



Wellknown

spas, massage & saunas

FOR SPAS, MASSAGE AND SAUNAS

Across the UK and the US

Fill your empty slots. Free to join.

People use Wellknown to find a spa, massage, sauna or float near them, then pick a time and pay online. Switch on bookings for your spa or studio and we'll send them your way, at the times you choose.

£0

Sign-up fee

Nothing to pay to join

£0

Monthly fee

No subscription, ever

8%

First month

Then 12% on completed bookings

YOU MAY ALREADY BE LISTED

**Search your business name at
wellknown.online and press Claim**

We list spas, massage studios, saunas and float centres from open map data. Claiming takes about 20 minutes.



1,359 places listed

across 163 UK counties and US states

**People search by postcode, ZIP or town
and book and pay online**

WHY WELLKNOWN

Bookings that arrive paid, complete and on your terms

Running a spa or studio means answering the phone between treatments, chasing deposits, filling in consultation forms at the desk, and hoping people turn up. Wellknown takes the booking side off your hands without changing how you look after your guests.

Without us	With Wellknown
Calls during treatments, missed enquiries	People see your treatments and free times and book themselves, any time
Deposits to chase, payment at the desk	Paid in full by card at the moment they book
No-shows and late cancellations cost you	Your own cancellation policy, applied automatically
Health questions asked on arrival	Age, pregnancy and health notes for every guest before they arrive
Quiet afternoons stay quiet	Open the times you want filled; people nearby can book them
Card machine and card fees	No card fees: we take the payment

Why now

We list 1,359 spas, massage studios, saunas and float centres, and only a handful take bookings online through us so far. Bookable listings show a "Book online" button, live prices and free times, so people searching near you can book straight away instead of ringing round. Being early means being one of the few they can book.

Who we are

Wellknown is run by Darling Mellow Ltd, trading as Wellknown. We act as your booking agent: the treatment is between you and your guest; we list you, take the booking and the payment, and pay you your share.

Your page may already be live

We list spas, massage studios, saunas and float centres from OpenStreetMap open data, so your business is probably already on wellknown.online. Search for your business name and press "Claim" to add your photos, treatments and prices and switch on booking. Not listed yet? Apply at wellknown.online/operators.

HOW IT WORKS

From a search to a paid booking

What your guest does

- 1 Searches by postcode, ZIP or town**
They see spas, massage, saunas and float centres near them, with treatments and prices.
- 2 Opens your page**
Your photos, description, facilities, treatments, prices, rules and cancellation policy. Your exact address is shared once they've paid.
- 3 Picks a treatment, a date and a free time**
Only times inside your opening hours with a free therapist, room or place can be chosen.
- 4 Answers a few health questions for each guest**
Age, pregnancy and anything you should know. Your rules are checked as they go.
- 5 Pays in full by card**
Your price plus our booking fee, shown in the total before they pay. They get a confirmation with your address, phone number and arrival information.

What you do

- 1 Claim your listing, once**
About 20 minutes: photos, description, treatments and prices, opening hours, rules, cancellation policy and bank details.
- 2 Get every booking straight away**
By email, in your portal and calendar, and in your own diary if you sync it.
- 3 Look after your guests as you always do**
You have their health answers before they arrive, so the consultation is quick.
- 4 Mark the booking completed**
Completed bookings go on that month's statement.
- 5 Get paid**
By bank transfer within 10 working days of the month end, with a statement for every booking.

You're in charge, always

Every booking follows your prices, your hours and your rules. Change your hours or close a day whenever you like, pause online booking with one switch, and keep taking phone bookings exactly as you do now.

EVERYTHING YOU GET

What comes with your listing

Your listing

- ✓ Photo gallery, description and facilities
- ✓ Every treatment with its price and length
- ✓ Free times shown live
- ✓ County, state and town pages, and postcode or ZIP search
- ✓ A "Book online" button once you switch on

Bookings and payment

- ✓ Paid in full when they book
- ✓ No card fees, no card machine
- ✓ No double bookings: places checked for every time
- ✓ Instant booking email to you

Your calendar, your way

- ✓ Opening hours and day overrides in your portal
- ✓ Two-way sync with Google, Outlook or booking software (iCal)
- ✓ API and webhooks for bigger systems
- ✓ Block times and close days

Every guest's details, before arrival

- ✓ Name and age
- ✓ Pregnancy, and how many weeks
- ✓ Heart, blood pressure, recent surgery
- ✓ Skin, epilepsy, diabetes, circulation
- ✓ Medication and allergies
- ✓ Anything the therapist should know
- ✓ Customer phone and email

Your partner portal

- ✓ Today: who is booked in and when
- ✓ Bookings, treatments and peak pricing
- ✓ Listing, photos, facilities and guest rules
- ✓ Cancellation policy and payout statements
- ✓ Messages from guests, with email alerts

Give back, if you like

After a couple of months you can give 1–10% of your share of each booking to a charity you choose. We pay it for you and show it on your page.

Help when you need it

Reply to any email from us or write to hello@wellknown.online. We can go through setup with you on the phone.



See a finished listing

Scan to open our example day spa: photos, description, facilities, treatments, prices, rules and cancellation policy, all filled in. It shows exactly what guests will see on your page.

THE MONEY

Simple, and only when a booking happens

Sign-up fee	£0
Monthly fee	£0
Card fees	£0, we cover them
Contract	None. 30 days' notice to leave
Commission, first month live	8% of each booking
Commission after that	12% of each booking
On your own customers and bookings	£0
Our booking fee	Paid by the guest, never by you

Commission is only charged on bookings that happen, and the rate is fixed when each booking is made. Where a booking is cancelled, commission is only on the part the customer isn't refunded. Guests also pay us a small booking fee on top of your price; it's ours and never comes out of your share.

Worked examples

Booking	Your price	You get (8%)	You get (12%)
60-min massage at £65	£65.00	£59.80	£57.20
Couples spa day, 2 at £120	£240.00	£220.80	£211.20
Float session at £55	£55.00	£50.60	£48.40

If a customer cancels late

Say your policy refunds 50% between 24 and 48 hours before, and a £120 booking is cancelled the day before. The guest gets £60 back; the other £60 is kept. Commission is 12% of £60 (£7.20) and you receive £52.80. No-shows follow your policy the same way.

When you're paid

Bookings you mark as completed in a month are paid by bank transfer within 10 working days of that month ending, with a statement listing every booking, the price, our commission and what you receive. There's nothing to invoice.

Your prices, your choice

Set any price you like on Wellknown. We don't ask for the same prices you charge by phone or elsewhere, so you can build the commission into your online price if you prefer.

YOUR RULES, YOUR PROTECTION

You decide who you treat, and on what terms

Guest rules you can set

- **Age:** the youngest guest you accept, and whether under-18s need an adult with them
- **Pregnancy:** whether you take pregnant guests, and which treatments are pregnancy-safe
- **Health notes:** every guest tells you about heart, blood pressure, surgery, skin, epilepsy, diabetes, circulation, medication and allergies
- **Anything else:** add your own requirements, such as swimwear in thermal areas or arriving 15 minutes early

Guests must confirm your rules before they pay, and a guest who doesn't meet them can't be booked.

Your cancellation policy

Choose Flexible (full refund up to 24 hours before), Moderate (full refund up to 48 hours, 50% up to 24 hours) or Strict (50% up to 72 hours), or set your own refund tiers. Guests see it before they pay and it is applied automatically to every refund.

On the day

- **Declining a treatment:** you can decline one that isn't safe, or where the guest doesn't match what they told us or doesn't meet your rules. Tell us the same day.
- **Health first:** you have every guest's health answers before they arrive, and your therapist has the final say on the day.
- **Your insurance and any licences:** you keep your own, as you do now. We never interfere with how you run your treatments.

Freedom and fairness

- **No tie-in:** pause online bookings any time, or leave with 30 days' notice.
- **Keep everything else:** phone bookings, your own website and other sites, at any price.
- **The one rule:** customers who book through us pay through us. Please don't take extra payment from them or move them off the site to avoid commission.
- **Data:** you use guests' details only to look after them, under UK GDPR (or your own state's privacy laws in the US).

The full Venue Terms are at wellknown.online/venue-terms and you accept them in your portal before taking bookings.

GET STARTED

Live in about 20 minutes

Have these ready

- ✓ At least 5 photos: treatment rooms, pool or thermal areas, relaxation spaces
- ✓ A few sentences about your place and what makes it special
- ✓ Your treatments: name, length and price
- ✓ How many guests you can take at once for each
- ✓ Opening hours and closed days
- ✓ Your guest rules and cancellation policy
- ✓ Bank details for your payouts

Then

- 1 Find your business on our site and press Claim (or scan the code below)
- 2 Confirm your details and set a password
- 3 Follow the setup checklist in your portal
- 4 Accept the Venue Terms
- 5 Switch on bookings; your 8% first month starts

Questions venues ask

Do I have to take every booking?

No. You set the hours and treatments you want to sell online, and can pause online booking at any time.

We're usually full. Is it worth it?

Many venues just use it to fill last-minute gaps when someone cancels. It costs nothing until a booking happens.

Can I still take bookings by phone?

Yes. Block those times (or sync your diary) so they can't be booked online too.

Who holds the money?

Customers pay Darling Mellow Ltd, trading as Wellknown as your booking agent. Your share is held for you and paid monthly with a statement.

What if I want to stop?

Pause any time, or leave with 30 days' notice. Confirmed bookings are honoured and anything owed is paid.

READY WHEN YOU ARE

Claim your listing

Scan the code, or visit:
wellknown.online/operators/



Questions? Email hello@wellknown.online