiday parties,
- Limited time offers.

CONSUMER DATA

According to Stats Canada, New Brunswick's population will continue to have a high population in these age ranges.



Geography ²	New Brunswick (map)										
Racialized group ³	Total population										
Generation status ⁴	Total, generation status										
Age group	25 to 64 years										
Sex	Both sexes										
Projection scenario ⁵	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
	Persons in thousands										
Reference scenario ⁶	406	402	397	393	388	383	379	376	373	371	368

2024 Estimates and Projections Population Trends	Fredericton, NB
Total Population	
2021 Census*	111,128
2024 Estimated	120,699
2027 projected	125,881
2029 projected	128,433
2034 projected	133,692
Change in Population (persons)	
2021 to 2024	9,571
2024 to 2027	5,182
2027 to 2029	2,552
2029 to 2034	5,259
Change in Population (percent)	
2021 to 2024	8.6%
2024 to 2027	4.3%
2027 to 2029	2.0%
2029 to 2034	4.1%
Rate of Change in Population (percent per year)	
2021 to 2024	2.9%
2024 to 2027	1.4%
2027 to 2029	1.0%
2029 to 2034	0.8%

Estimated population growth in Fredericton according to ACOCA.

SWOT ANALYSIS

Strengths

- Unique experience
- Excellent customer service
- Amenities: rain room cold plunge, rose sauna, cave jacuzzi

Opportunities

- Target multiple generations
- Host events and parties
- Local partnerships: fitness classes, art workshops

Weaknesses

- Premium Pricing
- Niche target market
- Secluded location

Threats

- Industry is in Maturity Lifecycle
- Economic decline
- Multiple competitors in the province

EXTERNAL INFLUENCES

ECONOMIC TRENDS



Currently across Canada people have less disposable income due to inflation. Fredericton is projected to see a 9% increase on the average household income from 2024-2029. At Senti, we value providing high quality services to our guests. By focusing on guest experience we will maintain high end amenities and world class service that makes Senti Nordic Spa the perfect place to put mental and physical health first.

SOCIAL AND DEMOGRAPHIC TRENDS

Wellness tourism worldwide has had a steady increase in interest. Many vacationist, mainly Millennials, are valuing experiences over things. Since Covid-19 there has been an 80% interest increase in mental wellbeing.



TECHNOLOGY TRENDS



Social media is used by Millennials and Gen Z as their main information hub. With social media being as popular as it is, brands have to maintain their presence on the platforms, as well as leverage marketing efforts such as influencer marketing and creating a loyal community who creates UGC content.



COMPETITIVE ANALYSIS

The table below analysis' our competitors around New Brunswick. It compares what each brand does well in comparison to Senti Nordic Spa.

<p>SENTI NORDIC SPA</p> 	<ul style="list-style-type: none"> • Unique Amenities: Cave Jacuzzi, Rose Infused Sauna, and Rain Room. • Excellent Customer Service • Host Events and Groups/Parties
<p>SURFACE FLOAT</p> 	<ul style="list-style-type: none"> • Float Tanks • Indoor Sauna • Indoor Cold Plunge • Sound Bath
<p>USVA</p> 	<ul style="list-style-type: none"> • Spa Amenities: Massages, Red Light Therapy and Facials • Location: City View, Quiet Area • Quiet Mindful Space, Talking Thursdays
<p>KOV</p> 	<ul style="list-style-type: none"> • In Person Fitness Classes • Ocean Front • Online Fitness Classes

MARKETING OBJECTIVES

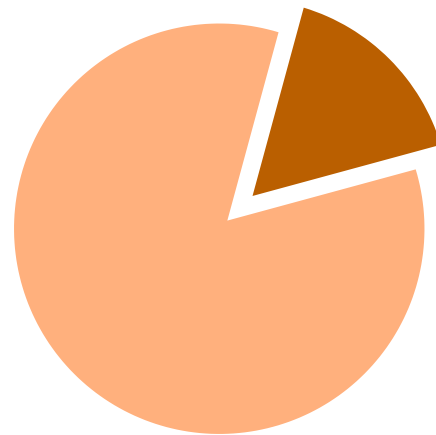
SALES VOLUME

Within the first year Senti Nordic Spa will see 15% of the annual sales are guests who have booked thermocycles two or more times.



MARKET SHARE

Within the first year Senti Nordic Spa expects to hold 3% of the total wellness spa market in New Brunswick.



PROFIT

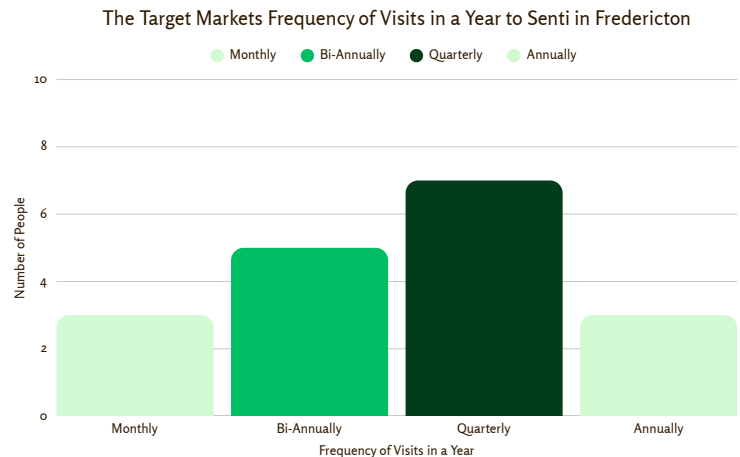
Within the first five years Senti Nordic Spa expects to turn a profit through thermocycle sales. Within the first three years Senti Nordic Spa expect to break even through total sales.



TARGET MARKET

BEHAVIOUR RESPONSE

Based on primary research on a sample population of 18 persons in our target market, there was a high interest for a Nordic Spa in Fredericton.



THE FOUR P'S

PRODUCT

Senti Nordic Spa offers a thermocycle service where guests participate in the hot-cold cycle using the onsite saunas, cold plunges and relaxation spaces. In addition to the thermocycle Senti Nordic Spa offers an on-site cafe, massages, red light therapy, facials as well as events and workshops.

PLACE

Senti Nordic Spa is located 30 minutes from downtown Fredericton on the northside of the river. This location allows guests to feel emersed in nature as we are on 5+ acres of treed land with river access.

PRICE

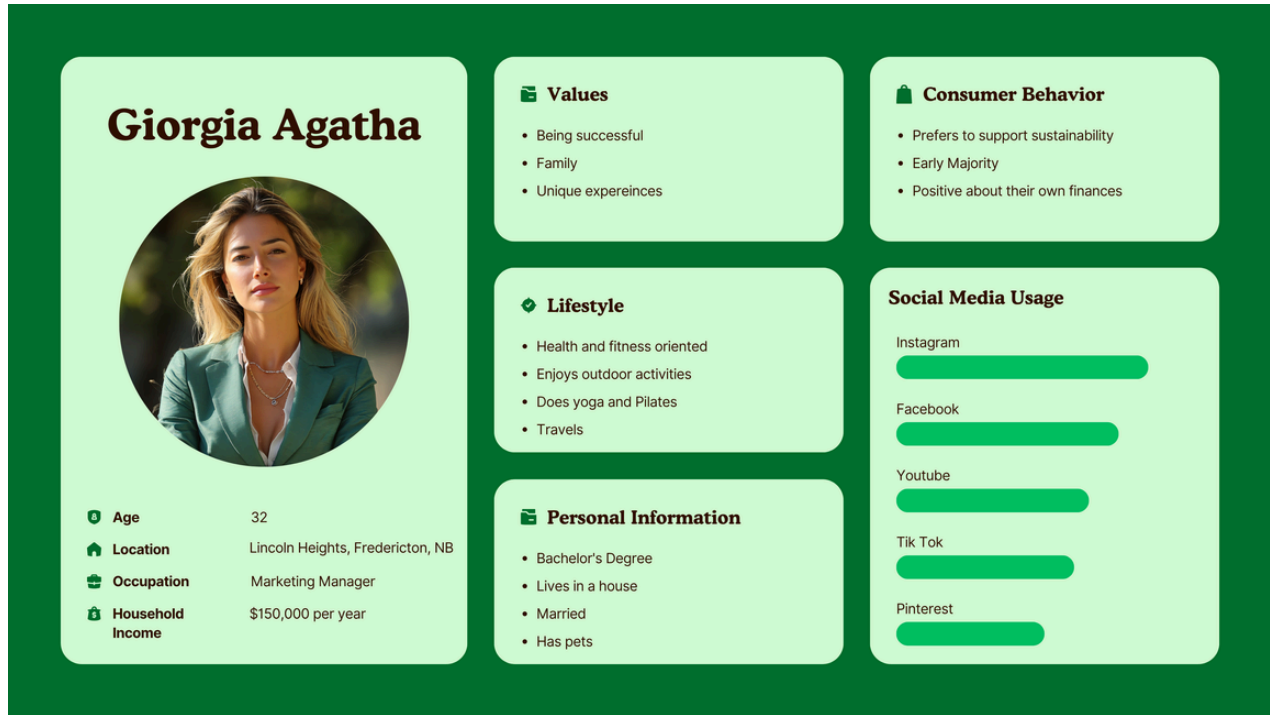
Senti Nordic Spa offers Value Pricing on our services. We ensure that the base price for our services are similar to our competitors and focus on what value we give to the price. For our cafe, merch and other physical products we will offer Cost-Plus Pricing.

PROMOTION

Senti Nordic Spa will offer special discounts of up to 20% off thermocycles to Plunge Points members. We will also be offering a special Holiday promotion of a four thermocycle punch card for the price of three thermocycles.

TARGET MARKET PERSONA

Below is an image that describes the ideal persona for Senti Nordic Spa.



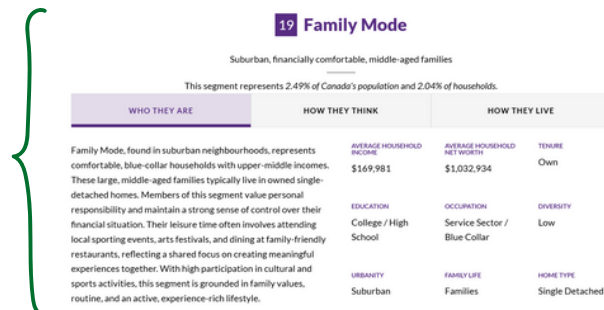
SECONDARY MARKETS

Males: 50% of respondents in the secondary research were males who had the same values, beliefs and interest in wellness as females.

Seniors: People aged 55+ are good to target through marketing as they are typically retired and available to attend the spa during the day.

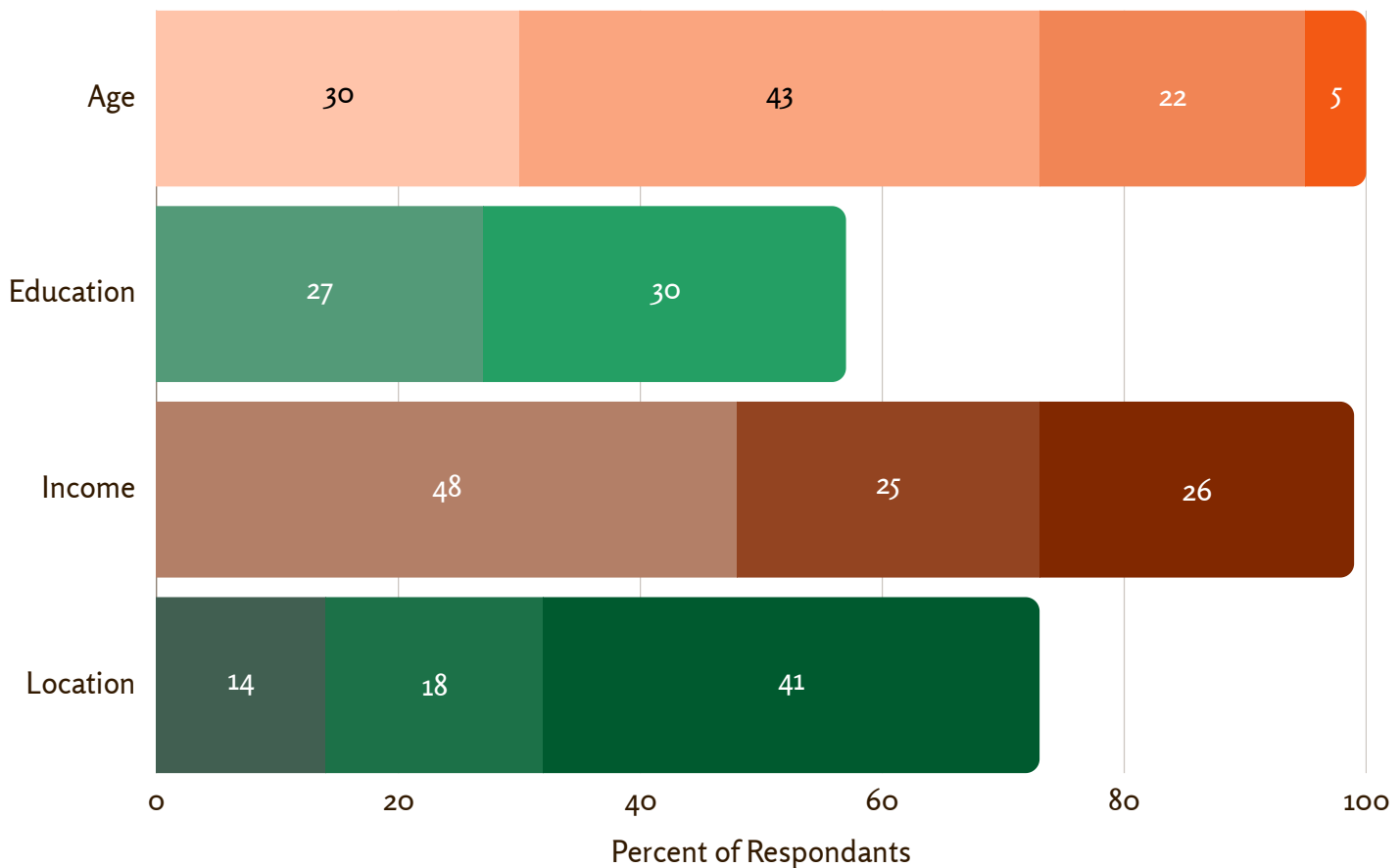
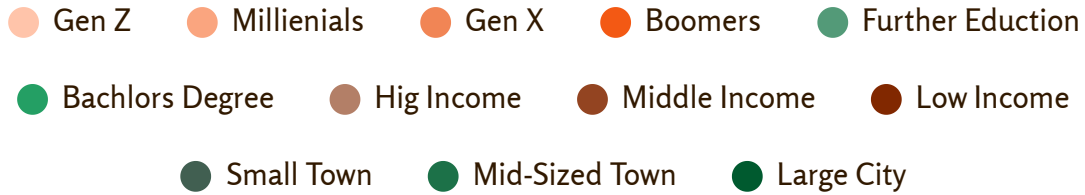
Students: Students tend to be stressed because of their workload due to school and part-time work. Marketing to students using a student discount and a promise of relaxation could attract this market.

According to Prizm, our target market lives in Lincoln Heights area of Fredericton as the traits described match the secondary research from ACOCA.



PROOF

Target Market Secondary Research Data Summary



The Target Market Secondary Research Data Summary Chart highlights key insights from ACOCA's Target Audience: Wellness Vacationists in Canada Consumer Insights Report.

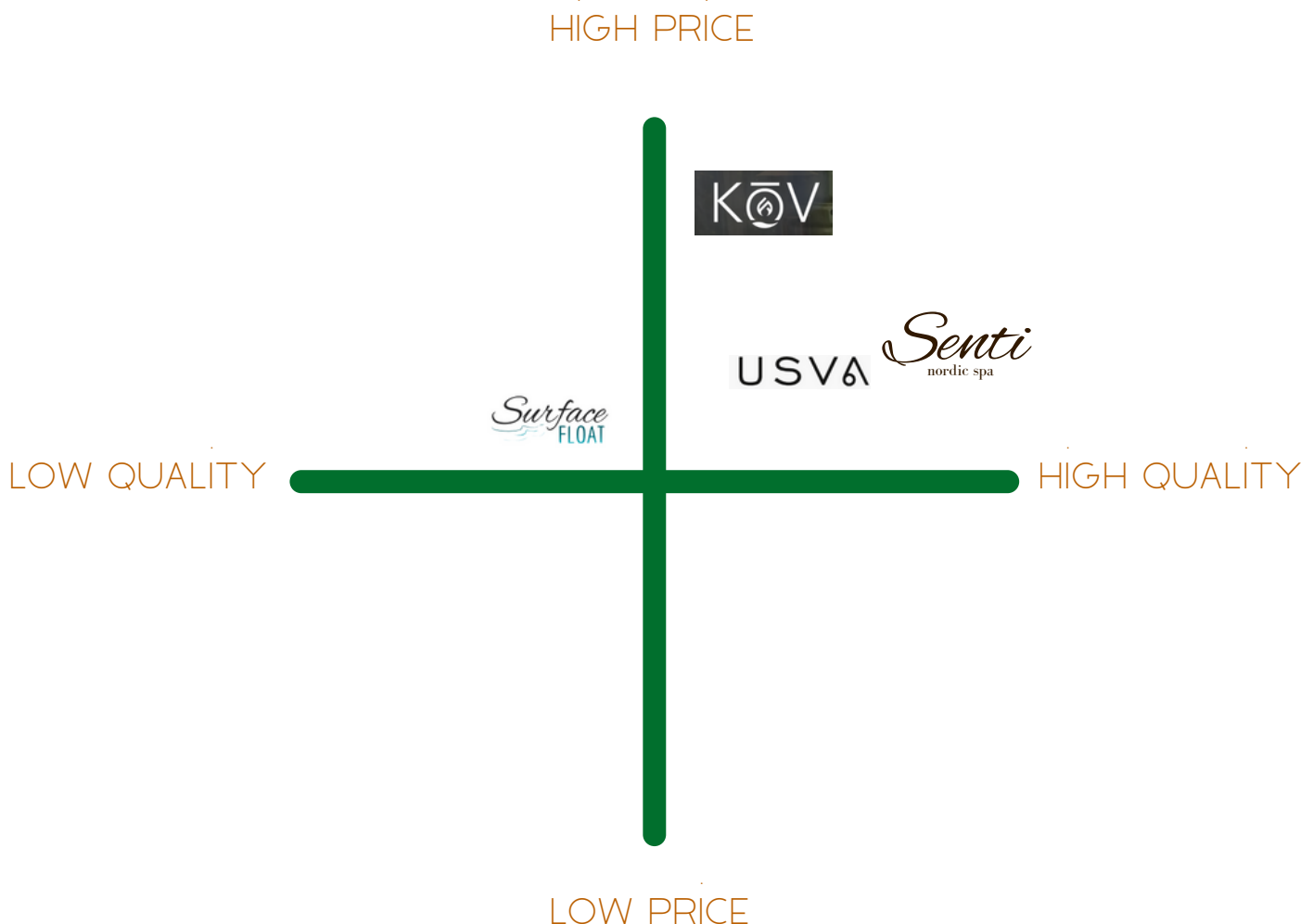
POSITIONING STRATEGY

POSITIONING STATEMENT

Senti Nordic Spa holds its position in the market by delivering the high quality experience and services promised to our guests. Our prices will continue to reflect the value of our services.

POSITIONING MAP

The positioning map demonstrates where Senti Nordic Spa sits in the market versus our competitors.

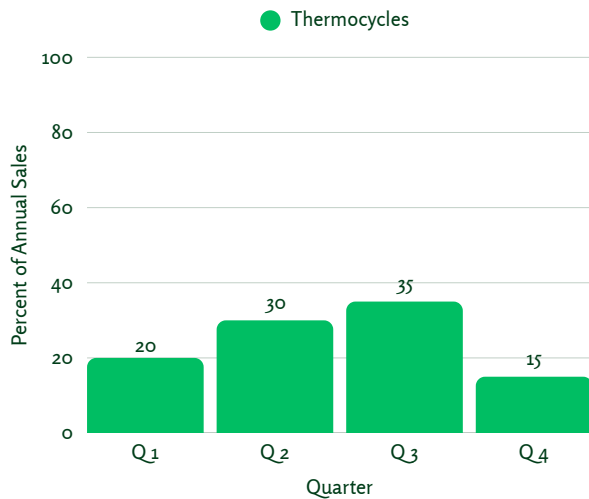


FINANCIAL OBJECTIVES

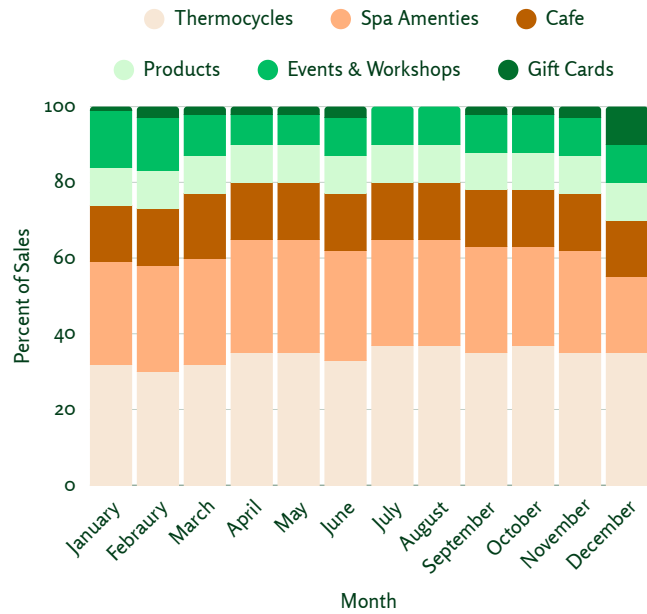
SALES VOLUME

These graphs depict the allocation of expected sales volume in Senti Nordic Spa's first fiscal year.

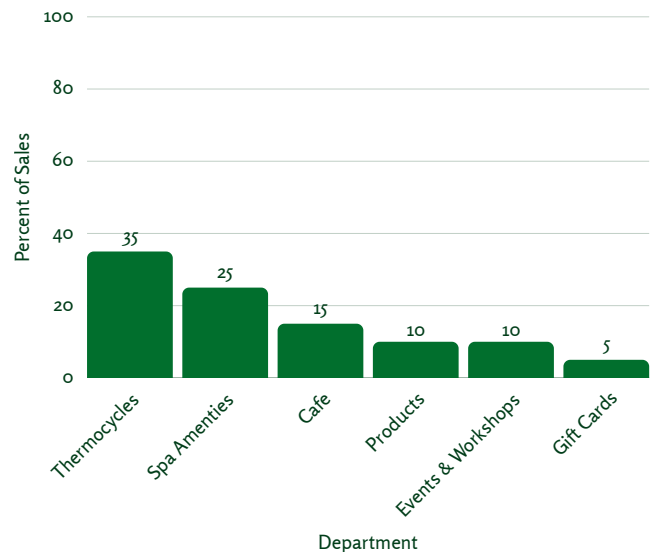
QUARTERLY SALES VOLUME OF THERMOCYCLES



MONTHLY ESTIMATE DEPARTMENT SALES VOLUME

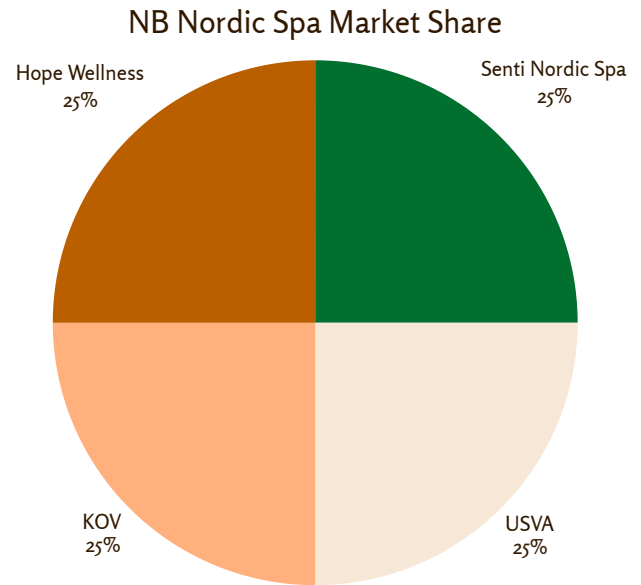


ANNUAL DEPARTMENT SALES VOLUME

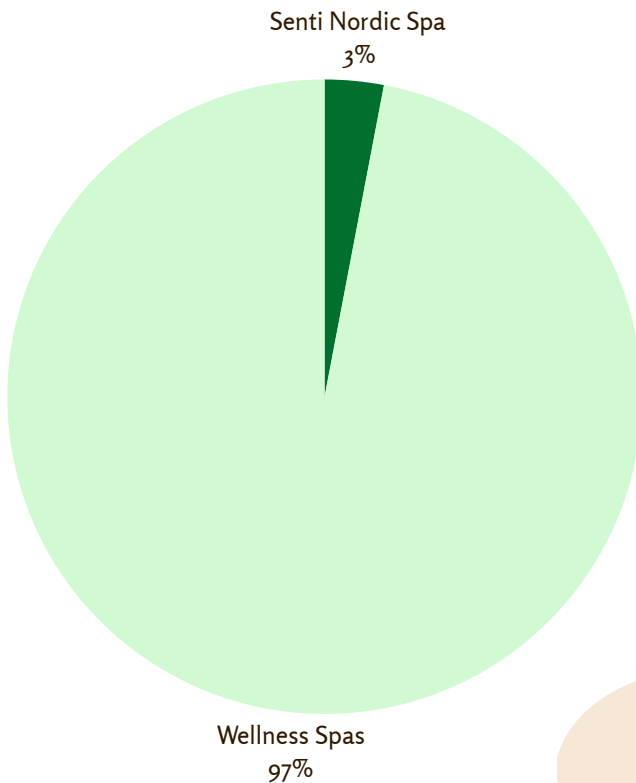


MARKET SHARE OBJECTIVE

In New Brunswick there are four Nordic Spas*, USVA in Moncton, Hope Wellness in Weldon, KOV in Saint Andrews and Senti in Fredericton. We hold 25% of New Brunswick Nordic Spa Market.



NB Nordic Spa Market Share



In New Brunswick there are over 100 wellness spas. Senti Nordic Spa will hold 3% of the Market Share after the first year.

GOAL



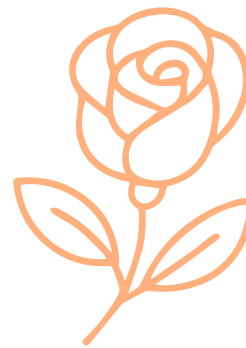
Senti Nordic Spa will work towards increasing sales each year. Sales increase is good insight to if we are providing the quality experience and services we promise.

*Place of business that has at least a sauna, cold plunge, relaxation area and food options that are public. This is not including private glamping domes and other rentals that have a private thermocycle offering.

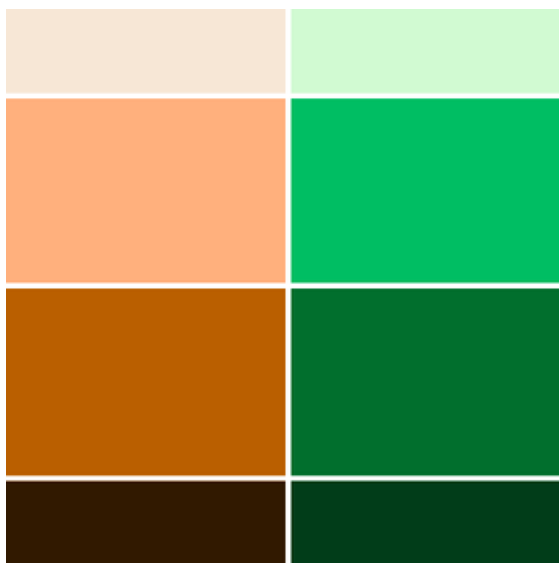
PRODUCT STRATEGY DECISION

UNIQUE SELLING POINT

Senti Nordic Spa is the sole nordic spa in New Brunswick that has a cold plunge rain room, rose infused dry sauna, and a cave jacuzzi room.



Senti
nordic spa



BRANDING STRATEGY

NAME

Senti comes from the Italian verb *sentire*. Senti is the conjugation of *sentire* for “you listen” or “you hear”. This name was chosen as we emphasize the importance of listening to yourself, and hearing your bodies needs to slow down and relax.

COLOURS

Our brand colours are Orange and Green. We use green because it is associated with calmness, growth, health, balance and prosperity. We use orange because it associated with warmth, energy, happiness and creativity.

PACKAGING STRATEGY

Sustainability is important to Senti Nordic Spa and our product packaging is a reflection of that. We will not use single use plastics anywhere in the spa.



ROLE AND FUNCTION OF PACKAGING

PRODUCT PACKAGING

Our product packaging for luxury items such as soaps, moisturizers and other self-care products will be packaged using sustainable materials like glass jars or paper wrapping. All product packaging will be branded with our logo and colours.



MARKETING MATERIALS

For conferences, events, group bookings and experiential marketing campaigns we will have branded marketing materials to hand out, like sample sizes of our luxury items, branded tote bags, or a notebook and pen. These items will be given out in reusable packaging, such as branded zipper pouches.



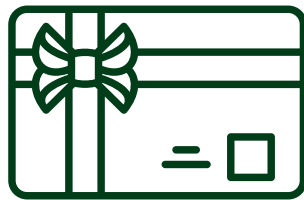
PACKAGING

The spa will have merch such as sweaters, water bottles, plush robes and slippers. These products will be branded with our logo and sold in our brand colours. When a purchase is made, the merch will be put into a tote bag with our logo on it at no extra charge. The design on the tote bag will change periodically to encourage sales. Tote bags can also be sold separately.



GIFT CARD PACKAGING

Senti
nordic spa



Our gift cards, when purchased in person, will be branded and have a branded card holder. Online gift card will also be branded and sent through email to be redeemed.

PRODUCT LIFE STAGE

The wellness industry worldwide is in the maturity phase. Nordic Spas are relatively new to the wellness industry space. Senti Nordic Spa is in its introductory phase as a brand new business. We are focusing on high quality experience and service to remain relevant in the wellness space.

PRICING STRATEGY

& MANAGEMENT

PRICING OBJECTIVES



Senti Nordic Spa's goal is to increase sales, mainly through thermocycle sales. We also want to increase awareness of the spa.

PRICING METHOD

Prices for thermocycle and spa amenities are decided through Value-Added Pricing. We monitor our competitors to ensure similar prices.

Prices for our cafe, event space and merch are decided through Cost-Plus Pricing. These prices will vary seasonally, and have promotions to drive more interest in the thermocycles.



EXAMPLE MARK UP

LATTE

Ingredients	Estimated Cost
18 g ground espresso	\$0.30
12 oz of milk	<u>\$.58</u>
Total Cost	\$0.88
Mark up: 681%	\$6.00

SWEATER

Items Needed	Estimated Cost
1X sweater	\$20
Printed Design	<u>\$.50</u>
Total Cost	\$20.50
Mark up: 390%	\$80.00

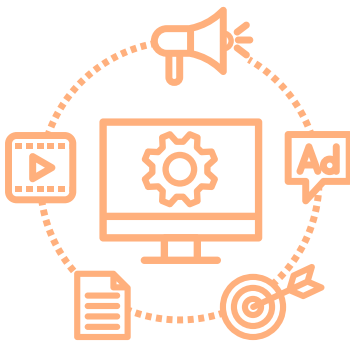
DISCOUNTS, REBATES AND ALLOWANCES

Members of the Plunge Points loyalty program will receive the discounts they are eligible for (up to 20% off retail items). Thermocycles will get discounts only during the holidays which will be a four cycle punch pass for the price of three.

IMC MIX

Our primary communications strategy is to establish a strong digital brand presence and to increase awareness of the spa.

INTERACTIVE DIGITAL MEDIA



Our digital media strategy is to purchase paid ads on Facebook to drive local awareness and to purchase paid ads on travel sites to increase tourist awareness. We will also use influencers and UGC creators to help generate awareness of our spa.

SOCIAL MEDIA PLAN

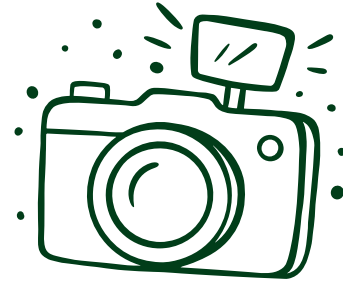


Our social media strategy will focus on Instagram, Facebook, and TikTok, the platforms most aligned with our target audience.

- Consistent Presence: A consistent weekly and monthly posting schedule will showcase our spa's amenities and experiences.
- Engaging Content: Content will create desire and curiosity, inviting followers to imagine themselves immersed in relaxation and luxury.
- Seasonal Campaigns: During the holidays, we'll highlight the spa as a place of rest during the seasonal stress, while positioning our services as the perfect gift of rejuvenation.

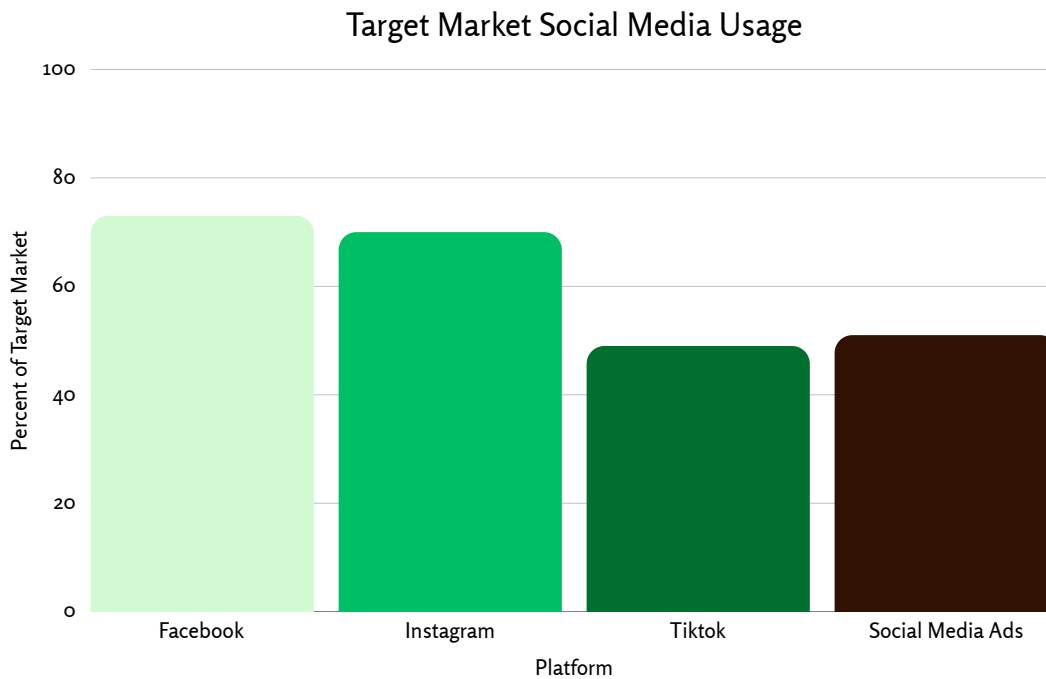
CREATIVE STRATEGY

Senti Nordic Spa will gather its marketing assets and collateral by hiring photographers and videographers. Staff will also capture high quality content when needed.



WHY THIS WORKS

The graph shows what social media platforms our target market is using. It also shows that 51% of our target market remembers seeing ads on social media.



By leveraging our marketing efforts where the target market is, we increase our relevance and brand awareness which is an important step while in the introductory phase.

PROMOTION

GRAND OPENING

In February 2027, before opening to the public, there will be a soft launch grand opening for family and friends. This event will ensure smooth operations and will have a hired photographer and videographer to gather content for our marketing campaigns.

Senti Nordic Spa will have an exclusive Grand Opening launch party in July 2027 after opening in February 2027. The Grand Opening event will be for local influencers, local tourism industry staff, such as Fredericton Tourism, ExploreNB, hospitality owners, vendor owners etc.

You're invited to
the GRAND OPENING of
Senti Nordic Spa
Fredericton's **FIRST** Nordic Spa

Saturday
July 5, 2027

Enjoy a Thermal Experience, DIY Mimosa Bar, Italian Appetizers, Live Music and More!
An exclusive event you DON'T want to miss!

Get your tickets NOW
at www.senti.ca

Senti
nordic spa

Feel relaxed, recharged, & refreshed.

333 Tuscanview Court,
Fredericton, NB

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ADVERTISING

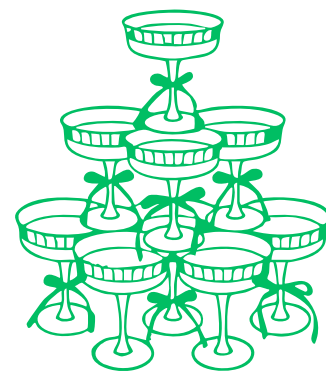
In addition to digital and social media ads Senti Nordic Spa will use radio, and out-of-home advertising. Our out-of-home advertisements will be found at bus stops, on buses, at airports, on billboards and in hotels.

SALES PROMOTIONS

In addition to our holiday offer of buy four thermocycles for the price of three we will partner with local hotels and other tourism businesses as part of a bundle package.

EXPERIENTIAL MARKETING

Twice a year Senti Nordic Spa will host guest appreciation events. One will be an exclusive event for our top tier Plunge Points loyalty members and the other will be a ticketed event for all Plunge Points members. The events will have planned workshops, mini massages and facials and catering as well as an open bar.



PERSONAL SELLING

Our top priority is to deliver high quality experience and service. To do so our staff will continuously attend training in customer service.



WHY THIS WORKS

These strategies will work because we our setting the standard for our brand from the beginning. We are presenting as fun, luxurious and restful through these efforts, with a strategy to continue being perceived as such. We have chosen advertising methods and platforms that align with our target market which will result in sales.

CONTROLS

Performance is monitored across several key areas.



DIGITAL MEDIA KPIS

Track engagement, reach, and conversions on Instagram, Facebook, TikTok, and the website on a monthly basis.



LOYALTY PROGRAM GROWTH

Measure Plunge Points membership sign-ups and retention quarterly to assess guest loyalty.



GUEST FEEDBACK

Collect and review survey responses and online reviews after each visit and compile insights monthly to improve service quality.



SALES PERFORMANCE

Track sales daily for operational awareness, review monthly for trends, and analyze quarterly to evaluate overall growth and profitability.

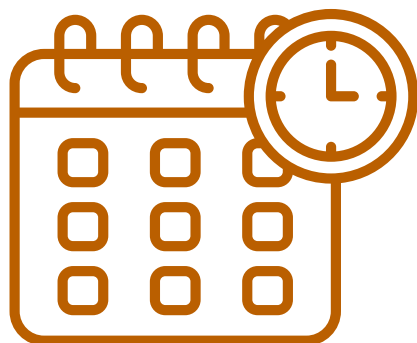


EMPLOYEE SATISFACTION

Conduct staff surveys twice per year and hold quarterly feedback sessions to ensure team morale, engagement, and alignment with brand values.

PROMOTIONAL CALENDAR

2027 overview:



Open Now billboard starting January 18 2027
 Soft Opening Friends and Family event February 15
 Grand Opening July 5
 Website booking calendar opens 3 months in advanced every first of the month
 Bi-weekly Eblasts with promotions and special dates
 Social Media post 3x a week

JANUARY	<p>Jan 4-14 Coming Soon Teaser on Social Media</p> <p>Jan 18- Feb 15 Opening announcement paid ads, email blast, Bookings open radio ads, website banner count down</p>
FEBRUARY	<p>Feb 1 Website updated with opening date</p> <p>Feb 1-14 Valentine/Galentine social media promotions and radio ads, email blast</p> <p>Feb 15 Friends and family launch party, content creation</p>
JUNE	<p>June 5 Grand opening push on social media, eblast, radio ads, paid ads</p> <p>June 15-30 Graduation sales promotion on social media, eblast, radio ads, with stress-relief messaging</p>
JULY	<p>July 5 Grand Opening invited industry professionals, influencers, content creators, ticketed for the public.</p> <p>Plunge Points Loyalty program launch</p>
DECEMBER	<p>Second weekend of December Holiday Market (call for vendors in November)</p> <p>Social media, paid ads, radio ads, eblast</p> <p>December 1-20 holiday sales promotion, social media, paid ads, radio ads, eblast</p>

EXAMPLE IMC CALENDAR

January		2027					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
4	5	6	7	8	9	10	
Radio Ad Opening Soon							
SM Opening Soon teaser		SM feature: Rain Room		SM Sign up on email list for early access			
Website banner count down starts							
11	12	13	14	15	16	17	
Radio Ad Opening Soon							
SM Feature: Cave jacuzzi		SM feature: cafe		SM Feature: spa amenities			
18	19	20	21	22	23	24	
Eblast Booking Calendar Open							
Radio Ad Calendar Open							
Open Now Billboard							
Digital Paid Ads							
SM Booking Calendar Open Paid Ads		SM feature: rose sauna		SM feature: menu			
Website Banner Update: booking calendar open							
25	26	27	28	29	30	31	
Eblast Booking Calendar Open							
Radio Ad Calendar Open							
Open Now Billboard							
Digital Paid Ads							
SM Benefits of nordic spa		SM Book Now!		SM make Senti look awesome			

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