

spa business

ON THE COVER

Ai Weiwei

The Chinese dissident and artist - designer of the ESPA-sponsored Serpentine Pavilion



The Chateau

Malaysia's take on a French organic wellness resort

ASK AN EXPERT

CORPORATE WELLNESS

The key components of employee programmes

James Bermingham

THE VP OF MONTAGE HOTELS & RESORTS
ON WHY SPAS ARE CORE TO ITS BRANDING



AROMATHERAPY ASSOCIATES LONDON



WINNER - Product Supplier of the Year
The Crystal Awards
Asia Pacific 2011



SpaChina Awards
中国水疗颁奖礼 2011



EUROPE | MIDDLE EAST | AFRICA | AMERICAS | ASIA PACIFIC



In a world full of competition,
it's important to remember why
Aromatherapy Associates
should always be the spa partner
of choice...

Aromatherapy Associates aspire to be the most respected partner for hotels and spas worldwide. We are completely focused on supporting you with all you need to successfully grow your business and maximise sales. We do this by:

Offering you flexible and bespoke marketing and merchandising support.

Working above and beyond to provide signature treatments, developed specifically for individual spas and your clients.

Offering pure, natural and effective face and body retail products for all treatments to increase your revenue.

For more information, call us on: +44 (0)20 8569 7030
or email: sales@aromatherapyassociates.com

www.aromatherapyassociates.com



sacred nature
eco-cosmesis for the skin. for the planet

[**comfort zone**]



www.comfortzone.it

marie claire

2011 prix d'excellence
2010 ethical product
special nominee

99% natural active ingredients - 20% minimum from organic culture
made in Italy with energy from renewable resources



Embrace the discomfort

The spa industry must reject routine, staid approaches to challenges and energetically embrace innovation if it is to thrive. This was the clear message from speakers at the Global Spa & Wellness Summit (GSWS) which was held recently in Aspen, Colorado.

Delegates were told that real growth will not return to the sector unless we challenge every aspect of the business, from the way technology is harnessed for management and marketing, to the developing of new business models. Our GSWS report on p54 examines the highlights of the event and teases out the lessons shared and learned.

This year's summit took some delegates outside their comfort zone by introducing new concepts, perspectives and even learning methods, but in so doing was true to its theme and purpose, as this was fundamentally what it was all about. If we keep doing things the same way – however comfortable this feels – nothing will ever improve. We have to grow to love and embrace the feeling of being in a state of constant change.

We learned that habits don't require willpower – once people get into a routine, they repeat behaviours painlessly and get very comfortable doing so.

Speaker Jessica Alquist explained how spas can use this innate tendency in people to bring about and cement healthy lifestyle changes. However, while that's a positive way of tapping into this deep-seated human trait, we must also be aware it can undermine our ability to initiate and



Our cover image celebrates innovative thinking from ESPA, which this year has sponsored the Serpentine Pavilion, designed by Chinese dissident artist, Ai Weiwei

embrace change. We must practice disruptive, creative thinking until this becomes a habit too.

The cover of this edition of *Spa Business* celebrates just such innovative thinking. ESPA surprised the industry by moving its support into the arts world by sponsoring the Serpentine Pavilion in London. This radical piece of architecture – which is rebuilt each year according to the vision of a new designer – was conceived for 2012 by Chinese dissident artist Ai Weiwei, in partnership with architects Herzog & de Meuron.

It was a brave move and typifies the provocative thinking advocated at the GSWS. It's only by challenging ourselves, forging new alliances, being creative and breaking down barriers that we'll tap into fresh lifeblood for our industry. We applaud ESPA's audacity.

Liz Terry, editor twitter: @elizterry

● For a full report on the Serpentine Pavilion and interview with ESPA CEO, Susan Harmsworth, visit www.leisuremanagement.co.uk/2012Q3



Read all our editor's and contributors' letters on our blog at blog.spabusiness.com

CONTACT US:

Spa Business magazine, Leisure Media, Portmill House, Portmill Lane, Hitchin, Hertfordshire, SG5 1DJ, UK

TEL: +44 (0)1462 431385 EMAIL: theteam@spabusiness.com

TWITTER: @spabusinessmag FACEBOOK: [Facebook.com/spabusiness](https://www.facebook.com/spabusiness)



Miraval Resort & Spa, Tucson, USA

Why Europe's No.1 luxury skin care brand should be your No.1 spa partner?

The pioneer of professional beauty treatments, Clarins has, for more than 50 years, been famed for its plant-rich formulas and exclusive manual techniques. Beyond an unforgettable experience, a Clarins treatment is the guarantee of unique, scientifically proven performance. No wonder Clarins, No.1 in European luxury skin care, is the No.1 choice of many of the world's top hotels.

The exclusive benefits Clarins can offer you to increase your sales turnover:

- Expert manual massages and treatments tailored to the needs of your customers and your business;
- Exclusive professional, plant-based formulas, developed by the Clarins Laboratories;
- Excellent, on-going training programmes, plus extensive marketing and media support;
- Additional turnover through follow-up retail sales.

Contact: spa-activities@clarins.net

Find all our partner hotels on www.clarins.com





Science, Experience, Senses.



CLARINS

IN THIS ISSUE



Montage's James Bermingham, p28



Chicago spas under scrutiny, p50

PHOTO:FRANKFORD/SHUTTERSTOCK.COM



Mother and baby spas, p42



Global Spa & Wellness Summit review, p54

5 | Editor's letter:

Embrace the discomfort

Liz Terry says the industry needs radical innovation to thrive.

14 | Letters

Resense Spa gives advice on the nuances of operating spas in Baku

18 | News

The world's first Hello Kitty spa launches in Dubai; Guerlain to team up with Oetker; and details about Marilyn Monroe themed spas revealed

24 | Ask an expert:

Corporate wellness

Wellness programmes for corporate employees is a lucrative and growing market. What can spas do to tap into this possible new revenue generator?

28 | Interview:

James Bermingham

The vice-president of Montage Hotels & Resorts talks to Katie Barnes about how investing heavily in therapist training has elevated the group's spa offering and service to the next level

34 | Training profile:

Anne Bramham

ASTECC is the sole spa training organisation working with Montage. Founder Anne Bramham explains what the courses cover and what makes them stand out

36 | Castles & dreams

Jennifer Harbottle looks round The Chateau – an organic wellness resort modelled on a French castle but located in the Malaysian rainforest

42 | Trends: Latching on

Independent, wealthy women are redefining motherhood. Mari Stevens investigates this new emerging group, their expectations and how – and why – spas can cater for them

50 | City focus: Chicagoland

Lisa Starr takes a look at a cross-section of spas in Chicago and how they differentiate themselves in the thriving urban spa location

54 | Summit review:

Outside the box

The sixth Global Spa & Wellness Summit in Aspen hosted a number of expert speakers from outside the industry to inspire and challenge the world's leading spa professionals. Katie Barnes reports



Mystery shopping Solage Spa in California, p68



Investigating spa management training, p60



The Waltons on taking Irish seaweed global, p78



Dubrovnik Sun Gardens, Croatia, p64

60 Investigation: Moving on up

The second-part of our investigation into global spa management training by Rhianon Howells

64 Pearl of the Adriatic

Kath Hudson visits the Dubrovnic Sun Gardens integrated resort in Croatia

68 Mystery shopper: Glorious mud?

Jane Scrivner reveals the good and bad points of mud treatments at two spas in Calistoga, California

74 Spa tourism: Madeiran marvel

The Portuguese island of Madeira holds much promise as a wellness destination. Anni Hood finds out about its spa tourism strategy

78 Family matters: The Waltons

The husband and wife behind Irish seaweed firm Voya on global growth

82 Join the club

Kate Cracknell reports on Kuwait's Al Corniche Club Resort and Spa

88 Products focus:

Water equipment – part 2
More hydrotherapy kit highlights

92 Products

New products and equipment; plus Biosentials' create it fresh approach

98 Research: Touch point

Melbourne's RMIT University examines 740 studies outlining the proven benefits of massage

GO GREEN



Did you know that you can now receive a FREE subscription to *Spa Business* in its new, greener, paper-free, digital format?

Change the way you read *Spa Business* magazine

SIGN UP ONLINE:

www.spabusiness.com/green



CHOOSE A RENOWNED PROFESSIONAL TREATMENT EXPERT

Exclusive and ultra-effective facial and body treatment procedures combined with a unique relaxation method.

High-performance products and sensorial textures dedicated to skincare professionals for proven results.



TEAM UP WITH THE LEADER IN MARINE BIOTECHNOLOGY

High-tech cosmetology formulated with cutting-edge marine ingredients to promote healthy, natural beauty.

Innovative and targeted products developed by a scientific team specialized in skin biology.



BENEFIT FROM PERSONALIZED SALES SUPPORT

Privileged support with tailor-made treatments and targeted training programs.

Dedicated sales and marketing teams to boost profitability for the spa.



L'OCÉAN. LA SCIENCE. LA BEAUTÉ.

PHYTOMER

40 YEARS OF EXPERIENCE WITH OVER 500 SPAS IN 70 COUNTRIES:

Four Seasons Amman, Le Méridien Ra Beach, The Venitian Las Vegas, Mykonos Grand, TwinPalms Phuket...

READER SERVICES

SUBSCRIPTIONS

DENISE GILDEA +44 (0)1462 471930

CIRCULATION

MICHAEL EMMERSON +44 (0)1462 471932

EDITORIAL TEAM

EDITOR

LIZ TERRY +44 (0)1462 431385

MANAGING EDITOR

KATIE BARNES +44 (0)1462 471925

NEWSDESK

TOM WALKER +44 (0)1462 471934

PETER HAYMAYN +44 (0)1462 471938

MARTIN NASH +44 (0)1462 471933

NORTH AMERICA EDITOR

PETER SARGENT +1 239 949 3394

ADVERTISING TEAM

PUBLISHER/ADVERTISING SALES

ASTRID ROS +44 (0)1462 471911

ADVERTISING SALES

JULIE BADRICK +44 (0)1462 471919

JOHN CHALLINOR +44 (0)1202 742968

DAVID HUNT +44 (0)1462 471902

JAN WILLIAMS +44 (0)1462 471909

ADVERTISING SALES - WWW.SPA-KIT.NET

STEPHANIE ROGERS +44 (0)1462 471902

ADVERTISING PRODUCTION

ED GALLAGHER +44 (0)1905 20198

SPA RECRUITMENT/TRAINING SALES

ANNIE LOVELL +44 (0)1462 471901

WEB TEAM

WWW.SPA-KIT.NET/

PRODUCT SEARCH ENGINE

KATE CORNEY +44 (0)1462 471933

MARTIN NASH +44 (0)1462 471933

SPABUSINESS.COM

MICHAEL PARAMORE +44 (0)1462 471926

TIM NASH +44 (0)1462 471917

DEAN FOX +44 (0)1462 471900

EMMA HARRIS +44 (0)1462 471921

DESIGN

ANDY BUNDY +44 (0)1462 471924

FINANCE

SUE DAVIS +44 (0)1395 519398

DENISE GILDEA +44 (0)1462 471930

CREDIT CONTROL

REBEKAH SCOTT +44 (0)1462 733477

CONTRIBUTORS

Jennifer

Harbottle

Jennifer Harbottle has been a regular contributor to *Spa Business* magazine for the last six years and has established herself as a leading commentator in the industry. Currently based in Malaysia, she focuses on writing about the Asia-Pacific leisure sector.



Rhianon

Howells

Rhianon Howells was the launch editor of *Spa Business* and established it as a journal of note. As consulting editor, she is closely involved with its continuing development, while also writing about health, fitness, travel and leisure as a freelance journalist.



Lisa

Starr

Business consultant, trainer and educator and overall curious person, Lisa Starr has been helping spa companies maximise their performance – in front and back of house operations – for 30 years. She also blogs on spa management issues at gramercyone.com/blog



Anni

Hood

Previously the group director of spas for the Jumeirah Group, Anni Hood consults in the industry at a global level. She's also the founder of *KIS Lifestyle*®, a group dedicated to helping people achieve optimum health and making world-class wellness accessible to the mainstream.



Jane

Scrivner

With more than 20 years in the spa industry, Jane Scrivner has been a trainer and treatment designer and has written numerous books on detox. She has her own skincare range and recently launched *Spaplance* to design and manufacture treatment appliances.



Mari

Stevens

Mari Stevens is a brand marketing professional and travel writer based in Wales, UK. Her interests are tourism, sustainable development and broadcast media. She has two children – Jac and Elis, her latest travel companion and budding spa expert.



ON THE COVER

Ai Weiwei designer of the ESPA-sponsored Serpentine Pavilion.

The views expressed in individual articles are those of the author and do not necessarily represent those of the publisher, The Leisure Media Company Ltd. ©Cybertrek Ltd 2012. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of the copyright holder, Cybertrek Ltd. Registered at Stationers' Hall 30851, Spa Business ISSN 1479-912X is available on annual subscription for UK £28, Europe £38, USA/Canada £28, rest of world £38, from the Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin SG5 1DJ, UK. Printed by Mansons. ©Cybertrek 2012 ISSN 1479-912X. Digital edition at www.spabusiness.com/digital

THE LEISURE
MEDIA COMPANY
PUBLISHES

SUBSCRIBE ONLINE:
WWW.LEISURESUBS.COM





ITALIAN STYLE
IN WELLNESS CONTRACT

Letters



Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you.

Email your letters, thoughts and suggestions to theteam@spabusiness.com

Insider knowledge on the spa market in Baku

Richard Grew, regional project manager, Resense Spa

There's no doubt, as Professor Stevens points out in *Spa Business* (see SB12/1 p82), that Azerbaijan and in particular, Baku is booming when it comes to spa development. We've managed Kempinski The Spa, Badamdar since it opened in December 2011 and feel we can offer some unique insights on the marketplace.

With the rapid growth of major hotels, spa utilisation has yet to keep up with the rate of construction in Baku. Yes, there's an increasing business clientele, but many spa operators struggle to draw them in. The real promise lies in the growing – albeit slow – emergence of the Azerbaijani middle class and increasing tourism from surrounding countries.

Key to success will be understanding these guests and their view of spas. Azerbaijan has strong historical links with Germany, Turkey and Russia and has been heavily influenced by the dominating spa cultures from these countries. Hammams and large relaxation spaces to socialise and drink tea in are very sought-after.

Message is still the most requested service, but in Baku the traditional practice sees copious amounts of oil massaged into every inch of you – including your eyeballs and inner ears!



Resense has managed Kempinski, The Spa Badamdar in Baku since it opened in late December

Hiring VIP suites for a set time and then adding treatments is also very popular. Massage is still the most requested service, accounting for 65 per cent of treatment revenue, but in Baku the traditional practice sees copious amounts of oil massaged into every inch of you – including your eyeballs and inner ears!

Men are by far the biggest users of spa – over 85 per cent of our clients are male aged 45-65. But regardless of Muslim culture or gender, female therapists are nearly always requested and are expected to be highly skilled. Unfortunately, many

locals have little or no formal therapist training so big players, like Kempinski, are introducing their own expert trainers, which has led to clear improvement. And international spa training is perceived by local therapists as a major draw. Although training does need to be conducted in English and Azeri, with the Azeri often broken down further into Russian and Turkish, so it does take longer.

Overall, our experience has been very positive. Baku is readying itself to meet growing numbers of business and leisure travellers and the future is very promising.

spa business

Uniting the world of spas

Spa Business subscribers work in all areas of the spa market worldwide. The magazine is available in print, digitally and as a PDF edition, in addition to a daily website and weekly ezine. See www.spabusiness.com



spa opportunities

Jobs, news and training

Spa Opportunities magazine focuses on recruitment, careers and news and is published every two weeks. It has a daily website showing all the latest jobs and a weekly ezine. See www.spaopportunities.com





Stories of treatments, products or therapists skills – tied to a sense of place – add value to menus

What happens after menu profitability and popularity analysis?

Mary Darling, freelance hospitality consultant; and founder, Bali Wellness Journeys

The CRASE system, as *Spa Business's* feature on treatment menu engineering shows (see SB12/1 p26), is an excellent tool for analysing sales profit margins and popularity. Yet the psychology of buying – based on the actual design, layout and overall strategy of the menu – is also vital.

The menu booklet, website, in-room materials and phone/tablet apps are all read differently so design must be adaptable. Images help position experiences so make them professional, educational and interesting. Be cautious of female imagery and words if attracting men too and if located in areas where the culture is gender sensitive – focus more on health, wellbeing and prevention.

Clearer font styles, such as serif, can make easier reading in dim light, while increasing font size or changing the colour can make items sell more effectively. Paper quality and use of watermarks all influence a buyer's perception too.

We read in patterns so placement of items can generate more sales. For example, if reading left to right perhaps the most profitable item should appear upper right. Signature treatments can be featured with graphic design elements to draw attention. The use of dollar signs or multiple zeros in foreign currencies should be reduced (or eliminated). While using leader dots to prices or listing prices in columns can turn a spa experience into just a treatment.

Descriptions and stories of the treatments, products or therapists' skills – tied to a sense of place – create a subconscious clue that they're a 'not to be missed experience', which can influence the perception of price value. Educating customers on the benefits of various modalities by using research such as that found at www.spaevvidence.com can have a similar effect. In addition, offering certified organic products and/or including brand names in descriptions can justify higher pricing. Meanwhile, listing awards and customer testimonials provides subliminal assurance that a customer has made the right choice, so use them.

Spa menu offerings are the foundation to a successful business, please consider adding psychology to your pricing and profitability analysis.

Bridging the gap between medical and preventative approaches

Dr John Brazier, founder, Kore Therapy

I was interested to read your editor's letter (see SB12/2 p5) observing the conflict and competition between a medical and preventative approach to illness in the US.

The spa market, inadvertently, gives the impression that it's only good for women and relaxation. As a complementary medicine training provider, our aim is to help transform this superficial image. Our courses range from two to 20 days and are focused on Kore Therapy which combines western musculoskeletal assessment and treatment with traditional Oriental hands-on medicine. We use muscle testing to find pelvic, spinal, organ and digestive imbalance, for example, and then treat the condition at the root cause.

We're already working with academic bodies. Our acupuncture course is going through validation for a masters degree in Developing Practice in Complementary Medicine at the UK's Blackburn & Cumbria. And we're partnering with it to research the impact of Kore Therapy on ME and fibromyalgia.

We're also working with Mercure UK, part of Accor, and have trained a team of therapists and personal trainers across the country to carry out musculoskeletal assessment. Mercure Spa Naturel group will offer these assessments to all corporate clients, gym members and spa and hotel guests. A fully clothed, 20 minute screening generally converts at 70-80 per cent of clients immediately booking for a full treatment afterwards.

We will be working together to prove that relatively low guest capture rates can be considerably increased at the same time enhancing the credibility of spa. All that's needed is an upgrade in skill sets and change in the spa language – so it's a little less fussy and more results focused.

spa business HANDBOOK

The global resource for spa professionals

The annual *Spa Business Handbook* brings together research and vital reference content. Visit the website: www.spahandbook.com or view it online at www.spahandbook.com/digital



spa-kit.net

The search engine for spa buyers

Find the suppliers you need to equip your spa quickly and easily. Over 57,000 buyers each month use the service, which includes sector-specific linked websites and a weekly ezine.





The Pool
ESPA at The Istanbul EDITION



YOU CAN HAVE THE BEST OF BOTH WORLDS

Recognised as global leaders in spa, ESPA successfully combine the creation of pioneering, natural products with the design of prestigious spas.

PRODUCTS & TREATMENTS

Skin and bodycare products

99% natural

Exceptionally potent ingredients

Recommended by our therapists worldwide

British Heritage

Manufactured in our UK factory

SPAS & SALONS

Advanced joint business management

Marketing and sales support

Pioneering treatments

Award-winning teaching academy

Unrivalled spa expertise

Globally in 55 countries

Contact us on +44 (0)1252 742 800
or email partner@espainternational.co.uk



ESPA

ESPAONLINE.COM

New spa association for Quebec, Canada

The booming spa sector in Eastern Canada has resulted in the formation of a new association for wellness operators located within the province of Quebec.

Association Québécoise des spas (AQDS) has been founded with a mission to support and represent all spas in Quebec – the only Canadian province where the sole official language is French at governmental level.

A founding committee was formed to implement the new association. Members include Le Scandinave Spa president Pierre Brisson; Sylvie Lessard, director of the spa at Manoir du Lac William; and Spa Eastman president Jocelyne Dubuc.

The association will look to develop strategies and tools to assist the industry to become more professional, as well as represent its interests at governmental level.

Read more: <http://lei.sr?a=X5M1B>



The report surveyed 3,892 yoga practitioners

Australian research outlines benefits of yoga

A nationwide study carried out by four academics in Australia is one of the first pieces of the research to offer a detailed outline of the many health benefits of yoga.

Stephen Penman and Marc Cohen from the School of Health Sciences at RMIT University in Melbourne (see S808/4 p44) – working with Philip Stevens from the Swan Research Institute and Sue Jackson of the School of Human Movement Studies at the University of Queensland – conducted a survey of 3,892 yoga practitioners.

According to the study, yoga practice was seen to assist in the management of specific issues and medical conditions.

Respondents commonly started practicing yoga for health and fitness but often continued practicing for stress management purposes. One in five respondents practiced yoga for a specific health or medical reason which was seen to be improved through the activity. More people also used yoga for stress management and anxiety than back, neck or shoulder problems. Read more: <http://lei.sr?a=To14g>

11 new spas for Resense in 2013

Management company Resense Spa is set to open 11 new spas during 2013 as part of a larger expansion strategy. Three of the new spas will be operated as full-service Resense Spas while the other eight will be managed under the Kempinski, The Spa brand.

The Resense Spas – described as the ultimate European luxury spa experience – have been uniquely tailored for each location. The first Resense Spa will be situated in Accra, Ghana (at the Kempinski Hotel Gold Coast City); Cairo, Egypt (as part of Kempinski Hotel Royal Maxim); and Riyadh, Saudi Arabia (at the Kempinski Hotel Riyadh).

The Kempinski hotels that will host the new Kempinski, The Spas are in Austria, Saudi Arabia, Kenya, Namibia and Oman. While three more will open in China. Kempinski, The Spa is described as a luxurious, seasonal concept and the preferred suppliers are Elemental Herbology, Daniele de



Resense Spa plans to have 80 spas operating by the end of 2015

Winter and Thémaé – although brands will be chosen according to spa location and target market and have been adapted for Kempinski. The product house for Resense will be announced shortly.

Set up in 2009 as a joint venture between Kempinski Hotels and consultancy Reason d'Être, Resense has 40 spas under contract and plans to have 80 spas by 2015 under the its two brands. The company currently operates 11 Kempinski, The Spas. Details: www.resensespas.com

First Hello Kitty spa debuts in Dubai

The world's first spa themed and designed on Japan's Hello Kitty character has been unveiled at the Town Center Jumeirah shopping mall in Dubai, UAE.

The 1,850sq ft (172sq m) Hello Kitty Beauty Spa is operated on license by Sharaf Retail. The spa targets both children and adults and hopes to appeal to both a high-end and leisure clientele and is the first character-branded spa in the Middle East.

Japanese artist Miyuki Okamura is behind its design, with the spa divided into three parts – the reception, a main/central treatment room and a party area. The main treatment room contains hair and nail stations with a lounge, TV and karaoke system for children, while the party area includes make-up and styling stations.



Hello Kitty spa has been designed to attract children and their mothers

The spa has two separate service menus – one for Queens (adults) and another tailored for Princesses (children). And it is working on the creation of its own line of products. Japanese social communications firm Sanrio is the owner of the intellectual property rights to Hello Kitty, one of the country's largest cultural exports. Read more: <http://lei.sr?a=v2s1y>

US luxury hotels sell more rooms than ever during Q1

Luxury hotels in the US sold more rooms than ever before during the first quarter of 2012 (three months to March 31).

According to a quarterly report by Smith Travel Research (STR), a total of 6.75m rooms were sold at luxury properties, with the

increase attributed to a resurgence of both corporate and high-end leisure travellers.

Jan Freitag, senior vice president of operations at STR said the figures could be a lead indicator for where the hotel spa industry is headed (see p54 for more details).

Work starts on Yangcheng resort

IMC Octave – the real estate and hospitality arm of Singapore-based diversified company IMC Group – has started work on a 28,000sq m (301,389sq ft) wellness retreat hotel at Yangcheng Lake just outside of Shanghai, China.

Due to open in early 2015, the 90-bedroom property is being designed by US-based Tsao and McKown Architects and will include a 6,000sq m (64,583sq ft) spa and an integrated medicine and executive health centre.

The spa will contain 40 treatment rooms and two aquatonic pools – one indoor and one outdoor – which offer experiences such as hydromassage stations using therapeutic jet streams, micro-bubbles and geysers to relieve stress and promote healing.

A thermal area will house separate male and female sections, as well as a co-ed area



The project includes a 6,000sq m wellness centre with 40 treatment rooms

PHOTO: SHUTTERSTOCK.COM/POLO-CHI

including the indoor aquatonic pool and up to five other thermal experiences.

Elsewhere, a mind-body centre will offer activities such as yoga and pilates; meditation spaces; and a fitness suite, along with an outdoor yoga area and meditation garden.

GOCO Hospitality is working on the design of the spa at the wellness retreat hotel. Details: www.imcgroup.info

Viceroy signs deal for two Turkish spa resorts

Viceroy Hotel Group is to make its first move into Turkey with the opening of two new properties – Viceroy Istanbul and Viceroy Bodrum – during the next two years.

The group has been named operator of the Nef Bebeköy development in Istanbul, which is

being led by developer Nef and will include a resort spanning 68,000sq m (732,000sq ft).

WATG are the project architects, with Viceroy Istanbul due to open in late 2013. Facilities will include a full-service spa. Read more: <http://lei.sr?a=Q3F5n>

Japan's first Evian-branded spa for Tokyo

Japan's first Evian-branded spa has been unveiled at Palace Hotel Tokyo – part of a US\$1.2bn (€980m, £770m) mixed-use development in the heart of the city.

Located on the fifth floor of the hotel, the 1,200sq m (12,197sq ft) spa is inspired by the Alpine journey taken by the France-based company's natural mineral water.

Facilities include five treatment rooms and a spa suite – named after Alpine peaks, as well as heated baths, two saunas and a cold plunge pool. Men's and women's relaxation lounges also form part of the Evian spa, which boasts views overlooking Tokyo's Imperial Palace Gardens and Mount Fuji.

The treatment menu – like the spa's design – has taken inspiration from the purifying journey of Evian's natural mineral water and



Evian plans to develop its spa concept further for future projects

uses products from French spa skincare companies Omnisens and Anne Semonin. MEC Design International Corporation led the design of the Evian Spa.

Consultant Patrick Saussay, previously general manager of Swiss spa and skincare firm After the Rain, has been appointed to develop the Evian spa concept for future projects. Read more: <http://lei.sr?a=A8X7K>

China's online beauty sales to reach US\$20bn by 2016

A study published by Kline & Company has found that internet beauty sales in China are expected to be worth more than US\$20bn (€16.3bn £12.8bn) by 2016.

The report – *Beauty Retailing Through Direct Sales in Emerging Markets: Channel Analysis and Opportunities* – examines trends in the world's emerging economies of Brazil, Russia, India and China.

According to the research group, China's online sector has been growing at a rate of 200 per cent since 2006 and is already worth nearly US\$8bn (€6.5bn, £5.1bn). Read more: <http://lei.sr?a=plX9T>



The treetop spa is part of a major redevelopment

New Treetop Spa for private island of Petit St Vincent

Entrepreneurs Phil Stephenson and Robin Paterson, owners of the Petit Saint Vincent private island in the Caribbean Sea, have opened a new treetop spa as part of a major redevelopment of the resort.

The PSV Spa is designed to blend in with its surroundings and has been crafted entirely using coconut trees, driftwood and natural wood. Facilities include four open-air treatment rooms, outdoor showers and a relaxation area. Each treatment will be tailored to the individual guest. Read more: <http://lei.sr?a=D8j6S>

McCarthy publishes book on the psychology of spas

Jeremy McCarthy, director of global spa development and operations at Starwood Hotels & Resorts (see SB10/3 p24), has written a book – *The Psychology of Spas & Wellbeing: A Guide to the Science of Holistic Healing*.

The new title draws on McCarthy's 20-year career as a spa operator and his studies of applied positive psychology (APP). McCarthy recently received a master's degree in APP from the University of Pennsylvania in Philadelphia, US. Read more: <http://lei.sr?a=H807Q>

£37m investment in wellbeing in the UK

A new £37m (US\$58m, €47m) initiative has been launched with the support of government funding to improve the health, wellbeing and quality of life for nearly 170,000 older people across the UK.

The Dallas – delivering assisted living lifestyles at scale – programme will examine new methods of using innovative products and services in order to create more independent lifestyles for the elderly.

Four consortia tasked with operating the initiative – developed by public body Technology Strategy Board (TSB) – have secured £25m worth of government funding. The consortia have also made financial contributions towards the Dallas programme, along with funding from the UK's National Institute for Health Research and the Scottish Government.

Read more: <http://lei.sr?a=d8a6K>



Each Elements wellness centre will have a spa

Supermarket chain Migros to launch wellness brand

The Swiss co-operative retail giant Migros Group has unveiled its new high-end health and spa club brand, Elements.

Designed specifically for the German market, Elements clubs will measure up to 5,000sq m (53,800sq ft) and include a spa and hammam or swimming pool.

Eight sites are already in the pipeline, with the first set to open in Munich at the beginning of 2013. The remaining seven clubs will open later in 2013; three further sites for Munich, two in Frankfurt and two in Stuttgart.

With annual revenues of over €20bn (US\$24bn, €16bn) and more than 80,000 employees, Migros is the country's largest supermarket operator and is structured into five strategic business units – co-operative retailing, commerce, industry and wholesaling, financial services and travel.

It already operates 44 health and wellness clubs, eight golf clubs and four sports centres in Switzerland.

Read more: <http://lei.sr?a=01A9Z>

Oetker teams up with Guerlain

The Oetker Collection has entered into an exclusive partnership with product house Guerlain for the future joint development of branded spas, which will form part of its new masterpiece hotels.

The first property expected to benefit from the new agreement will be Palais Namaskar in Marrakech, Morocco, which opened its doors earlier this year.

Facilities include the 6500sq m (6,997sq ft) Le Spa Namaskar, which includes four individual treatment cabins with outdoor terraces and two double cabins with private hammams.

A hair salon and an area for manicures, pedicures and facials also form part of the spa, while treatments can also be administered within the hotel grounds or bedrooms.

It will be Guerlain's first opening in Morocco and joins its network of spas found



Palais Namaskar opened in Marrakech, Morocco earlier this year

in prime cities throughout the world, having originally been founded as a perfume house in 1828. Signature experiences will include Orchidée Impériale Prestige Treatment and the Terracotta Treatment. Products from ila are also used in Le Spa Namaskar.

The partnership will also see Oetker explore opportunities for future openings in conjunction with Guerlain, such as Le Bristol Abu Dhabi. Read more: <http://lei.sr?a=U6v4W>

ESPA's flagship Asian spa opens at Sentosa

A new 10,000sq m (107,639sq ft) ESPA spa opened in July at Resorts World Sentosa (RWS) – one of Singapore's first integrated resort developments.

ESPA at RWS is the company's new flagship Asian spa and features 24 treatment rooms in total. They include two double spa suites and six treatment villas all overlooking a 'reflection pool' as well as two beach treatment villas with sea views.

A traditional hammam – one of the first in Singapore – is among the highlights and includes a large scrub plinth, steamroom, two scrub areas and four seated washing stations. There's also a relaxation area with sleep pods, a nail salon with back massage stations and the Tangerine Spa Café serving healthy cuisine.



These crystal steamrooms (above) and one of Singapore's first hammams

Elsewhere, there are male and female thermal facilities – supplied by Barr + Wray – with rock saunas and crystal steamrooms; gardens with vitality pools, cold plunge pools and unisex onsen style pools; a Zen yoga studio and a gym. Read more: <http://lei.sr?a=Xz6l>

PwC's latest research for Middle East spa markets

PricewaterhouseCoopers (PwC) has published its latest benchmark studies analysing the spa markets in Doha, Qatar; Beirut, Lebanon; and Jordan's Dead Sea region.

The studies track 11 key spa metrics between January and April 2012 and found

that the average revenue per treatment sold in this period was highest in Doha hotel spas at US\$134 (€109, €86). See *Spa Business* issue 2, 2012 p76 for a more in-depth analysis of this region's spa performance in 2011. Read more: <http://lei.sr?a=04K5S>

DECLÉOR

PARIS

The trusted leader
in Aromatherapy
for over 38 years, in
distinguished Spas
worldwide

- Award-winning iconic Aromessence™ Plant Powered Super Serums
- Unrivalled expertise in the blending of natural active ingredients, creating exclusive and exceptional Essential Oils
- Groundbreaking Aromatherapy product and treatment innovations with incredible results and performance

Essential Oils
Essential to
Beauty.



Discover DECLÉOR and the latest innovations calling on 020 7313 8780 or visit www.decleor.co.uk

Follow DECLÉOR UK on



Hilton publishes global spa trends report

The presence of a spa is an "important factor" for consumers booking a hotel, according to *Emerging Global Spa Trends* report published by Hilton Hotels and Resorts. Underlining the importance of spas, more than half of the participants in a worldwide survey of 6,000 people said wellness facilities were an important factor when choosing a hotel.

The research also underlines an increasing importance of men to the international spa industry and how successful facilities should tailor services to this particular audience. *Read more:* <http://lei.sr?a=L1K6C>



The private villa can be turned into a luxury spa

Madame Zabre Spa for private Seychelles island

Madame Zabre Spa Retreat – the most expensive Seychelles villa, costing €12,000 (US\$14,700, £9,400) a night – has opened on the privately-owned Desroches Island.

The 637sq m (6,858sq ft) retreat – named after a local beach – is for six people and has been designed with relaxation in mind. It includes three pools and a large central living area – with a butler, chef and 'spa angel' available on request – and can be configured to provide a spa suite for Elemental Herbolgy treatments. *Read more:* <http://lei.sr?a=G2N2v>

Tourism Observatory reveals trend forecasts

The Tourism Observatory for Health, Wellness and Spa (TOHWS) has started publication of its Constellation Series of trend forecasts covering the international wellness sector.

Established earlier this year, the organisation aims to provide comprehensive global analysis of health and travel – including holistic, spiritual, spa or medical wellness travel. The first publication in the series is *Wellness and Spa Travel 2015*, with systems, structures and trends including wellness being "much more" than spas and spirituality. *Read more:* <http://lei.sr?a=t9p1h>

Spa My Blend for RC Toronto

Clarins has opened its second Spa My Blend – a full-service concept with personalised skincare treatments – at The Ritz-Carlton (RC), Toronto in Canada this June. It marks the debut of Spa My Blend in North America.

The concept is focused around My Blend by Clarins – a premier skincare and treatment line launched last year that uses high-grade formulas that can be tailored to an individual's needs at any given point in time.

The re-branded spa is located on the fifth floor of the 267-bedroom hotel, which has been open for just over a year. Facilities include 16 treatment rooms, male and female relaxation areas and a co-ed Urban Sanctuary sunroom. There's also a Champagne Nail Bar and a range of water experiences including a city-view lap pool and green tea-infused vitality pools.



This is the second Spa My Blend by Clarins in the world

In addition, leading beauty and health professionals have collaborated to create customised offerings. These include the Beauty Bar with hair and make-up by celebrity stylist Jackie Gideon; personal training by Innovative Fitness and bespoke yogagurl sessions. The first Spa My Blend by Clarins opened in mid-2011 at Le Royal Monceau – Raffles Paris (see SB11/3 p64). *Read more:* <http://lei.sr?a=a6q8S>

First Marilyn Monroe spa to open in Florida

Niki Bryan, founder of the Niki Bryan Spa Management Company, has partnered with former president of world wide operations at Walt Disney Parks and Resorts, Al Weiss, to launch Marilyn Monroe Spas.

The themed concept will include spas, salons and nail shops located around the world through a licensing agreement with Authentic Brands Group, which owns the intellectual property rights for Marilyn Monroe.

The first branded site will open later this year in Orlando, Florida and will be operated by Niki Bryan Spas – which is headquartered in Orlando. Bryan said the brand will represent "one of the most exciting concepts" within the global spa industry.



The Marilyn Monroe brand is regarded as one of the world's most iconic

"Matching the allure and glamour of Marilyn Monroe with the beauty and spa industry is a natural fit and I am thrilled to join Al Weiss on this business venture," Bryan said.

Weiss added: "Without a doubt, the Marilyn Monroe brand is one of the most iconic brands around." *Read more:* <http://lei.sr?a=g1502>

Spa innovations at Four Seasons revealed

Four Seasons Resort Palm Beach in Florida, US has launched a new Lil' Spa-branded facility for its younger guests. It will target children aged between four and 11-years-old.

Elsewhere, the company has also introduced BioMeditation Therapy to the spa at the Four

Seasons Hotel Los Angeles at Beverly Hills in California, US. The new healing modality is designed to remove energy blockages in the body to naturally activate self-healing and strengthen the immune and nervous system. *Read more:* <http://lei.sr?a=u7V4n>

Bali resort partners with hospital

Bali's BIMC Hospital Group has teamed up with hotel operator Marriott to provide the country's first ever medical tourism packages and services to inbound travellers.

Backed by the Indonesian Ministry of Tourism and Creative Economy, the scheme will see the Courtyard by Marriott Bali hotel – located adjacent to the BIMC hospital in the Nusa Dua area of the island – offer aftercare services for hospital patients.

The services and packages will be targeted at patients using the hospital for advanced dialysis treatments, surgical and non-surgical cosmetic procedures, as well as dental care.

Courtyard by Marriott general manager Jeff Tyler said: "We carefully looked at services that aid in recuperation such as special diets and nutrition, unique spa and wellness



The Marriott resort will offer recovering patients a comfortable setting

programmes as well as ensuring wheel chair access to all areas of the property."

The resort will offer a comfortable setting for recovering patients and will be the first in Indonesia to coordinate specialised medical services such as aftercare visits by BIMC nurses. *Read more: <http://lei.sr?a=QrB4Q>*

Champneys announces expansion of medical services

Champneys, the UK destination spa group, has expanded the medical services on offer at its flagship site in Tring, Hertfordshire.

The Wellwoman and Wellman screening programmes provide a full MOT, which includes blood tests and heart and lung function tests.

Meanwhile, the Tring Medical Centre now offers injury and pain management, weight management and detox services. There's also a Health Heart Programme offering one-off heart checks, rehabilitation and prevention schemes. *Read more: <http://lei.sr?a=u4Lt>*

Former Italian monastery opens as spa hotel

Prince Albert and Princess Charlene of Monaco are among the first guests at a new luxury boutique spa hotel housed in a converted 17th century monastery on Italy's Amalfi Coast.

Monastero Santa Rosa Hotel and Spa is located on the cliff edge of Cape d'Orso and was restored by US businesswoman and director of the Sharma Foundation, Bianca Sharma.

The 500sq m (5,382sq ft) Santa Maria Novella spa is named after a famous pharmacy in Florence which also supplies its skincare and treatment products.

The facility has 80sq m (861sq ft) double treatment suite housed within a vaulted space, including a rasul, a steamroom, two wet tubs and two dry couches. An outdoor Treatment Garden contains two couches, while two



The resort is located on the cliff edge of Cape d'Orso on the Amalfi coast

indoor single treatment rooms and a 70sq m (753sq ft) thermal suite are also on offer. The thermal suite, by Thermarium, boasts a series of historic spaces linking various heat experiences, such as a vaulted tepidarium.

Howard Spa Consulting played a key role in creating the spa and will also operate it. *Read more: <http://lei.sr?a=g8S3A>*

DIARY DATES

11-12 AUGUST Sydney International Spa & Beauty Expo Conference

Sydney Convention & Exhibition Centre, Australia
Australia's largest gathering of leading brands and suppliers will feature the latest spa and beauty products, treatments, ideas and equipment.
Tel: +61 2 9422 2535
www.internationalbeautyexpo.com.au

6-8 SEPTEMBER SPA CHINA SUMMIT & AWARDS

Park Hyatt Ningbo Resort and Spa, Ningbo, China
The summit will include speakers from global and Chinese spa markets, a range of treatment demonstrations and the SpaChina Awards 2012.
Tel: +86 21 5385 8951 x850,807
www.spachina.com

19-21 SEPTEMBER World Spa & Well-being Convention

IMPACT Exhibition and Convention Center, Bangkok, Thailand
This inaugural event showcases products and equipment and focuses on networking opportunities for those in the spa industry in across Thailand.
Tel: +66 0833 5112
www.worldspawellbeing.com

28-30 SEPTEMBER Salon Look Internacional

Feria de Madrid, Madrid, Spain
A trading platform for those working in the Spanish beauty and aesthetics sectors.
Tel: +34 91 722 30 00
www.ifema.es

9-12 OCTOBER Interbad

Landesmesse Stuttgart, Germany
Featuring pools, saunas and spas, this trade fair attracts operators of private and public baths, spas, hotels with spa and beauty departments, and architects.
Tel: +49 711 18560-2398
www.interbad.de

15-17 OCTOBER ISPA Conference & Expo

Gaylord Palms Resort & Convention Center, Kissimmee, Florida, US
One of the spa industry's top events, ISPA brings together spa professionals from around the globe.
Tel: +1 859 226 4326
www.experienceispa.com



The original Global Spa & Wellness Summit panel give their advice on setting up employee wellness schemes

ASK AN EXPERT...

CORPORATE WELLNESS

Corporate wellness generally refers to programmes and/or services that are carried out in the workplace or externally and which address the health and energy levels of employees.

They can include a variety of elements from medical screenings, health education and lifestyle coaching to subsidised gym memberships or resort visits and nutritional/weight loss advice.

Spas should, could and can get involved in offering corporate wellness, heard delegates at a breakout session at this year's Global Spa & Wellness Summit (see p54).

The need is already there, says spa, wellness and hospitality consultant Mia Kyricos who chaired the session. Countries the world over are experiencing rising healthcare costs – even in the developing world. Heart disease, stroke and diabetes will cost China US\$558bn (€456bn, £359bn) within 10 years according to the

The employee wellness market is predicted to grow by 50 per cent in the next five years. How can spas get in on the act?

World Health Organization, while in 20 years the number of obese people in Mexico has risen by 58 per cent.

The benefits of corporate wellness programmes are clear. Having a healthy workforce not only eases the medical care costs – for healthcare systems and company insurance schemes – it leads to less absenteeism and more productivity and loyalty. Fitness programmes, for example, can reduce sick days by 13 per cent and lessen staff turnover by 250 per cent according to the American Fitness Professionals and Associates organisation.

Unsurprisingly, the employee wellness market is tipped to grow by 50 per cent – from US\$1.45bn-2.9bn (€1.2bn-2.4bn, £0.9bn-1.9bn) – in the US alone by 2016 according to industry research specialist IBIS World.

Kyricos says: “Three issues come up repeatedly in the spa industry. Firstly, the opportunity to prevent sickness; secondly, the need to introduce wellness and spa to the masses rather than the top 1 per cent; thirdly, the need to identify ways to evolve our businesses and profits. I honestly believe, having been an operator and a corporate wellness provider, that employee wellness feeds into all three – and that’s why it’s exciting.”

So, how can spas play a part in the future of corporate wellness and what makes a successful programme? We ask some panel members from the original summit breakout session.

As corporate wellness can be quite sterile, spas have the opportunity to provide it in a warmer, more relaxed environment.

They already offer modalities recommended in care plans, although spas still need to educate employers about how services could fit into an employee programme – such as highlighting the evidence of how massage and touch therapies can effectively lower blood pressure. Business wise, this drives traffic back to the spa, and also delivers a caring service to employees.

The sweet spot for small- to mid-size spas will be the corporations in the 50-300 plus employee range. This way, spas can get to know the employees and really engage them in their care plans. Although larger spas may want to approach bigger companies.

Engaging employees and having a hands-on approach to implementing wellness programmes is key to success. We've

PRITI ODEDRA

President,
ECOSPA 360



We now want to take our turnkey model to the spa market to help operators link up with corporations looking to introduce wellness programmes. Our programme covers everything from BMI,

body fat, waist circumference and blood screenings and measuring stress to offering education and one-to-one coaching.

A crucial feature to any programme is tracking biometric results and participation levels. We developed an electronic medical record platform, certified by the US government health service, to do this as it's the only way to prove corporate wellness programmes work... and we've had very good results.

One of our clients, Gateway Travel Plaza, had a medical loss ratio of 110 per cent in 2008-09, which meant that its insurance company Health America was spending US\$1.10 just on claims for every US\$1 premium. This was reduced to a remarkable 80 per cent in 2010-11 after implementing its wellness programme.

We conduct onsite employee enrolment meetings so staff understand what participation we expect from them and why they need to do to collect incentives

ECOSPA 360 was formed in early 2012 in a buyout by healthcare firm Apex Energetics. It began life as a water technology firm, Quantum Health & Wellness, that ventured into corporate wellness in 2007. Details: www.ecospa360.com

Corporate wellness in the US is intrinsically linked to the medical system and health insurance. We don't have free national healthcare, so insurance for medical services is vital.

Recently, there's a growing trend for consumer driven health plans. In these plans, premiums are relatively low and the consumer and/or company will contribute towards a healthcare fund. But if the person gets sick, they have to pay a deductible – say the first US\$1,000 – out of the fund and may have to cost share on medical expenses. As the individual is on the hook for a larger proportion of upfront expenses, they're more likely to invest in their health and engage in wellness prevention and programmes.

So how can spas get involved? Well, there's a natural overlap between existing corporate wellness programmes – tackling stress, healthy eating, exercise and habit modification – and spa services. There's a great possibility for spas to link up with corporations/insurance companies and those which focus on wellness, rather than just pampering will be most successful at

DR DANIEL FRIEDLAND

CEO,
SuperSmartHealth



destination spa Gwinganna (see SB09/3 p50).

The eight-week programme, based on neuroscience and rewiring the brain, begins with an onsite launch by myself or

creating alliances. Spas that are able to demonstrate models of economic sustainability and deliver a return on investment (of the programme) will also have a clear advantage.

The holy grail of corporate wellness is how to facilitate employee engagement. And the key is stress management or what I call stress navigation. The 2009 *Stress in America* Survey showed that only 43 per cent of people with self-reported high stress levels engage in weight-loss endeavours compared to 77 per cent with low levels of stress. That tells us there's no point offering a programme unless you deal with stress to begin with. Yet you need to know how to navigate stress intelligently as some amount of healthy stress can help drive performance too.

I'm currently piloting a programme – 4 in 4 Framework to Achieve Peak Performance – with large firms including Bridgepoint, IMC2 and Group Health as well as the Australian

a two-day immersion workshop, plus 60-90 minute videos and webinars each week which are integrated with a 140-page workbook. Specifically, it covers four steps: how to recognise and deal with your reaction to stress; how to neutralise the underlying triggers of stress and self-doubt; how to optimise your health, relationships and productivity; and how to stay on this track.

I'll be tracking the results via an extensive pre- and post-programme self-report questionnaire and my long-term aim is to tie it up with databases to work out the impact on absenteeism and medical costs.

Dr Friedland wrote one of the first books on evidence-based medicine and co-founded spaevideance.com. He delivers health coaching and wellness programmes and is the medical director of insurance brokers Barney & Barney. Details: www.supersmarthealth.com

Spas thinking of getting into corporate wellness should start by looking at their own workforce. When Mel and Enid Zuckerman set up Canyon Ranch in 1979, they believed success would be down to employees connecting with guests. So, they encouraged staff to use the gym, attend the lectures on health and lifestyle and, when invited, have meals with guests. It was really the beginning of a corporate wellness programme – it just wasn't called that.

In 2008, we formalised our Life Enhancement Program. We encouraged staff to participate in onsite wellness and fitness classes with gift, book and movie certificates. Around 30-40 per cent got involved, but it seemed like it was only those already engaging in healthy lifestyle.

So, in 2009, we required all employees in our health insurance plan – where Canyon Ranch pays towards medical insurance and covers medical costs – to

PETER SMITH

COO,
Canyon Ranch



and above and 92 per cent participated (while the number of doctors visits rose by 7.3 per cent).

The annual screenings are supplemented by 14-18 monthly fitness sessions, classes on health and lifestyle topics and weight management and eating programmes. Uniquely, they can also spend a week at our Tucson resort at far less than cost. During their stay they learn take-home healthy lifestyle strategies.

While this obviously comes at [an undisclosed] expense, the results from 2010 to 2011 speak for themselves. Our high risk population dropped by 6.8 per cent in the blood pressure category and by 6.4 per cent per cent in cholesterol ratios. And since 2008, our healthcare costs have only risen by 4.9 per cent compared to the industry average of 8.9 per cent and the US average of 11.5 per cent. The average amount we spend on healthcare for participants is also 14 per cent less a month than the national average which saves us thousands a year.

Canyon Ranch, a respected destination resort spa operator, has three properties in the US in Tucson, Lenox and Miami. Details: www.canyonranch.com.

The average amount we spend on healthcare for [programme] participants is 14 per cent a month less than the national average, saving us thousands a year

Spas have a unique opportunity in employee wellness to position themselves as pivotal to addressing ongoing health maintenance. They already have much of what's needed – not least the ability to manage stress – so it's just a case of appropriately positioning themselves and engaging stakeholder attention.

The biggest obstacle, however, is to motivate employees to participate in wellness programmes – it's not enough just to have the offering and that's where incentives come in. A study released by the National Business Group on Health in June found that 57 per cent of employees agreed that incentive-based health and wellness programmes had a better than expected success rate at increasing employee participation and that 73 per cent of employers use financial incentives to do this. It also found that incentive spending per employee is up again – US\$460 (£375, £293) in 2011, compared to US\$430 (£351, £274) in 2010 and US\$260 (£212, £166) back in 2009.

BETTY WEINKLE

VP Worklife Wellness,
SpaFinder Wellness



that could backfire such as gift cards for a supermarket which could just as easily be redeemed on cigarettes and alcohol as on healthy food. In this respect, I think spas could position themselves in

But what makes a good incentive? Classic attributes are that incentives are aspirational; that they're achievable, so employees have a reasonable opportunity to earn them; and that they leave a lasting impression and create some kind of feeling of goodwill.

It's important that each incentive is tailored to meet an individual's needs and to stretch them to move the needle – whether in wellness, sales or any other behaviour. A blanket approach could have the opposite effect, with some employees reaching targets and being rewarded and others missing out and feeling discouraged.

As a caution, however, I would not advise operators to survey their participants/employees and ask them what incentives they'd like. Because what they want, might not be what's best for them – like giving candy to a baby. Similarly, beware of rewards

a very positive way: as a reward and incentive for employee wellness programmes. This is certainly what we're focusing on with our new Worklife Wellness gift card offering.

Indeed, gift cards are a popular incentive and they're rapidly becoming a key driver of wellness programme success stories. In a Comdata Survey, of those companies offering incentives, 38.7 per cent use gift cards. But there are other types to consider too – in the survey, 25.4 per cent of employers also provide medical insurance discounts; 29.6 per cent offer contributions to health savings accounts and another 28.8 per cent offer free health and fitness memberships.

Weinkle has 25 years' experience in the incentives industry. She recently joined SpaFinder to help develop its Worklife Wellness offering. Details www.spafinder.com



SpaFinder[®]
WELLNESS



SpaFinder[®] Wellness

*A new universe of
clients for you*

SpaFinder Wellness is much more than a name change. It's a powerful website that puts our partners in front of millions of new consumers. It's the world's leading spa and wellness gift card program, plus bold new marketing initiatives. It's the ultimate resource for spa and wellness inspiration and information.

Visit spafinder.com

Erik Herz, Senior Vice President, Spa & Wellness Sales
(646)695-0589 erik.herz@spafinder.com

SPA

FITNESS

YOGA

PILATES

WELLNESS

BEAUTY

James Bermingham

Investing heavily in therapist training has paid off for Montage Hotels & Resorts which operates three ultra-luxury properties in the US. We talk to the group's vice-president

KATIE BARNES • MANAGING EDITOR • SPA BUSINESS

Montage Hotels & Resorts is serious about spas. While having a spa is now a must for any high-end operator, for Montage it's much more says the group's vice-president James Bermingham: "We look at spas as being core to the fundamental beliefs and attributes of the brand."

The management company part owns and operates three sites in the US - in Laguna Beach, California; Deer Valley, Park City, Utah; and Beverly Hills also in California. It was set up by the 35-year hotel veteran Alan J Fuerstman, and a group of undisclosed investors, in 2002 to serve top tier affluent travellers. The group's growth has been purposefully slow and considered. Each resort has been built from the ground up to create a distinctive offer with spacious accommodation.

Meticulous thought has also gone into the development of Montage's spas, including an ongoing, extensive 264-hour training programme for its therapists. It's a worthwhile

investment, according to Bermingham: "the spas generate millions in revenues and pretty extraordinary profitability levels too."

So, what makes the resorts and company stand out and why are spas so crucial?

PRIME LOCATION

Having been in the hospitality industry for 28 years, Bermingham is no stranger to high-end hotels and has covered varied roles in F&B, rooms, operations and sales. He began his career at the Clarence Hotel in his hometown of Dublin, Ireland - "I worked for the summer and fell in love with the business", he says - before working for Sheraton in London and transferring to North America.

Bermingham met Fuerstman at the St Regis, Houston where he was general manager and Fuerstman was an area manager for ITT Sheraton's Luxury Collection. He went on to become opening vice-president of hotel operations for Mirage's Beau Rivage in Biloxi, Mississippi and then general



■ From Dublin, Ireland, Bermingham fell in love with the hospitality business after working at the city's Clarence Hotel

manager at the acclaimed Latham Hotel in Washington DC. Then in 2002, Fuerstman approached Bermingham to take on the role of general manager at Montage's first property in Laguna Beach. "It was a wonderful opportunity to start a new company and brand," says Bermingham.

He feels that site location is part of the group's winning formula. "Montage is keenly focused on extraordinary destinations and great locations within those. Alan [Fuerstman] is very disciplined and patient. He's turned down many more projects than he's completed. Our selection criteria is that we want a Montage in proven luxury destinations where very high average rates are achieved. Within that destination we want one of the top three locations, if not the single best."

Each property is then a reflection of that location in its architecture, art, design, food, spa and services. "This is a significant differentiator," says Bermingham. "Our emphasis on luxury is different as we focus on the spirit of place and discovery so that even



■ Spa Montage Deer Valley covers 35,000sq ft (inside and out) and is the biggest overall



loyal guests find something new whether it's a beach (summer), mountain (winter) or the urban excitement of Los Angeles. And I think Spa Montage is just a wonderful example of all of those brand attributes."

As each site has been purpose-built, Montage has had the opportunity – and luxury – of planning the spas into prime locations within the properties. At Laguna Beach, this means being positioned on a bluff overlooking the Pacific Ocean, while in Deer Valley you'll be sitting in a hot tub looking down a valley with some of the most beautiful mountain scenery you'll ever see.

"Although they're different from each other in design and architecture, all three spas are breathtakingly beautiful," says Bermingham. "They're also extraordinary in scope and scale – in Montage Beverly Hills the spa covers 19,000sq ft (1,765sq m) and is spread over two levels which is almost unheard of in an urban location. Then in Laguna and Deer Valley they're even larger."

COMFORTABLE LUXURY

Another standout feature is that while all three Montage resorts are positioned as ultra-luxurious, they manage to deliver this

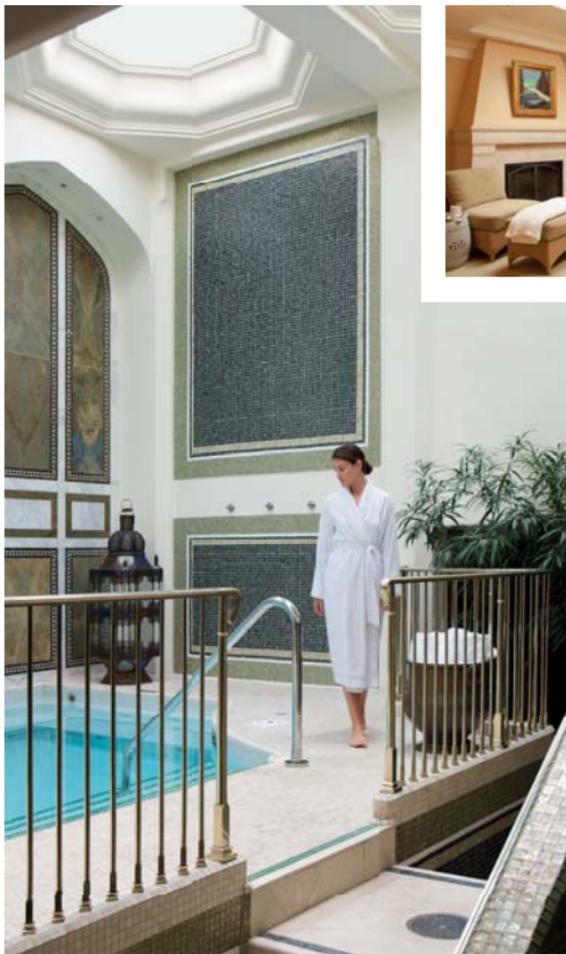
in a subtle, almost casual way. "We're not as large in scale as the great luxury brands out there, but Alan saw this an opportunity to create a residential feel," explains Bermingham. "We believe passionately that regardless of the purpose of your visit, you should be comfortable – whether you're in one of our lobby lounges in a ball gown or

■ To encourage customer loyalty, Montage has an urban location at Beverly Hills (above) and a beach and mountain resort

just coming back from the beach wearing your shorts and flip flops. And that means personalisation and the very highest levels of service, amenities and programming." ▶



■ The resorts and spas stand out because of their delivery of 'comfortable luxury'



■ At 20,000sq ft Spa Montage Beverly Hills is an impressive size in an urban property



■ The spas generate millions in revenues, says Bermingham, and have extraordinary profitability levels too

► In the spas, for example, bespoke touches are key. Each has a product dispensary where creams and oils based on the natural Spa Technologies line can be custom blended, often using indigenous ingredients, for each customer for use in professional treatments and for retail. In addition, the signature service Surrender is a 120-minute treatment where therapists prescribe a series of modalities according to a person's physical needs, stresses and strains. Notably, this high-end offering comes with a matching top line US\$455 (€364, £291) price tag.

Ultimately, however, the real difference comes down to service. Bermingham says: "You have to be very careful when you offer comfortable luxury that the service doesn't become casual. There's still a formality that's required, as well as humility, passion and graciousness and that's a powerful combination. Yet that's why it's so important to pick the right characters [in associates]."

Montage prefers to hire staff from the surrounding areas of resorts – "it's one of the most effective ways of creating that spirit of place" – and initially looks for key traits in people including being naturally respectful, humble, passionate and having great integrity and an appetite for learning.

"We have such a powerful training programme at Montage that once we find the right character in an individual, we can then teach them the technical skills," says Bermingham. To this end, the company separates out training from the normal human resources division. Each property has a trainer in every department, a director of learning for each hotel who reports into the general manager and an overall corporate director of learning who has a direct line to Bermingham. "It's designed this way because we truly want to create a learning environ-

MONTAGE BEVERLY HILLS

In the heart of Beverly Hills, Los Angeles, this Montage hotel has 201 rooms and suites and opened in November 2008.

Spa Montage Beverly Hills, spread over two floors, has 17 treatment rooms including five equipped for the wet spa treatments. There's a

large co-ed mineral pool flanked by loungers, plus separate locker rooms with showers, herbal steamrooms and saunas and whirlpools.

The light-filled fitness centre is connected to a movement and yoga studio. The spa features the group's flagship hair salon by Hollywood stylist Kim Vö and a retail boutique.



■ The spas are in prime locations in each resort – at Deer Valley you can sit in the whirlpool and enjoy magnificent mountain views

MONTAGE DEER VALLEY

Montage Deer Valley opened in Park City, Utah – a year-round mountain resort – in December 2010. The 220 guestrooms, suites and residences are built in a mountain lodge style and the basement is

a dedicated ski-in/ski-out facility. Outdoor summer activities include hiking, biking, horse riding, kayaking and fly-fishing.

Covering 35,000sq ft (3,252sq m), the spa is the biggest by Montage. There are 29 treatment rooms including two doubles and hydrotherapy and Vichy shower rooms.

While locker rooms have a relaxation area plus a steamroom, sauna, whirlpool and deluxe showers, there's also a co-ed relaxation area and pool and an outdoor pool and sundeck. In addition, is a spacious fitness centre and movement studio, a Kim Vö hair salon and retail boutique.

ment and to deliver brand consistency in terms of the service experience.”

The focus on training is particularly evident in the spas in the Montage portfolio. From day one, the company teamed up with the American Spa Therapy Education and Certification Council (ASTECC) – recently renamed the Advanced Spa Therapy Education and Certification Council – under the guidance of spa therapist, teacher and consultant Anne Bramham (see p35) who also helped to develop the treatment programme and the recruitment process.

“Anne Bramham is one of the shining lights of the spa world,” says Bermingham. “Her holistic approach to wellness is very much aligned with ours and her expertise, authenticity and commitment is unlike anybody else’s I’ve seen outside of Spa Montage. She is a very important part of what we do.”

Montage was one of the first spa operators to offer personalised treatments with its signature Surrender programme. Special training courtesy of ASTECC’s 240-hour (now 264-hour) postgraduate programme ▶

“I’m afraid to think about what we spend on spa training! But that’s what helps us to deliver customer loyalty and great financial returns”



■ For Montage high quality service is delivered through personalised spa experiences

INTERVIEW: JAMES BERMINGHAM

MONTAGE LAGUNA BEACH

Opened in February 2003, Laguna Beach, the first Montage resort, is situated halfway between Los Angeles and San Diego, California, on a cliff-top overlooking the Pacific Ocean. The 250-bedroom resort, set in 30 acres (12 hectares) of lush landscaped grounds, reflects its heritage as an 1900s artists colony with period elements such as classic wood and stone architecture, crown moldings, rich dark wood, copper gutters and shingle roofs.

The 20,000sq ft (1,858sq m) indoor and outdoor Spa Montage sits on the edge of the bluff and floor-to-ceiling windows throughout maximise on the stunning ocean and beach views. There are 21 treatment rooms in total and like all Spa Montages, its services range from comprehensive programmes (such as Surrender), herbal and hydrotherapy



treatments to fitness consultations and daily classes. Separate male and female locker rooms boast relaxation, shower, steam and sauna areas plus a whirlpool and cold plunge pool. There's also a full-service hair salon by the Hollywood

■ Three years after opening, Spa Montage Laguna Beach was the first to be awarded five stars from the *Mobil Travel Guide*

stylist Kim Vó, a lap pool, fitness room, movement studio and retail boutique.

► equipped staff with the necessary skills to offer the customised guest programmes, which also gave the company a competitive advantage. Significantly, just three years after its 2002 opening, Spa Montage Laguna became the first spa ever to be awarded five stars from the *Mobil Travel Guide* (now known as the *Forbes Travel Guide*) and many more accolades have followed.

Bermingham says: "I'm afraid to think about what we spend on spa training for fear that we'll stop doing it! But that's what helps us to deliver customer loyalty and great financial returns so I see it as less of a cost and much more as an investment."

DEMAND GENERATOR

But just what does Spa Montage deliver in business terms? While Bermingham won't disclose exact figures, he does say: "there's a very compelling economic reason why we elevate spa to the level we do, because it drives revenue and profitability in addition to being a very important part of the overall

"There are many opportunities for conversions and refocusing on existing buildings, we've never ruled out this kind of investment"

experience. As a sub-brand of Montage it's very well-known and highly respected.

"First and foremost, however, it's a big demand generator – not only from a guestroom perspective but in drawing in local business. Alan strongly believes that if you want to create a world-class brand your community needs to rave about you."

It's for this reason, says Bermingham, that the amount of local business is regarded as one of the most important key performance indicators in the spas. On average, 40 per cent of spa customers are day spa visitors from the surrounding regions with the rest made up of hotel guests. Similarly, just over 80 per cent of Montage resort customers overall are from the US. Bermingham adds: "We were very much off the interna-

tional radar when we first opened, but now it's very much there."

In fact, Bermingham isn't ruling out international expansion and cites London as one of the most important cities outside of the US. Domestically, New York, Washington DC and Miami are markets the company is most interested in.

Elsewhere, in Los Cabos, Mexico, Montage already has a plot of land "where the desert meets the ocean" for development. The plan is to build a full-service resort there, complete with a Spa Montage, at some point but for now work is on hold. Bermingham explains: "The Mexican economy has struggled a bit more than others. But also there are many more new opportunities for conversions and refocusing on existing buildings and we've never ruled out this kind of investment, it just so happens that our first three properties were new builds.

"The good news is that the luxury consumer and traveller is back. And as long as we continue to select new Montage projects in compelling destinations, in great locations and in creating a sense of place, comfortable luxury and highly personalised service then we'll be in great shape." ●

To read our mystery shop review of the spa at Montage Laguna Beach see *Spa Business* 2005, issue 3, p102.

JAMES BERMINGHAM FAVOURITES

Book: *The Speed of Trust* by Covey and Merrill from a business perspective; *The Da Vinci Code* by Dan Brown for fiction – I just couldn't put it down

Film: I thought they did a great job adapting *The Da Vinci Code* actually

Season: Spring – it tells you that winter is over and summer is coming

Leisure activity: Whatever my two boys are doing – usually football or tennis

Non-Montage spa: At a traditional ryokan with an onsen in Japan. The entire experience from the location and service to bathing was extraordinary

Type of treatment: Reflexology or a Swedish massage

Best advice: My father used to say that 'you only get out what you put in'

TROPICAL SPA COLLECTION

east meets west

At the heart of Biossentials Tropical Spa Collection are time honoured health and beauty rituals originating from the many corners of Asia. The benefits of Aromatherapy complement each traditional experience and infuse the senses with their wellness properties.

Authentic treatments are created from organic botanicals and pure plant essences customised for fresh and vibrant spa menu options that embody the healing traditions they originate from.

Our award winning tropical spa products offer the spa professional versatile, earth friendly therapies that are natural, effective and wonderfully gentle with unique individual touches your guests will appreciate.

- 🌿 **Authentic traditional formulations**
- 🌿 **Natural chemical free ingredients**
- 🌿 **Free from parabens, SLS, mineral oils**
- 🌿 **Vegan friendly & cruelty free**
- 🌿 **Responsible packaging**
- 🌿 **Created with heart**

Anne Bramham

Montage Hotels & Resorts has won numerous spa awards thanks, in part, to a 264-hour training programme created by the Advanced Spa Therapy Education and Certification Council. We speak to the council's founder

KATIE BARNES • MANAGING EDITOR • SPA BUSINESS

Anne Bramham moved to the US from Britain in 1985 and has been a spa therapist, trainer and consultant for clients such as Ritz-Carlton. Concerned by an education system that, unlike the UK, only focused on cosmetology or strictly massage, she set up the then named American Spa Therapy Education and Certification Council (ASTECC), a non-profit organisation, in 1996.

"I wanted to bridge those gaps," says Bramham. "I saw a need for holistic studies where therapists understand the blood, circulation and the lymphatic system and how it's all interconnected. I also wanted to teach therapists to think outside of the box, where they're not restricted by product-house specific techniques, and are able to individualise treatments according to client needs."

ASTECC COMPONENTS

ASTECC classes are offered in approved schools and teaching can be carried out onsite such as at Montage resorts (see p28), at Spa Shiki in Missouri and at Toskana Terme Bad Orb in Germany. And in anticipation of more global expansion, the council recently renamed itself the 'Advanced' Spa Therapy Education and Certification Council.

The ASTECC curriculum consists of theoretical and practical instruction across four disciplines – hydrotherapy, soft tissue therapy, manual lymph drainage and basic chemical elements – and has 11 components.

Each certified component, accredited by the US' National Certification Board for Therapeutic Massage & Bodywork (NCBTMB), can be taken on its own or altogether for ASTECC's full postgraduate Spa Therapy Certification. When launched, the full certification included 240 hours of training but this has gone up to 264 hours

▶ In 2006, ASTECC launched a Train the Trainer programme at Montage to help develop in-house instructors

with additions such as Dr Vodder's Spa Body Wellness course. The Vodder technique is the most well known method of lymph drainage and ASTECC worked with the Dr Vodder school of North America to create its programme focused on health through lymph drainage.

WORKING WITH MONTAGE

Half of Bramham's time is dedicated to training at Montage – a relationship that started in the pre-opening phase of the group's first spa in Laguna Beach in late 2002.

Uniquely, Montage insists all therapists performing its signature Surrender treatment go through ASTECC's full Spa Therapy Certification. The initial intake consisted of 14 therapists but, as Montage grew and opened two more spas, Bramham estimates numbers are now closer to 100. Classes are usually scheduled for one week a month when therapists will spend 30 hours



▲ Half of Bramham's time is spent on spa training at Montage, which amounts to around 100 therapists in total over the years

in the classroom. They also have to complete around 30 hours of hands-on practice a month, while evaluation is ongoing.

In 2006, ASTECC launched a Train the Trainer programme at Montage where certificate graduates are coached to teach one component at a time until they're approved to lead the whole certificate. "It's taken our first full trainers three years to graduate," says Bramham. But with only one fully-qualified trainer at Laguna Montage currently in place, this is a key area for development. "We're now introducing a new aspect where trainers can specialise in just one discipline such as hydrotherapy," adds Bramham.

"Montage has been wonderful in embracing education and they've rewritten the approach to spa by enthusing staff. It means they can deliver a therapeutic experience to address the guests immediate needs and shift them forward – and they do this with a great space and great facilities with all the finer touches. Does it pay off? Absolutely. They've had clients who come back again and again – I know of one guest who stayed at the hotel for three months just for the spa!" ●

To read more about ASTECC and Montage see *Spa Business*, issue 1, 2006, p54.



wahanda 

18M CUSTOMERS

at your fingertips

FILL YOUR DIARY WITH THE LARGEST
HEALTH & BEAUTY MARKETPLACE

- Instant online bookings
- Free scheduling tool
- Quick and easy to use

START FREE TODAY

call us on 0800 121 4536
or visit www.wahanda.com/business

AS RAVED ABOUT IN:

the guardian

ELLE ELLE.COM

THE Sun

THE SUNDAY TIMES

GRAZIA

Castles & Dreams

A new Malaysian wellness resort, modelled on a French Chateau, is aiming to be the first of its kind in the world by offering a completely organic spa experience to guests

At the top of a mountain in the cool, fresh air, a medieval-style wall stands protectively around an 18th century castle, set among lush green pine trees. Since late 2011, the castle has been home to the spa and organic wellness resort called The Chateau, where reception staff welcome guests in perfect French. The resort's L'Assiette haute cuisine French fine dining restaurant beckons guests in one direction, La Santé organic wellness spa in another.

The twist? The pine trees are actually rain-forest, the staff members are Asian and the castle is only 10 years old. For this is not, in fact, France, but a tourism development called Berjaya Hills, 45 minutes outside of Kuala Lumpur (KL), Malaysia.

FRENCH REPLICA

The Chateau Spa and Organic Wellness Resort is owned by Berjaya Hills Berhad, part of the Berjaya Corporation Group of Companies – a public listed Malaysian conglomerate. As part of its leisure and tourism portfolio, Berjaya also owns Berjaya Hills – 16,000 acres (6,475 hectares) of jungle set on a hillside. Since it acquired the land in 1990, Berjaya has invested over MYR1.2bn (US\$381m, €310m, £243m) to turn it into an attraction popular with KL-based families. As well as The Chateau Spa and Organic Wellness Resort, Berjaya Hills has a French themed village, botanical gardens, Japanese village and teahouse, an organic farm, horse trails, an animal park and a golf course.

The French village was built in 1994 and is modelled on the village of Colmar in Alsace, France. In 2002, Berjaya built a castle on the outskirts, inspired by the 18th century Haut Koenigsbourg chateau in Alsace. Originally, the castle was to host luxury condominiums but due to the economic climate the castle lay empty until April 2010, when a decision was made by Berjaya to invest MYR250m (US\$79m, €65m, £51m) to turn it into a spa and wellness resort instead.

Following an extensive 18-month refurbishment, the transformed site reopened



The castle is modelled on the 18th century Haut Koenigsbourg chateau in Alsace, France

in October 2011 with a 128-bedroom resort, comprising three restaurants, two lounges, an outdoor saltwater pool, terrace and an organic gift shop. The 13,550sq ft (1,259sq m) European-inspired spa is called La Santé.

LA SANTÉ

La Santé spa features 12 single treatment rooms, three doubles (including one for females-only) and two for wet treatments – one with a hydrobath and another featuring an Austrian-made Aquaveda heated bed for wet treatments and scrubs. Other treatment beds are supplied by Gharieni.

The heat experiences by Thermanium include a herbal-infused sauna and salt grotto/mud chamber. The spa also features an outdoor relaxation area, an enormous reception room plus a spa café, a hair salon with Logona products from Germany, a gym

equipped by Cybex and a workout studio. Other facilities include three consultation rooms, a nail studio and a retail boutique.

Guests at the Chateau can choose between a deluxe or premier bedroom and a 60sq m (646sq ft) spa suite, which comes with an outdoor whirlpool. The Chateau also offers 13 spa programmes, which run for between two and seven nights and focus on beauty, stress relief, body cleansing, wellness, fitness and pre- and post-natal experiences. There's also a couples and a men-only retreat.

Each programme includes physical and nutritional consultation followed by a tailor-made treatment/experience package depending on needs and goals. Some programmes include counsellors who work on an as-needed basis and specialise in advice on stress management, detox, relationship enhancement and weight management. ▶



La Santé is a luxury spa (top) but tries to abide by eco-friendly practices where possible – salt water for the pool (right) is sourced onsite and seaweed used in Voya treatments (left) is organic and hand harvested

RESORT SPA

“ We want to make a statement to the world that hospitality in Malaysia can compete on the international stage ”

- ▶ The comprehensive spa menu, with 50 treatments, includes facials ranging from MYR300-480 (US\$95-152, €78-124, £61-97); and massages from MYR290-450 (US\$92-143, €75-116, £59-91); as well as a selection of baths, scrubs, wraps and mud treatments. The 75-minute La Sant  signature massage combines Swedish and shiatsu techniques and costs MYR420 (US\$133, €109, £85).

Despite the wellness tag line, La Sant  also offers beauty-focused, machine-based services. These include Alma RF™ face, eye and neck treatments, plus LPG Endermofit face, eye and neck treatments which are all non-invasive. The demand for these types of treatments are on the rise, says spa director Alice Yap, because people want a quick-fix solution to ageing without any downtime or uncomfortable side effects.

ORGANIC AT HEART

Teh Ming Wah, The Chateau's general manager and CEO, has been a driving force behind the whole creation. A former spa consultant and ex-banker, she oversaw the refurbishment and also advised Berjaya to turn The Chateau into the world's first organic spa and wellness resort to give it a unique selling point.

Her ambitious plans to make the entire resort organic, mean the spa resort is the first of its kind in Malaysia and arguably, the first of its kind in the world. She is hoping to have gained organic certification from the European Organic Committee but so far, no such classification exists for spa resorts.

The resort's philosophy is “we have a heart for our planet”. In the bedroom suites, sheets,



■ The resort grows its own organic produce



The heat experiences are supplied by Thermarium



US-made Coyuchi bathrobes, slippers, towels and laundry bags are made from organic cotton and the shoehorn and toothbrush are made from biodegradable cornstarch. The castle, which has been certified by the Green Buildings Index, was built using organic materials wherever possible and the salt water swimming pool uses water from the resort's own wells. In addition, a principal spa product house is the organic, hand-harvested seaweed line Voya (see p78).

Yet despite all these ecological initiatives, Teh says they draw the line at “anything that affects the comfort and enjoyment of the guests if an environmentally friendly alternative can't be found.”

SERVICE WITH AN ASIAN SMILE

Service standards are impeccable throughout the resort. Teh is deliberately focused on this, because under her guidance, Berjaya wants The Chateau to help put Malaysian hospitality into the global spotlight. “We want to make a statement to the world that hospitality in Malaysia can compete on the international stage,” Teh explains. “At The Chateau, we're offering European hardware with Asian softness and service.”

In La Sant , for example, the 20 therapists are female and none are from Malaysia, but according to Yap (who is Malaysian), this is

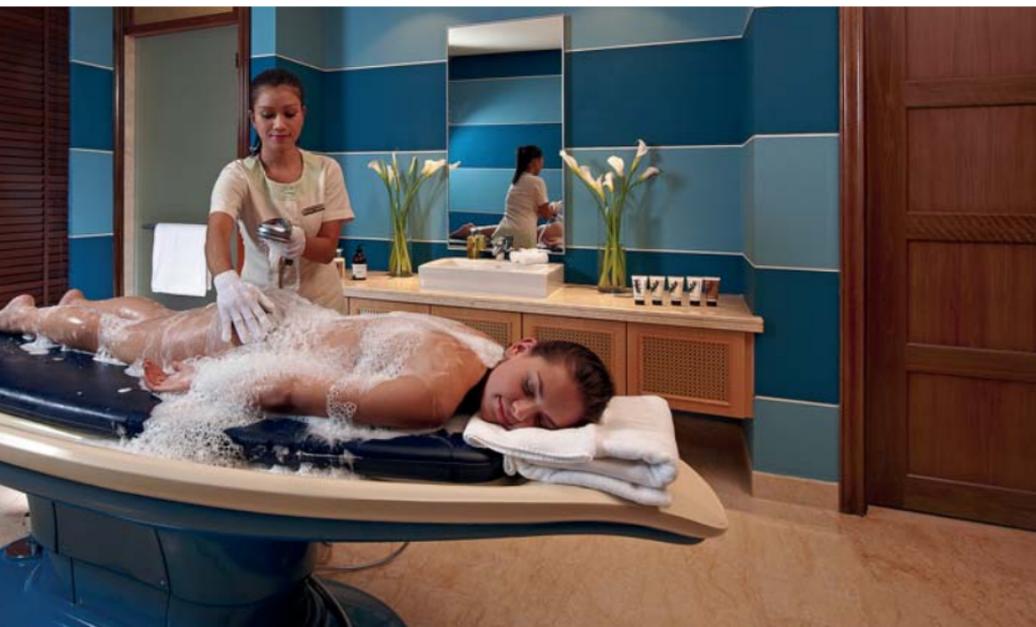
a reflection of the lack of spa therapists in Malaysia rather than company policy.

Given this agenda, it is somewhat of a surprise, then, that The Chateau is designed to look and feel like a French destination resort. The restaurants offer mainly European cuisine, all spa treatments are from Europe and the 250 employees are treated to regular French lessons in order that they speak and act in as 'French' a way as possible. Still, the overall feeling is that nothing is too much trouble for staff and that luxury knows no bounds.

In late 2011, The Chateau won four awards from luxury travel body Seven Stars and Stripes. This, along with a host of other awards, has already helped it attract attention in the Malaysian press and early reviews from independent travellers on TripAdvisor have been very positive.

In terms of helping to put Malaysia on the global wellness map, Teh says the government tourism department really needs to come on board to help promote the spa industry. Until that point, she says, it will be up to operators and spa professionals to change the opinions of Malaysian spas.

“Everywhere I go, I get the same feedback – that Malaysia is not known for its spa industry,” she says. “People from overseas tend to go to Thailand or Bali for their spa experience and locally, Malaysians are yet to grasp the spa concept.”



■ There are 17 treatment rooms in total, including two for wet treatments such as those performed on the Aquaveda heated bed

A SATISFYING BUSINESS

In terms of marketing, The Chateau is going after a high-end clientele and so far, the majority of guests come from affluent source markets such as the UK, Australia, Singapore and Japan. The resort is also proving popular with Russians. Locally, Malaysians are visiting the resort but they're staying for shorter periods of time.

The majority of resort guests opt for a seven-night spa programme – priced at MYR13,930-16,680 (US\$4,400-5,300, €3,600-4,300, £2,800-3,400) – with the weight loss and stress relief options proving most popular so far. Day spa visits are also available and currently make up around 20 per cent of the spa's overall business. Teh says that while the spa programmes are working well in general, she knows she must limit the number of classes and activities that she expects each guest to try. "Wellness for some guests is about relaxing and I'm learning not to try to get them involved in absolutely everything all the time," she says.

In the short-term, Teh's main concern is making sure every guest leaves the Chateau happy: "At the end of each guest's visit, my first question is not how much they've spent but what their feedback form says."



Spa guests, who are mainly on seven-night packages, are welcomed in the huge reception

Yet she also acknowledges the importance of key performance targets and is giving herself six months to reach an occupancy level of between 80-100 spa guests per day. Total spa capacity is 120.

Financially, Teh believes it will be a challenge for the resort to generate as much revenue as resorts in neighbouring countries. The Chateau's room rates are MYR765-1,275 (US\$243-404, €198-329, £155-258) per night, while an equivalent property in Thailand could command as much as MYR2,000-3,000 (US\$634-951, €517-775, £405-607). Luckily, Teh says her bosses are understanding and they realise she's creating something new

for both the company and the Malaysian wellness industry. They also acknowledge that success for The Chateau will mean recognition for Berjaya on the international wellness stage.

Longer term, Teh says if The Chateau is a success, she can see a future for other high-end spa brands in Malaysia. Although Berjaya has been approached to replicate The Chateau in other countries, Teh says they need to walk before they can run.

"The Chateau is Malaysia's opportunity to set a new benchmark for the spa industry in the country. For now, that's our primary focus," she concludes. ●

elemis

Elemis has earned an international reputation for indulgent spa treatments and luxury skincare products that deliver effective results. Director of UK sales, new product development and training Noella Gabriel shares her vision



How did Elemis begin?

We started as a lifestyle bodycare brand in 1990 and it's heartbeat was plant extracts and high quality essential oils, for example, the Milk Bath – an oil, milk and water aromatherapy product which is still in our top 10 selling products today. We were teaching people about using active fragrances and active product bases rather than synthetic ones and educating the market that you get what you pay for. As a therapist I love the holistic concept of body and this ethos was starting to bubble up in the industry.



The number one Elemis best-seller

Elemis The No.1 British Spa Brand

How have Elemis products evolved over the years?

While our bodycare products were doing well, we started to explore seaweeds and stumbled upon our magic anti-ageing ingredient, padina pavonica. We developed Pro-Collagen Marine Cream in 2003 and that was the turning point from changing Elemis from bodycare to skincare. And it still is our number one best-seller today. We developed the Pro-Collagen Quartz Lift Mask, a clinically-trialled high performance pre-party facial, and then we developed our Tri-Enzyme resurfacing facial so we tried to tick all the boxes to help with ageing. Since launching our Pro-Collagen range, our top selling products in every market are skincare.

What is unique about Elemis?

We are a luxury lifestyle spa brand which is treatment-led and this is key to our success.

We back up our treatments with good home therapy prescription, good basic skincare and good anti-ageing products where consumers can see the difference after 28 days. It's high performance and clinically trialled, which very few other brands do. Other spa brands might do good massage or good skincare but commercial success comes from offering a service that competes with the high street, which we do. Being a treatment-led product brand is a great advantage because it is often in treatment that a great retail product is developed.

Tell us more about your product develop process?

We strive to bring products to market that are unique, innovative and cutting edge with active ingredients that are sourced globally. We spend three years developing new products from conception to launch – it's a long journey with many formulations before we send products to trial. If a product doesn't get results at trial we go back to formulation. The aim is to produce skincare that works and that has integrity.

Who is behind the brand?

Sean Harrington is the managing director. He is an entrepreneur and is inspirational to work with. Orielle Frank is director of international marketing and takes charge of the marketing and language. I am director of UK sales, new product development and training, and have the creative edge. We've been a team for many years and have a very hands-on approach to our products.

Our marketing team, product developers, retail and spa teams are all based at our new offices at 1 Baker Street, London.

How many spas do you supply and where?

We have 1,600 spas in 38 countries, 800 are in the UK. Elemis products are sold in 139 retail departments stores – 42 of those are



The Yu Spa, Four Seasons Hotel, Tokyo – the first Japanese spa to launch Elemis products



The Thai-inspired Elemis Spa on the 15th floor at The St Regis Hotel in Bangkok boasts 16 treatment areas and rasul chambers

Next year is a big year for us as we will launch seven new products with new and exciting concepts, along with six new treatments to support these innovations

in the UK and three are in travel retail. Our flagship spas are in London, Miami, Hong Kong and Bangkok.

What markets does Elemis want to grow in?

At the moment we're looking at the Scandinavian market. Last year we opened a spa on beautiful fjords of Norway which uses many natural textures in its design and I think there will be more of this sort of development. We also want to grow in China, Russia, Australia and Asia.

How are you celebrating being British this year?

Our message is that we're the best of British and all our products are made here. We're working hard not to miss any of the opportunities, for example our Soles of Gold Olympic leg and foot treatment and our Royal Rose Facial to celebrate the Queen's 60th Jubilee. A British designer created special packaging for our Papaya Enzyme Peel product, celebrating its 10th anniversary. We've also teamed up with charity SOCO to donate a five-in-one vaccine to immunise a child in Africa

against diseases for every peel sold. We're doing this because we source the papaya and pineapple from Kenya and Congo and we wanted to give something back. There's a social conscience behind our brand that I'm proud of.

What are your goals for 2012?

I am a great believer in our core business and working with our existing partners to consolidate our existing growth. We are also developing and investing in our communication and contact with clients. New business is the icing on the cake for me as director of UK sales. Getting more people back into treatments is another goal and to do this we're making them more available and adding value. For example, we have 30-minute and 15-minute treatments in departments stores. This is penetrating the market and

Special packaging for the 10th anniversary of the Enzyme Peel



The Pro-Collagen Advanced Eye Treatment launched in July

proving to be very successful. We've had a strong first half of year.

What new products/services will you be launching in 2012/13?

We have just launched our Pro Collagen Advanced Eye Treatment and Pro Intense Lift Effect Day Cream

to help re-densify sagging or thinning skin, jowls and cheeks.

Next year is a big year for us as we will launch nine new products with new and exciting concepts, along with six new treatments to support these innovations.

How important is training to you?

Our trainers are the unsung heroes and our brand ambassadors. They travel worldwide and educate every Elemis therapist, both spa and retail. This provides a strong sharing of knowledge between the two areas and brings client care into retail and commercialisation into spa. Once a therapist is Elemis, she is Elemis for life, and introduces the brand with her wherever she goes. It's probably where I get most of my growth. ●

latching on



▲ Recognising the potential of the mother and baby market, Hotel Royal in Evian offers a 4,000sq m crèche



A new generation of women is redefining motherhood. Mari Stevens investigates the opportunity for spas to nurture this continually rejuvenating market of new mums – and their babies

MARI STEVENS • JOURNALIST • SPA BUSINESS



Despite the range of prenatal treatments available, spas have been slow to cater for women in their 'fourth trimester'. Traditionally, new mums have lacked time and money to spa, and find it hard to leave their babies for what can be perceived as an indulgence. Baby care is also an issue for spas – babies don't square easily with most spas' brand image. However, today's mums are more financially independent and independent-minded than ever before, forcing the industry to look for ways to embrace this market and their newborns.

TODAY'S MOTHERS

According to *The New Demographics of Motherhood* report, one in seven babies in the US is born to a mother who is 35+. These women are increasingly well-educated and highly paid – 2009 Bureau of Labor Statistics show that almost 40 per cent of working wives in the US now out-earn their husbands and

the *Synovate Women's Financial Independence* global survey showed that 58 per cent of women across 12 diverse countries now believe themselves to be financially independent. Not only does this make a practical difference, it marks a cultural shift as women choose not to be defined by motherhood.

But there's an added dimension. Today's mothers are unlikely to receive medical care post-natally and more likely to suffer from post-natal depression. Mintel research shows that 82 per cent of UK mums return to work after having children, while *The Changing Face of Motherhood Survey* found that 64 per cent of UK mums say they lack 'me time'. Worldwide traditions of post-natal wellness have not translated to modern western medicine. As Faridah Ahmad Fadzil, managing director of Tanamera Spa – a chain of ladies-only spas in Malaysia (see p46) – explains: "Imagine this: after being seen for months by doctors, you're told to go home after birth and come back in six weeks. There's a general lack of attention given to this sector and spas should create specialised programmes



▲ Cupcake Mum offers an appealing alternative for baby classes which usually take place in community facilities



▲ Today's mums are more financially dependent and want a high-end experience

for new mothers and give them the support system they desperately need."

WHAT MOTHERS WANT

All these factors provide fertile territory, but along with better qualifications, jobs and salaries come higher expectations. "I set up Cupcake Mum after seeing so many friends with lovely lives taking part in baby classes on dirty church hall floors," says Karen Hastings, founder of the two family-focused Cupcake clubs and spas in London (see p46). New mothers expect quality without compromise, as indicated by the growth in luxury spas catering for them – including Cupcake's own award-winning facilities and other resorts such as Schloss Elmau, Bavaria.

But welcoming mums without adjusting a spa menu isn't enough. New mothers have specific physical requirements and carefully tailored programmes are needed. "Part of the reason we launched a New Mother programme was to educate mothers – to stop them from booking a treatment that might not be suitable for their situation," explains

Fabrizio Castellani, spa manager at Lefay Resort & Spa (see p44) near Lake Garda, Italy, which has packaged a range of 'safe' treatments for new mums, all making use of natural products that are suitable when breastfeeding. Flexibility is also vital and Lefay's method is to provide a bespoke programme of treatments based on in-depth energy interviews with a spa doctor.

A handful of other European spas offer programmes combining specific and generic treatments too including Italy's Lake Iso which has a Remise-En-Forme package featuring anti-cellulite, abdominal and tonifying sessions. In La Baule, France, the thalassotherapy centre based in the Hotel Royal-Thalasso Barrière (see s807/1 p62) has a programme which includes perineum muscle physiotherapy and vein treatments alongside more traditional spa therapies.

A key additional factor is that mothers, despite being out of the workplace, are still very busy. Independent mindbody-soul's mummy and baby spa (in partnership with Aveda) in London has responded to



▲ Offering first-class facilities for children will make a spa more appealing to mothers

this challenge by introducing short treatments for mums, some using two therapists for speed. Indeed, mums are so busy that it's argued that pure indulgence in itself is a key health requirement for this market. *The Changing Face of Motherhood Survey* states that "mothers actually need at least four times more 'me' time than they currently get every day in order to feel happier and more fulfilled." In these circumstances, some spa experts argue that a mother is better off leaving her baby at home. ▶

► However, some mothers are not just unable – but unwilling – to leave their newborn. Paula Gallardo, founder of Mamaheaven yoga retreats, with five locations in the UK, says: “We found that although they were often encouraged to do so by family and society, they didn’t want to leave their babies for long periods of time.” Proving the tangible benefit of a treatment is one way of persuading a mother to do so. The alternative is to provide high-quality childcare or involving the baby in the experience.

WELCOMING MUM – AND BABY

Babies are certainly welcome at some of the new niche day spas opening in response to this demand such as Itsy Bitsy Baby Spa, North Carolina and Belly Up Spa, Colorado. Independent mindbodysoul even offers mums a travel cot in the treatment room. Spas catering to broader markets and nervous about impacting on other clients might consider creating designated mother and baby areas within the spa such the Mother/



A SURVEY FOUND MOTHERS NEED AT LEAST FOUR TIMES MORE ‘ME TIME’ THAN THEY CURRENTLY GET TO FEEL HAPPIER AND MORE FULFILLED

Baby Institute at Thermes de Spa, Belgium; or making clever use of off-peak periods like Le Petit Spa, Vancouver which has created Mom and Baby Wednesdays.

Some providers, especially in Europe, do not see a contradiction. Lefay Resort & Spa welcomes babies and children to use its spa pools and even provides spa robes for kids. French spas in particular – including Thermes Marins de Saint-Malo, Relais Thalasso Ile de Ré and Royal-Thalasso Barrière – offer mother and baby programmes with tailored hydrotherapy treatments, swimming lessons and massage sessions for the youngest possible clients. These aren’t trivial extras. Mums are happier in the knowledge that both she and the baby are getting something from the experience. “Baby massage

releases oxytocin, helping the baby to relax, sleep and feed better and it can also help a mum struggling with post-natal depression,” explains Gayle Berry of the Blossom and Berry baby-massage training company in the UK. Indeed, involving a baby not only benefits both mum and baby, it can also benefit a spa. It can be used to redefine your business, open your door to a generation of new customers, and reinvigorate your brand with life, vibrancy and optimism.

Every mum, baby and spa is different and latching on to this market offers unique challenges: there is a need for intimacy and sensitivity, a bespoke approach, attention to detail and flexibility. But it also provides an opportunity to nurture the future and grow a new generation of customers. ●

CASE STUDY 1

Lefay Resort & Spa

Nestled high on a mountainside overlooking Lake Garda in Italy, the tranquil Lefay Resort & Spa seems an unlikely place to find a stressed-out mum and her baby. The five-star resort, run by the Leali family, offers top-quality facilities to a market of high-earning professional couples seeking relaxation.

Despite the serenity, families – seen as a key market – are also embraced. There are two spacious family suites, a baby-sitting service and a children’s mini-club. In the sophisticated spa, families mingle comfortably with others. “We’ve made a conscious decision to include families,” says spa manager, Fabrizio Castellani. “We get some complaints, of course, but not many.”

Lefay’s 3000sq m (32,292sq ft) spa is at the heart of the complex, and business. Off season (November to March), guests come specifically to use the facilities – the indoor and outdoor salt-water pools, five saunas; grotto; relaxation and wellness zones; fitness trails etc – or to experience its signature Lefay Spa Method programme combining Chinese medicine and western scientific research.

More traditional pre and post-natal programmes launched in 2011 in response to demand. These have since been merged into



▲ Families mix comfortably with leisure guests at Lefay – even in the spa

one New Mother programme involving an olive oil massage, facial cleansing, a light legs massage and targeted personal training. Alternatively, the Lefay Spa Method also tackles signs of post-natal depression.

First-person experience: Mari Stevens

“After spending a few days with a six-month-old baby at Lefay, my impression is that the complex has an unstuffy and relaxed atmosphere, and family needs are seamlessly incorporated in the restaurants, rooms and spa, without too much impact on other guests.

I certainly felt revitalised by my stay and would even say that it could have a life-changing impact on a new mother enabling her to experience bespoke physical and psychological care, eat healthy food, sleep well and spend quality time alone and with her baby.

This type of experience shouldn’t be underestimated and its long-term benefit for spas shouldn’t be either. As a busy, high-earning mum the chance to return to familiar surroundings, revisit a wonderful experience – and take advantage of that crèche – will be very tempting for me in three years’ time.”



CASE STUDY 2

Spa Evian Source, Evian

The iconic French resort of Evian sees itself as the origin of mother and baby spa programmes in Europe. Such packages were launched at the Les Thermes Evian in 1987 and are now offered by other local spas, including Spa Evian Source at the Hôtel Royal.

Spa Evian Source's Mother-Baby programme offers a new mother, and her three to 10 month old baby, a three or five day

package designed by paediatric and obstetric professionals to help her rediscover her figure, recover physically and mentally from childbirth and share baby bonding experiences through baby swimming and massage. The balanced, holistic programme also offers beauty therapy, relaxation and alternative medical treatments such as lymphatic drainage, osteopathy and clay massage and a vital opportunity to socialise and share advice with other mums and spa professionals.

The hotel takes its commitment to babies very seriously too with a 4000sq m (43,056sq ft) crèche and activity centre for

▲ *Three- and five-day packages have been designed by paediatric and obstetric experts*

four-month+ children and a well-thought-out, free baby welcome package including basic equipment, such as a cot and bath-time equipment, breastfeeding chair, bath thermometer and even sterilising tablets.

New mothers and their babies are seen as a primary target market for the resort's spa. Coupled with the resorts world-famous bottled Evian water – renowned for its energising powers – and nurturing image it all makes real business sense.



◀ *France's Evian resort has offered mother and baby packages since 1987 and its still a strong market today*

CASE STUDY 3

Faridah Ahmad Fadzil

Managing director, Tanamera Spa; and president, Malaysia Association of Wellness and Spa

Malays give a lot of emphasis to pre and post-natal treatment and it's proven that women who diligently follow the traditional Malay confinement practices or 'pantang' will regain their pre-pregnancy figure, health and energy levels. A 100 per cent recovery is expected after 100 days. Malaysia also has one of the lowest rates of post-natal depression.

Confinement practices include the use of herbs internally and externally – such as on the abdomen to promote blood circulation and for firming. Heat is also key and a hot river stone or 'bertungku' is thought to help break down fats and shrink the womb.

Another feature is a traditional post-natal massage to promote blood circulation and lift the womb. An abdominal wrap or 'bungkung' is also worn for 44 days to shrink the uterus, flatten the stomach, promote good posture while breastfeeding and prevent overeating.

Tanamera recognised the need to revive these practices. We started to train therapists in the art of post-natal care and included it on our spa menu. We offer daily, five- and 10-day recovery programmes in the spa and



◀ *Fadzil's programmes are a modern take on traditional Malay confinement practices*

at home. Our recovery programme features traditional post-natal massage; herbal vaginal steaming, and binding the abdominal area. Our Tanamera post-natal natural product range includes a Feminine Herbal Wash and Cotton Abdominal Binder.

There's been a lot of interest from Asian countries such as Vietnam, which has a regime of traditional post-natal care, while in the US we're targeting the doula network and in the Middle East we're focusing on post-natal wellness clinics due to the conservative nature of the market.

We feel that the opportunities are endless and what's wonderful is that we also feel as if we're doing the community service by redirecting new mothers towards recovery and their future wellbeing.

WE'RE DOING THE COMMUNITY A SERVICE BY REDIRECTING NEW MOTHERS TOWARDS THEIR RECOVERY AND THEIR FUTURE WELLBEING

CASE STUDY 4

Karen Hastings

Founder, Cupcake Mum Limited, London

I launched Cupcake after realising there was a gap in the market for somewhere for new mothers, who were used to living full lives, to go with their babies to meet other people, take part in classes

and relax. Our focus is on community, wellbeing and indulgence and our activities cover everything from pilates to 'mumpreneur' seminars and book clubs. We also offer a huge range of children's activities, all in one family membership package.

A spa has always been a central aspect of our brand. Many of our clients were spa-goers before becoming mothers and see it as a necessity. Our focus group research shows that a mother has difficulty simply getting her legs waxed – so we offer a 20 minute slots but with luxury touches, such as hot stones.



▲ *Hastings' spas also focus on community and give mothers a chance to meet other people and relax*

We also offer first-class crèche facilities. Our bespoke treatments have been developed with industry experts – we work with an osteopath and our specialist pregnancy massages take place on hydrotherapy beds.

We're hoping to take our spa offering to a new level and have just set up a partnership

with Pinks Boutique, an luxury, organic professional spa brand that uses products made by hand – a mother has a more heightened interest in the products she puts on her skin. The average age of a typical Cupcake mum is 36, so anti-ageing treatments and products are popular too.

A SPA HAS ALWAYS BEEN CENTRAL TO OUR BRAND. MANY OF OUR CLIENTS WERE SPA-GOERS BEFORE BECOMING MOTHERS AND SEE IT AS A NECESSITY

BIOLA[®]
organic skin care



Your path to true organic beauty



Our products are
composed of 95%
certified organic as
well as selected
biodynamic ingredients

BIOLA ORGANIC products provide salons and spas with expert training and specifically designed treatment plans using some of the purest and most effective organic products in the world

info@biola-organics.com



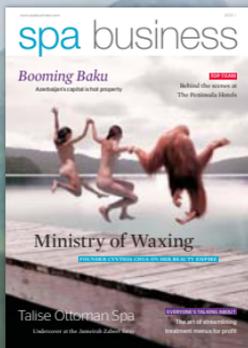
www.biola-organics.com

The spa bu

SPA BUSINESS MAGAZINE

spabusiness.com/magazine

Each issue available in print, on digital turning pages and as a PDF download



SPA BUSINESS WEBSITE

spabusiness.com

SPA BUSINESS BLOG

blog.spabusiness.com

SPA BUSINESS EZINE

spabusiness.com/ezine



business family

SPA OPPORTUNITIES MAGAZINE

spaopportunities.com/magazine



SPA OPPORTUNITIES WEBSITE

spaopportunities.com



SPA OPPORTUNITIES BLOG

blog.spaopportunities.com



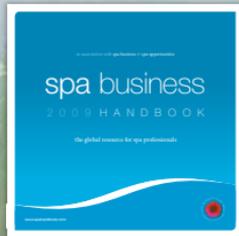
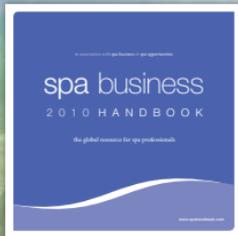
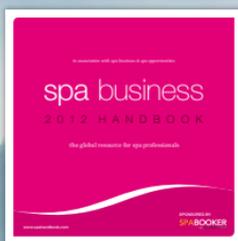
SPA OPPORTUNITIES EZINE

spaopportunities.com/ezine



SPA BUSINESS HANDBOOK

current edition: spahandbook.com/digital



HANDBOOK WEBSITE & ARCHIVE

spahandbook.com

PRODUCT SEARCH ENGINE

spa-kit.net



Subscribe at leisuremedia.com/subs

Sign up for digital editions and ezines

at spabusiness.com/green



Contact us: +44 1462 431385 leisuremedia.com



CHICAGO LAND

LISA STARR TAKES IN A VARIETY OF SPAS TO SEE HOW THEY STAND OUT IN THIS COMPETITIVE URBAN SETTING



Chicago is known as the windy city, and if you've ever visited in the winter you'll be able to relate. Wind, snow and ice are in abundance due to the prime location on the shoreline of Lake Michigan, but the weather has perhaps been a positive factor in the development of an amazing selection and variety of spa locations to

allow the pursuit of warmer indoor activities. We visited a cross-section of Chicago spas, including a luxury hotel spa, a neighbourhood spa and yoga centre, a lifestyle-oriented hotel spa, and a popular, results-oriented day spa to get a taste for the options in this sophisticated and vibrant urban location.

ALLYU

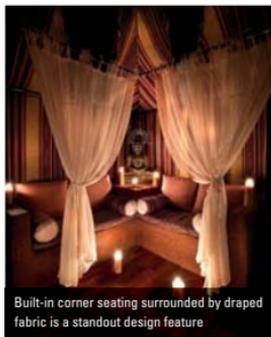
Slightly off the beaten track, but still in the downtown area, is a gem of a day spa – Allyu. Allyu means 'community' in South America's Quechua language, and it's an apt name. This large and successful spa does a fine job of walking the line between being a socially-conscious employer and delivering top-quality massage, skincare and nail services to a neighbourhood clientele.

The spa sits below an enormous office building, but with glass walls looking onto the Chicago River and its inviting retail area you quickly forget where you are. Allyu was created five years ago in a sustainable manner using local materials such as Wisconsin field stones and reclaimed barn wood.

The spa retails a wide selection of personal care and lifestyle items, including artwork, jewellery, crystals and semi-precious stones, homeopathic remedies, candles, the Epicure skincare range and Zoya nail products. And to heighten the sense of nature, a parrot sits on a perch and presides over the area.

Guests are greeted by a friendly and smiling young woman dressed in long flowing clothes and in bare feet, who will invite you to a small nook where your own shoes are replaced with spa sandals.

The relaxation area features built-in corner seating and a lot of draped fabric which adds



Built-in corner seating surrounded by draped fabric is a standout design feature

a cocooning feel, while a centrally located curtained cylinder is lit by a beam of light and provides a focal point for rest and reflection. From there, therapists escort you to one of the 10 treatment rooms, which are decorated in warm colours and with fine details such as elegant wooden doors with custom-designed handles and original artwork.

Clients change for services in the treatment room that each have beautifully appointed and uniquely designed bathrooms for pre- or post-service use. The nail room features manicure tables created from polished slabs of wood, rather than the typical plastic or laminate surfaces, and great care

USP: Community orientation and the conscientious approach to client care

Target audience: For serious bodywork lovers

60-minute massage:

US\$90 (€74, £58)

Most impressed by: The passion and integrity of staff; and the customer journey/flow which promotes true relaxation

Room for improvement:

Casual appearance of staff – you're not sure if they're an employee or guest!

has obviously been taken to ensure that all furniture and finishes are of natural origin and beautiful to look at.

The staff of over 50 includes many long-time practitioners – as evidenced by their biographies on the website – who are fiercely passionate about their work, and many develop strong connections with clients. And while this spa doesn't provide all the typical trappings of a luxury environment, or fabulous wet amenities, it more than makes up for this with an abundance of personality and offers clients the ability to try spa services in what feels like a socially conscious and environmentally-friendly manner.



The metropolitan area of the city is known as Chicagoland and hosts a vibrant selection of spas all competing for business

EXHALE

Exhale, a day spa concept which combines core body workouts and spa services, was formed in 2003 and now has 18 sites in the US and one in the Caribbean. Each location, usually in an urban setting, has at least one movement studio, treatment rooms and nail and waxing services, fun retail areas and are decorated in an Asian-inspired neutral palette.

Evidently, Exhale spas offers a wide selection of programming that goes beyond the typical facial and massage fare. It's clear that the main focus is to inspire clients to lead healthier more sustainable lives.

The Chicago Exhale is situated in high-rent shopping district and residential neighbourhood, perfect to stop by for a yoga class or manicure. With almost 100 classes a week, in one of two studios, there's something for everyone. The Exhale signature programme is Core Fusion", a barre-based workout which "combines core work with pilates, yoga, ballet and dance principles to stretch, tone and lengthen muscles like never before."

There are 15 treatment rooms and standard facials are augmented with modern technology such as LED, micro-current and ultrasonic options. The Asian-inspired approach is apparent in body therapies which include tui na, shiatsu, acupuncture massage and cupping. One of the most impressive

aspects of Exhale, however, is the variety of wellness-orientated programmes – from the six- and 12- week bridal boot camps to fertility programmes and nutrition coaching. The Six Week Core Evolution journey combines nutritional consultation and follow-up sessions, unlimited mind body classes and discounts on spa therapies and retail purchases to support your new lifestyle.

The staff are friendly and down-to-earth and are great at making guests feel immediately welcome. The retail area is fun to explore, and offers a wide assortment of yoga and athletic-wear, wellness-orientated items, and skin and bodycare products from companies including Tata Harper, Sircuit, Spa Ritual and 302 Skincare.

PHOTO: ANAMIKH/SHUTTERSTOCK.COM



The spa, which has a subtle Asian décor, offers an impressive range of wellness programmes

USP: Quality spa services and outstanding yoga schedules means guests can meet several needs at once
Target audience: Yoga devotees and lovers of the holistic approach
60-minute massage: US\$130 (€106, £83)
Most impressed by: Breadth of wellness-orientated programming
Room for improvement: Crowded retail and reception area as classes begin and conclude



Treatments are customised using seasonal ingredients and are complemented with a light bite and unique beverage from the famous NoMI restaurant

NOMI SPA, PARK HYATT

The Park Hyatt in Chicago surprised the public by closing its acclaimed NoMI restaurant soon after receiving a Michelin star. But the restaurant, named after its location on North Michigan Avenue, reopened in mid 2011 as the centrepiece of a new lifestyle floor which also offers the NoMI-branded lounge, garden and spa.

This is a luxury hotel with a very comfortable feel, evidenced by the warm décor with its pops of colour and tactile wood, stone, and granite surfaces. The express elevator to the seventh floor opens at a central location, a short walk from an intimate spa lobby featuring a laptop and podium rather than a large front desk; small retail area with Aromatherapy Associates and Carita products; and a few seats, all in a grayish neutral palette.

With only two treatment suites nestled by a pool and fitness area, the NoMI spa is unique among hotel spas. Yet each spacious suite is well-equipped with a huge steam shower, sink, toilet and treatment space, along with abundant built-in storage. The focus is on customised treatments using seasonal ingredients and in a nod to the NoMI restaurant the minimal service menu features therapies arranged in starter, main course and accompaniment categories. In

USP: Customised approach; and the use of herbs, spices and botanicals
Target audience: Attracts a younger, hipper crowd
60-minute massage: US\$160 (€131, £103)
Most impressed by: The simple menu and bespoke approach
Room for improvement: Needs a larger relaxation area

addition, each treatment includes an “artfully selected indulgent bite and a unique beverage to enhance and complement your chosen spa course.” Simplicity is clearly the order of the day and it has its benefits. Without having to decipher a long list of treatments, even choosing a therapy is relaxing.

The locker room, also with tactile finishes, has a steamroom and sauna by Kohler and an upbeat, funky soundtrack plays throughout, but the personal care product selection is limited. There’s no real lounge, instead there are interesting relaxation niches containing leather seats with scattered cushions and throws, small tables with reading materials and wall-mounted reading lights.

The friendly and welcoming therapists perform their treatments with enthusiasm,



The two spa suites are very spacious

Simplicity has its benefits. Without having to decipher a long list of treatments, even choosing a therapy is relaxing

and where applicable, proffer a few products to smell and select for further customisation. To finish, guests receive a cup of tea and small, specially chosen, complementary amuse-bouche to end the treatment.

To extend the spa time, guests can try out the lap pool, or enjoy a steam and shower in the locker room before or after their treatment, but lounging in the relaxation niches is really not an option. However, the spa size and design lends itself to discretion; without a spa lounge you’re not likely to run into anyone you know, or who knows you!



A glass façade allows for incredible views and the overall feeling of luxury is a pull for celebrity clients and socialites

THE SPA AT TRUMP

From the moment that you enter Trump International Hotel & Tower Chicago, you know you're in an environment that caters to your every need. The doorman doesn't just tell you where the elevator for the spa is, he escorts you to it. The elevator features a large spa button, and when the door opens on the 14th floor you're surrounded by quiet luxury. If you're not a hotel guest, the booking of a spa service affords you same day access to the indoor pool and fitness club area, creating a lovely urban getaway.

USP: Outstanding location with great views; and the choice of amenities

Target audience: Celebrities, socialites and anyone desiring high-quality and discretion

60-minute massage: US\$150 (€122, £96)

Most impressed by: Very well-trained, gracious staff; and terrific fitness area

Room for improvement: Could be less formal

Thanks to a curving glass façade, all of the Technogym cardio equipment in the fitness area, faces out onto incredible views. Much more comprehensive than your typical hotel gym, Trump offers an impressive weekly class schedule, including core, pilates, strength training, yoga, group cycling, and aqua fitness options. Post-workout, you can relax in loungers around a heated indoor pool, also featuring beautiful views.

Next stop, the spacious locker room. The full-sized lockers offer a comfy robe and slippers, and there's a choice of sauna, steam, or deluge shower by Kohler. Interestingly, the amenities include a large container of body cream, small mixing cups and scented oils so you can customise your own scent.

Once robed and ready, the spa lounge is located after traversing another scenic corridor. Dark and quiet, the lounge has comfortable sofas and chairs and a refreshing bar with an uninspiring selection of tea, fresh apples and dried nuts. Adjacent are two smaller, private lounges, one of which even has a flat-screen television.

The treatment area features 11 large treatment rooms and a spacious corridor with

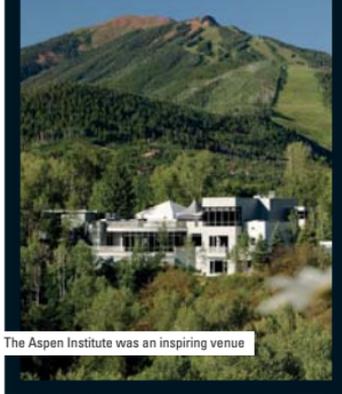


The 11 large treatment rooms offer exclusive services

a conveniently located bathroom, all decorated in a beige palette with accents of olive – the feeling is one of luxury, although the numbered doors break the spell. Treatments include facials from celebrity aesthetician Kate Somerville and the Ultimate Urban skin and body treatments which are exclusive to Trump Chicago.

All the staff are well-trained and gracious, although some might find their approach a little stiff and formal. To create a true spa getaway, you can book one of the 53 spa guestrooms, connected through an inner stairwell. These rooms are decorated in lighter hues than a standard guestroom, and include amenities such as a choice of different drinking water, yoga accessories and heated eye and neck pillows.

OUTSIDE THE BOX



The Aspen Institute was an inspiring venue



Held at an inspirational venue, with a host of outside industry experts prompting fresh ways of thinking, the sixth annual Global Spa & Wellness Summit lived up to its theme of Innovation Through Imagination

KATIE BARNES • MANAGING EDITOR • SPA BUSINESS

The Aspen Institute at Aspen Meadows, Colorado is no stranger to forward-thinking leaders – Nelson Mandela, Steve Jobs and Richard Branson have all spent time there in the quest for inspiration. The venue was the perfect choice for this year's Global Spa & Wellness Summit (GSWS) – an event that promised something different – to spur Innovation Through Imagination, enabling industry leaders to create new directions and business models.

The institute was created by businessman Walter Paepcke in 1945. Enthralled by Aspen's natural beauty, he pictured a haven where leaders, thinkers and artists could escape

from their daily responsibilities – on neutral ground – to reflect on what makes a successful society and how to tackle critical issues.

The 325 spa industry professionals and Aspen Institute fellows who attended the GSWS in June quickly discovered that the whole site has been built to inspire. Buildings are purposely set apart so delegates walk between venues to provide thinking time; playful touches such as ping pong tables, keva planks for building, bendable blue objects and customised puzzles were dotted around the site to aid creativity, while the shade of blue used for the auditorium seats was picked for its stimulating qualities and as an echo of this, the site is planted with wild flowers of the same colour.

A WIDE EMBRACE

In a summit first, this year's agenda brought together a selection of experts from outside the industry to help delegates think outside the box and to encourage discussion on our sector's future. The impressive list of speakers included the head of retail at Google, an ex-chair of Disney Imagineering, a former Surgeon General, a Hollywood actress and the former President of Costa Rica.

To reflect this more all-encompassing approach, embracing the wider technological and medical sectors, the word wellness was added to the name of the summit.

The summit co-chairs who helped make it all happen were GSWS board members Philippe Bourguignon, vice chairman of Revolution Places and CEO of Exclusive Resorts (see s811/3 p44); Richard Dusseau, president of Trilogy Spa Ventures; and Susie Ellis, president of SpaFinder Wellness (see s812/2 p52).

Ellis says: "This year's summit was our best-attended, most thought-provoking and information-packed conference to date."

OUTSIDE INFLUENCES

Dr Richard Carmona, the 17th US Surgeon General and now vice chair of Canyon Ranch (see s809/1 p66), spoke passionately about the need to tackle the growing health crisis where healthcare systems are struggling to cope with the onset of chronic illnesses – such as diabetes and cardiovascular disease – which are often preventable through lifestyle change. It's predicted that such diseases will cost the US alone US\$5.5 trillion (€4.5tn, £3.5tn) in the next few years, accounting for 20 per cent of GDP. Carmona feels spas have



Actress Mariel Hemingway (left) spoke about spas and mental health with Susie Ellis

325 delegates made this the largest summit to date



Rummell on the 'deadly definition' of spas



Networking and evening entertainment took place in the mountains



Co-chairs Susie Ellis and Richard Dusseau

a key role to play in the solution. "In all of you, I see the power of possibility to transform our nation and world [through your] pursuit of optimal health and wellness via an integrated, holistic approach which emphasizes the best scientifically-vetted practices of mind, body and spirit," he said. He challenged the audience to "develop a health and wellness policy platform that will allow you to speak as one" as a first step.

In a special appearance, John Hickenlooper, the Governor of Colorado, echoed Carmona's concerns for healthcare. His advice was that "the message [of leading a healthy lifestyle] needs to keep being rewritten and kept fresh to get the point across".

Meanwhile, in a provocative and profound statement, Peter Rummell, chair of the Urban Land Institute and ex-chair of Disney Imagineering, warned the industry that

it has a "deadly definition – that spas are only for rich, white women. If I was king of your world, I'd get rid of the word 'spa' because it's ruining your reputation and brand".

Insightful and interesting pointers on technology were presented by Ted Souder, head of industry and retail at Google. What are spa businesses doing to communicate with customers via smartphones and tablets as well as TV and the internet, he questioned, as these forms of technology are where the future lies. Incentivising clients to 'check in' via Facebook or foursquare; full-blown videos of facilities, treatments and products on YouTube; and allowing guests to view all treatment rooms and book their favourite plus a treatment in real-time and online are all worthy of attention, he said.

Pinterest, the online bulletin board, he added, "is a phenomenal tool that has end-

less potential" and he predicts the emergence of specialist sub-categories such as Spa Pinterest and Wellness Pinterest.

Actress and wellness advocate Mariel Hemingway talked openly about mental health issues and how spas can help. "I come from seven suicides, including my grandfather [writer Ernest Hemingway], uncle, cousin and sister," she says. "That's why I sit here and talk about lifestyle. The food you eat, thoughts you think, water you drink and moves you make are all connected to your mental, spiritual and emotional wellbeing, yet lifestyle is being ignored as a solution."

"Having an understanding of holistic living is a powerful tool. I think the spa industry is doing a magnificent job of creating a sense of body, mind and spirit but you could be doing more as there's still a perception its pampering rather than lifestyle."



Set up online 'check-ins' and your Pinterest pages said Google's Ted Souder



Co-chair Philippe Bourguignon



Dr Elissa Epel – an expert in telomere health

"Anecdotally, operators have said they're not only beating budget, but are actually reporting the best months they've ever had"

▶ INDUSTRY INSIGHTS

The third day of the summit was focused back on the industry where – once again – much-needed key data and research was released.

For the first quarter of 2012, luxury hotels in the US sold more rooms (6.75 million) than ever before, announced Jan Freitag, senior VP of operations at hospitality benchmarking firm Smith Travel Research, who also said that this could be a lead indicator for where the hotel spa industry is headed.

In addition, hotels are seeing a resurgence of corporate and high-end leisure travellers which bodes well for ancillary spend in F&B, leisure activities and spa. But the numbers aren't there yet. Average treatment room revenue from 2009-11 sat between US\$136-137 (€111-112, £87-88), compared with the peak of US\$146 (€119, £93) in 2007. This value erosion may have been heavily influenced by the arrival of flash deals like those by Groupon, said Freitag. Treatment room occupancy rates were also at a low of 26 per cent in January 2011, compared with 33 per cent in January 2007 and Freitag's advice was to "question the number of employees in your workforce and your opening hour metrics".

On the back of PKF's 2012 *Trends in the Hotel Spa Industry* report (see SB12/2 p44), the company's vice president, Andrea Foster, plotted change in luxury hotel spa demand in the US against Maslow's Hierarchy of Needs. In an economic downturn, she said,

spa demand could be compared to self-actualisation – higher level needs which are typically only fulfilled once the basics have been taken care of – while hotel rooms and F&B could be compared to shelter and sustenance which are more fundamental, necessary, requirements.

With recovery happening in hotel room and F&B income, she predicts spas will follow suit, saying: "After several years of decreasing revenues, hotel spas saw increases in 2011 and [operators] have anecdotally said they're not only beating budget this year, but are reporting the best months their spas have had when compared to the same months in previous years."

SPA EDUCATION

The key piece of research unveiled at the summit – *Spa Management Workforce & Education: Addressing Marketing Gaps* – focuses on the state of global spa management training. Conducted by SRI International and commissioned by the GSWs, the report takes stock of management training worldwide, reveals where it's failing and suggests improvements. SRI's senior economist, Katherine Johnston, presented findings which showed that there are 130,000-180,000 spa managers and directors in the global industry and only 4,000 students on management degree courses which vary widely and which operators don't

really feel meet their needs (see SB12/2 p38). In future, SRI suggests spa businesses and operators need to collaborate more closely with training providers and organisations to ensure courses deliver what's needed.

● See p60 for the *Spa Business* investigation into global spa management training.

HEALTHY WAYS

The importance of health (and wellness), illness prevention and the role spa might play in relation to this important work was a topic that dominated many presentations and discussions over the three days.

Dr Elissa Epel, associate professor at the University of California, San Francisco, captured delegates' attention with her presentation on telomeres – a field that's galvanised medical interest since being the focus of the 2009 Nobel Prize in Medicine. Telomeres are caps at the end of chromosomes that protect them from deteriorating and are an important marker of age-related disease risk. Exciting research ▶

BARR + WRAY

www.barrandwray.com



Your-Spa Engineering Professionals

Spa Engineering Consultancy
Spa Engineering Design
Spa Pool + Thermal Installation
Spa Maintenance

UK + Europe
Barr + Wray UK
T: +44 141 882 9991
E: sales@barrandwray.com

Middle East + Asia
Barr + Wray Dubai
T: +971 4 320 6440
E: sales@barrandwray.com

Asia Pacific
Barr + Wray Hong Kong
T: +852 2214 8833
E: sales@barrandwray.com



"What we do really well, is provide healing that feels good – there's no other healing institution that people look forward to going to more"

► suggests that telomere length is negatively impacted by unhealthy behaviours and positively impacted by healthy ones such as stress-reduction, exercise, good nutrition and meditation (see SB11/3 p90), so it's possible to reverse aging with a healthy lifestyle. Dr Epel, along with Nobel Laureate recipient Dr Elizabeth Blackburn, has set up Telome Health to offer telomere testing on a wider scale. She says: "Telomere science is just the tip of the iceberg" and that as the connection between healthy behaviour and the measurable forestalling of disease and cellular ageing grow stronger, the implications for the spa/wellness industry are profound.

Employing health and wellness coaches could be one way for spas to encourage people to make lifestyle changes, says Meg Jordan, professor and department chair at the California Institute of Integral Studies. She spoke about how people lack the skills to make lifestyle changes themselves and educated delegates about an emerging tier of health and wellness coaches along with official bodies such as the National Consortium for Credentialing Health & Wellness Coaches (NCCHWC).

A panel of experts, led by spa, wellness and hospitality consultant Mia Kyracos (see p24), hosted an enlightening presentation on corporate/employee wellness and how spas could position themselves to offer health-focused packages – encompassing everything from massage, yoga, meditation, nutritional counselling and personal training – to generate more productive and healthy workforces. The key, however, will be for spas to deliver quantifiable measures of success with such packages. And in a separate talk, Jay Williams, president of Health Technologies Consultant, suggests spas could white label mobile apps, biometric monitoring devices and online games (see SB12/2 p80) to create systems to track, record and prove measurable results in this area.



Just turned 90, Szekely gave a moving speech on her years in wellness



Susie Ellis and Spa Business' editor Liz Terry (right)

In a moving speech, Deborah Szekely – fondly known as the godmother of the mind, body and fitness movement in the US and co-founder of destination spa Rancho La Peurta and the Golden Door – reflected on her 72 years in teaching wellness. Having just turned 90, her birthday wish is for people to join the Wellness Spring movement by signing up to www.wellnesswarrior.org. Her reasons for setting up the movement, she says, is to get people to share their thoughts, ideas and practices around wellness, with a view to bringing modern society out of its downward trend and towards total health.

Meanwhile, Jeremy McCarthy, director of global spa operations for Starwood Hotels & Resorts (see SB10/3 p24), gave a thought-provoking presentation on happiness, having just published a book on the subject (see p18). He says pampering isn't necessarily a bad thing: "I've heard a lot of talk about wellness and health and about the need to be more scientific and to offer evidence-based programmes using technologies. I think this is great and that we need to continue

and improve on that. But there are a lot of other healing institutions that are already doing this much better than us. What we do really well, is provide healing that feels good. There's no other healing institution that people look forward to going to, that people enjoy when they're there and that they remember fondly afterwards the way they do with spa. As we're focusing on wellness, we should stay close to that core strength we have – wellness that feels good."

INDIA FOR 2013

In his closing remarks, Bourguignon said: "I invited a lot of people to talk here – politicians, consultants, real estate developers – and they were all surprised to discover such a vibrant, new community. They had no idea beforehand what this industry was about. So, I think our mission for the next 12 months should not be to just market what we do, but to educate the wider business community."

In a closing presentation, delegates heard that next year's GSWs will take place in India and will be headed by co-chairs Andrew Gibson, group director of spas at Mandarin Oriental; and Emmanuel Burger, former CEO of the Victoria-Jungfrau Collection and founder and managing director of Berger Hospitality Management. The exact venue and dates have yet to be revealed.

Ellis, who will be a co-chair once again, concluded: "No other country encompasses ancient and modern spa and wellness like India. Its millennia-old wellness practices, like yoga and ayurveda, have made it one of the true spiritual homes of the global wellness movement. It also happens to be one of the most innovative countries on the planet, with a fast-growing, modern spa industry." ●

are
the next
BIG
you?

- Le Meridien***** Stuttgart, Germany
Hotel Hyatt Regency***** Düsseldorf / Mainz, Germany
Ritz Carlton ***** Wolfsburg, Germany
Burj al Arab***** Dubai, UAE
Crans Ambassador***** Crans Montana, Switzerland
The Dolder Grand***** Zurich, Switzerland
Hotel Arlberg***** Lech am Arlberg, Austria
Hotel Union***** Geiranger, Norway
The Westin***** Costa Navarino, Greece
Hotel Prezydent***** Krynica-Zdrój, Poland
Grand Hotel Kempinski***** Strba-Strbské Pleso, Slovakia
Crowne Plaza***** Amman, Jordan
Crowne Plaza***** Kuwait City, Kuwait
Hiltonia Health Club & Spa at Hilton***** Abu Dhabi, UAE
Jumeirah Zabeel Saray, Palm Island***** Dubai, UAE
DoubleTree by Hilton***** Istanbul-Moda, Turkey
JW Marriott Hotel***** Ankara, Turkey
The Ritz Carlton***** Istanbul, Turkey
Hotel Hout Bay Manor***** Cape Town, South Africa
Hotel Chateau Spa & Organic Resort***** Malaysia
The Ritz-Carlton Seoul***** Seoul, South Korea
Sofitel Marrakech***** Marrakech, Morocco

and many more

... equipped by

GHARJENI

High-end couches, beds and equipment for your Spa. Made in Germany
Gharieni Group · Gutenbergstr. 40 · 47443 Moers, Germany · +49 2841-88300-164 · www.gharieni.de

MOVING ON UP

In the second part of our three-part series on spa management training, we investigate the education options for people already in work and ask whether employers are doing enough to develop staff from within

One of the biggest challenges facing our industry is a short-fall of quality spa managers. The first feature of this series (see SB12/2 p38) looked at some of the full-time spa management degree and diploma courses available. But to really tackle the problem – especially in rapidly emerging markets – the spa industry can't rely solely on graduate recruits. It also needs to provide training and development opportunities for practitioners wishing to climb the ranks and managers who are keen to strengthen their skill sets, as well as professionals moving into the industry from other sectors.

The advantage of promoting therapists to management positions is that they inherently understand the caring nature and the challenges of the profession. "In general, we prefer to recruit someone with a therapy background and teach them the business," says Anna Bjurstam, managing partner of Swedish spa consultancy and management company Raison d'Etre.

The disadvantage is that therapists don't usually have any business education or experience. "A spa is a business unit and needs to be managed that way," says Vanessa Main, director of spa operations for Hilton in the Asia-Pacific (see SB11/3 p28). "There are people in the industry who may be passionate, but they don't understand business principles... and if we put them in a management role without the skills they need, we're setting them up to fail."

Another common species of spa manager, is the manager who moves into spa from another area of hospitality. And while these individuals generally have a good grasp of business principles, they're less familiar with the unique challenges of spas. "In many

hotels, spa directors come from food and beverage or front of house, and have absolutely no clue what a spa is all about," says Raoul Andrews Sudre, founder of Aspen Spa Management and the International Hotel Spa Academy (IHSA), a training company set up to help countries such as Morocco and Nicaragua to meet wellness tourism targets.

In the past, these groups have been left to muddle along, or at best received some desultory training on the job. Yet as the industry has developed, so too has need for managers who are properly trained in both business and spa-specific skills. As a result, a range of educational institutions, private training providers and even employers are offering part-time training options aimed at those already in work. But just how effective are these courses at plugging the skills gap?

As the industry has developed, so too has the need for managers who are properly trained in both business and spa-specific skills

SHORT AND SWEET

For those wishing to move into spa management, or to further advance their career, there are a growing number of open-to-enrol short courses. These are provided by private training providers, such as the UK's Carlton Institute – which offers half-day to three-day modules on a range of management topics – or consultants, such as Wynne Business in the US, which offers an annual three-day intensive course in management training.

Raison d'Etre is another consultancy that has moved into this arena, offering two spa

management training programmes a year for up to 20 people – one aimed at the Swedish market, and one open to international applicants. The course, which has recently been redesigned with an online element, includes three months of part-time study online, through webinars and lectures, before a final three-day, face-to-face module.

What makes the programme more effective than some of the other short courses available, says Bjurstam, is that students are required to apply what

they've learned in their own business (or internship) and report back. And while there's a strong focus on hard business skills, it's very much tailored to the target audience. "The way business is taught in universities is beyond the grasp of most people with a therapy background," says Bjurstam. "So we try to help them understand KPIs, finance and marketing in a fun way that doesn't make them feel stupid... then at the end of the course they write both a human capital management plan, which is a strategy for leading staff, and a business plan [to take away]."

ONLINE OPPORTUNITIES

In recent years, a number of universities have also developed more in-depth spa management courses which are aimed at people in the middle of their career.

One of the most highly respected of these, certainly in the US, is the certificate in spa

PHOTO: CANDYBOX IMAGES/SHUTTERSTOCK



A number of spa management training courses are now available online and are proving very popular with those already in full-time employment

and hospitality management by the University of California, Irvine (see SB04/4 p54). Originally launched in 2004 in a face-to-face format, the programme has been offered entirely online since 2008, with instructor-led lectures and webinars, student discussion forums, tests and written assignments all forming part of the mix. With five core modules – ranging from marketing and human resources to spa metrics – and five elective modules to choose from, students can do as few or as many courses as they like. However, to gain the certificate, they need to complete all five core modules plus two electives, totalling around 150 hours of study.

According to programme director Angela Jeantet, the fact that students are free to work in their own environment and at their own pace makes the programme especially appealing to those in work, while a policy of employing top-flight industry professionals as instructors – Jeremy McCarthy, director of global spa operations and development

for Starwood Hotels (see SB10/3 p24), is currently on staff – and regularly assimilating both industry and student feedback ensures that the content is both relevant and fresh.

At present, up to 150 students sign up for UC Irvine's spa management modules a year, of which around half complete the certificate, and the programme attracts current spa employees and professionals from outside the industry. For those new to the spa business, two of the five core modules give an overview of the spa industry and operations, and newcomers also benefit from networking with both fellow students and instructors. As Jeantet says: "Who wouldn't want to turn to someone like Jeremy for advice?"

But while UC Irvine is undoubtedly a pioneer of online spa management training, it is not the only one. In the UK, the University of Derby Buxton (see SB05/4 p60) has been running an online version of its on-campus degree in international spa management since 2003. To date, the course – which is

aimed squarely at working professionals – has attracted around 30 students a year. This year, however, the offering is being taken to another level with the launch of University of Derby Online, which will focus on developing and promoting the university's online programming across a variety of subject areas. As part of this, the online spa management degree is undergoing a review to make more use of modern technology such as learning via mobile phone technology.

The content of the course will also be revised in consultation with industry to make it as relevant as possible to the needs of students and employers. According to Shaw, this is likely to mean more emphasis on spa management, business and networking skills. "Many of our learners looking for career progression already have practical skills," explains Paula Shaw, University of Derby Online's academic manager for vocational subjects. "And for those that don't, there are vocational training courses out there." ▶

INVESTIGATION

▶ GLOBAL REACH

One of the great advantages of online educational offerings, of course, is that they can be accessed anywhere in the world. Since going online four years ago, the number of international students signing up to the UC Irvine programme has increased dramatically – making up 26 per cent of enrolments

– says Jeantet, and Shaw is also hopeful that a new marketing campaign will boost numbers of overseas as well as UK applicants.

One way online training providers can maximise this global reach – and arguably help address the shortfall of spa management training in developing markets – is to forge partnerships with other educational organisations around the world. UC Irvine already has agreements with the University of Houston in Texas and the Royal Melbourne Institute of Technology (RMIT) in Australia (see s808/4 p44), where its certificate can be credited towards a bachelor's degree in hotel and restaurant management or a masters in wellness respectively. The University of Derby Online, meanwhile, is in talks with several potential satellite sites in south-east Asia and southern Europe.

Another university-led spa management training initiative with global accessibility at the forefront is the virtual learning programme that came out of the Innovations and Learning in Spa Management (ILIS) project. Conducted from 2008-2010 and funded by the European Commission to the tune of €400,000 (US\$488,650, £316,000), ILIS was a unique research collaboration between uni-

Rather than blaming universities, the industry should work with educators to provide clearer career paths for graduates, as well as ongoing support

versities in Finland, the UK, Poland, Spain and Austria, with the ultimate objective of raising standards in the European wellness industry as a means of boosting both tourism and employment opportunities. One of the most tangible outcomes of the project – which included in-depth interviews with managers from 25 spas across the five countries – was the development of four virtual training modules, each concentrating on a different need: spa operations, marketing spa services, understanding finance and IT, and strategic management.

According to project leader Susanna Saari, a senior lecturer in hospitality at Turku University of Applied Sciences in Finland, what sets the ILIS modules apart from other online offerings is not only their extensive coverage – each module involves roughly 270 hours of study – but also their close attention to industry requirements based on the intensive research.

The modules are also designed to be flexible. They are available as an online global programme through Turku University of Applied Sciences, but they can also be taught face-to-face as part of an existing degree course. Crucially, each of the mod-

ules qualifies for 10 credits within the European Credit Transfer and Accumulation System (ECTS) for higher education, giving them currency across the continent.

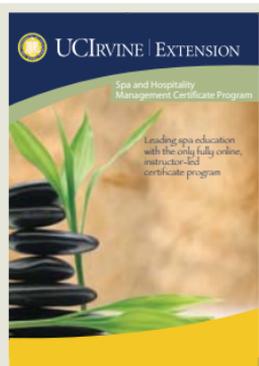
INDUSTRY INVESTMENT

Yet while the range of spa management training options available to working professionals appears

to be widening, such courses do not come cheap. And while some operators are willing to fully or partly subsidise their staff to undergo training, many more aren't. "Employers often don't want to invest in education for their spa managers, because they're afraid they'll move on and take that investment elsewhere," says Bjurstam, adding that only 50 per cent of the students who sign up for Raison d'Etre's spa management courses get any help from their employers.

Not all employers take this attitude, however. Global corporation Banyan Tree already has its in-house Fast Track and Management Trainee Programmes (see s81/2 p26) while Hyatt Hotels is looking to introduce a similar training scheme (see s811/4 p32). In addition, Hilton recently launched a certificate programme in spa management, for staff in its Asia-Pacific properties, in partnership with Australia-based tourism and hospitality training provider the William Angliss Institute.

Focusing on Asia-Pacific as the region with the least existing educational provision and the greatest need in terms of fast-developing markets – especially China – the Hilton programme is delivered over nine



UC Irvine has attracted more international pupils with its online spa certificate course



The University of Derby is currently researching ways to deliver courses via mobile phones



months and involves an introductory week of face-to-face teaching, followed by online learning and coursework relating to the student's own business, before a final week of face-to-face. Up to 15 of Hilton's top therapists are selected for each intake. Main says: "We have a lot of hotel development coming up and we're going to need so many new spa managers, it's critical we have an educational solution we're happy with."

"[But] it's not our aim to bond people to us at the end of the course. We believe that just giving people this opportunity will be enough to motivate them to stay with us."

It's not only employers who could benefit from investing in management training, however. Elaine Fenard, managing partner of consultants Spa Strategy, believes suppliers should also get in on the act. "If a spa director doesn't understand yield and margins, that's not good for selling product, so it would benefit them, too," she says. Indeed, Spa Strategy was acquired by Aromatherapy Associates in June for this very purpose and has it as just introduced its business and executive coaching services to help improve the operational and financial performance of spas (see p18). Meanwhile, ESPA International has been offering its Spa Management

Essentials and Spa Management Advanced training for five years. The ESPA courses, which cover yield management, understanding key performance indicators and budget writing, start with a three to five days intense training followed by continuing professional development in the workplace.

PARTNERS IN SUCCESS

In some regions, especially those where spa and wellness tourism is burgeoning, even governments appear to be recognising the need for greater investment in spa management education – from the EC-funded ILLIS project to government partnerships with Sudre's IHSA in Morocco and Nicaragua. "We ran about a dozen spa management training seminars in Morocco last year, and we're currently in negotiations with the Ministry of Tourism and the Ministry of Adult Education to incorporate the International Hotel Spa Academy there in a formal sense, with a permanent base," says Sudre.

"The King of Morocco wants to attract 20 million tourists over the next decade, which is around double the number they have now, and the only way they're going to do that is to make Morocco a wellness destination... so all the major hotel chains in the country

Many operators aren't willing to pay or even subsidise staff training, but exceptions include global corporations like Banyan Tree (above), Hyatt and Hilton

are desperate to find qualified spa managers, and there just aren't enough." The company is also in talks with the Ministry of Tourism in Nicaragua about integrating IHSA into a hotel school in Managua, to support the wellness tourism strategy there.

As the global spa industry continues to grow, then, so too does the demand for credible spa management training. But while an increasing number of education providers, industry players and even governments are responding to this need, their efforts are still largely subjective and fragmented. If the recent study of spa management training by SRI International, conducted on behalf of the Global Spa & Wellness Summit (see p54), can provide greater insight into the issues involved and help to engender unity among these disparate factions, who knows what could be achieved? ●

In part three: we will investigate how much scope there is to develop global standards for spa management training

Pearl of the Adriatic

Croatia is fighting off its war torn image to regain its ranking among Europe's top tourist destinations. IO Adria, one of the first operators to invest in the country once more, has opened its inaugural site in Dubrovnik, the Pearl of the Adriatic

“Croatia is one of the last remaining unspoilt canvases in Europe,” says Julian Houchin, commercial director of iO Adria, “and we aim to be its leading provider of leisure and hospitality.” And the UK investment company has raised funds of more than €187m (US\$230m, £148m) for this purpose.

I met the engaging and energetic Houchin at its first site, the Dubrovnik Sun Gardens. Perched on the stunning Dalmatia coast, where the mountains drop into the sea, this 18-hectare (44-acre) site in the country's capital was the holiday destination for rich communists in the 80s – when Croatia was part of Yugoslavia – and a prisoner of war camp during the Balkans war. Today, it's a five-star integrated resort, featuring the first Occo spa – a concept and product line focused on all things Croatian.

“In the 80s, Yugoslavia was high volume, low spend, but tourism is now moving towards the luxury end,” explains Houchin. “Croatia is now a playground for the rich and famous and the flights are starting to



▲ IO Adria has €1bn to develop integrated resorts in Croatia for a wealthy clientele

come back. We have visitors from 142 countries, 18 per cent of our visitors are from the UK, with a fairly even split across the rest of Europe and the rest of the world.”

With its acquisition of Dubrovnik Sun Gardens in 2009, iO Adria inherited a Radisson Blu hotel and a 2,500sq ft (762sq m) spa

by Anne Semonin – Radisson's spa partner. After 18 months, Anne Semonin was replaced by Occo and iO Adria took over resort operations. Overall, the development cost €130m (US\$160m, £103m) “I rolled up my sleeves, and came in as sales and marketing director and we put €1.8m (US\$2.2m, £1.4m) on the room's revenue within 12 months, achieving a 24 per cent uplift,” says Houchin.

CROATIAN SPA BRAND

iO Adria considered other spa franchises, but found their projections unambitious. “They estimated a profit would take eight to 10 years, we wanted it in three, so set about creating our own spa brand,” says Houchin. It teamed up with UK-based spa consultant, Anna Doyle, to create an exclusive concept and product line which was rooted in Croatia. Doyle travelled to iO's seven development (see p66) to take a look at the local foliage, so each property had its own range and identity, using natural, local ingredients. Think costal rosemary and sage; deep forest cypress leaf and pine extracts; and grape, blackberry and figs from Istrian vineyards.



▲ Another hotel and 200 more residences are planned onsite



▲ The heat experience area was supplied by Klafs



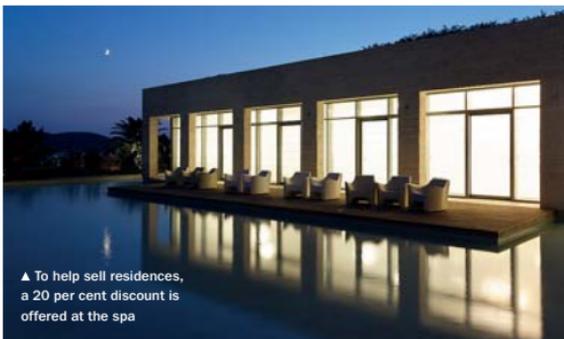
- ▲ The Occo spa promises a return on investment in three years
- ▶ The spa will help establish a year-round trade outside of summer months

To raise brand awareness, the products were sold at high-end London department stores, such as Harrods before the spa was up and running. This has stopped now the spa has launched. Since the Occo brand has been introduced, the spa has started to gain more recognition and last year it won the best newcomer award in the digital magazine *The SPA Traveller Awards*.

Soothing beiges and creams are used throughout the debut Occo spa, with Italian marble flooring adding a touch of luxury. The 46sq m (151sq ft) gym by Technogym, the 18m (59ft) freshwater pool, the thalassotherapy pool and heated benches are all positioned to the front and enjoy views of the sea. The relaxation room is also at the front, but spa manager, Adriana Barlafa, says it's shrouded by curtains so people will focus inward when they chill out on the cushions and loungers, sipping on herbal teas.

The 12 treatment rooms are named after flowers and the most impressive is the couples suite featuring two heated Nilo massage tables, a spa bath and cushions for relaxing post-treatment – the 140-minute couples ritual allows 30 minutes of private time, when fresh fruit and smoothies are served from the spa's Vitality bar.

The spa's heat experience area comprises a coal sauna, salt sauna, aromatherapy steam-room, hammam, plunge pool and showers, all from Klafs. Nine therapists work at the spa and are employed all year round, plus there are two seasonal workers, who aren't trained in all the treatments.



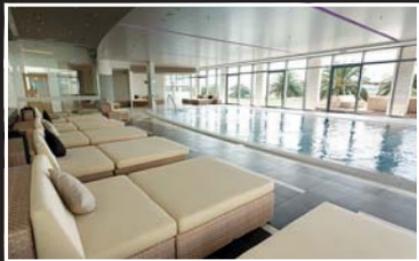
- ▲ To help sell residences, a 20 per cent discount is offered at the spa

SPA SWEETENER

Barlafa has put together the treatment menu with highlights including three 30-minute, €42 (US\$51, £33) bath options using Occo products mixed with Adriatic sea salt. The most popular treatment is the 55-minute signature holistic massage (see p66) priced at €80 (US\$98, £63). Two new brands are being introduced this season: Maria Galand for corrective facials and Beyond Spa for cosmetic teeth whitening. There will also be three new treatments from Germaine de Capuccini – gold therapy, an anti-ageing wrap and massage using golden algae; a massage with shells; and an anti-cellulite treatment. "We have gone for shell and gold therapy because they are high-end treatments and because they give our guests an

experience they would not receive at many other spas," says Barlafa.

As well as the 201-bedroom hotel, the resort has 207 apartments, which are being sold as holiday homes. The aim is to attract a steady repeat custom from wealthy people and as a further sweetener, residents receive a 20 per cent discount at the spa. "When one of our owners, who is from the Czech Republic, came with his two daughters, they each spent €300 (US\$368, £237) a day, for a week, at the spa," says Houchin. "The spa is a very important part of the overall offering, but it's hard to quantify exactly how much value it adds. It is smaller than both the conference and F&B businesses – we have 13 restaurants – but it's a very important element of the resort experience and ▶



▲ **Occo spa**, a celebration of the Croatian culture, will be exclusive to iO Adria resorts although each will be slightly different according to location

► decision making process. Each unit is run as an independent profit centre and we give our managers autonomy in cost control."

DESTINATION SPA

Dubrovnik is still a seasonal destination with the spa at its busiest – performing 30-45 treatments a day on average – in the peak from June to mid-September. "We are focused on generating business during the low and shoulder season [October to May]," says Houchin, "and as a result the first three months of this year saw room revenues increase by 77 per cent." Much of the winter trade comes from the MICE market, special interest groups, the senior citizen market and the Japanese, however, plans are to push the spa as a destination in itself.

During the winter, the spa is sold more aggressively to the local market which accounts for 20 per cent of customers on average. Spa membership is offered for €66

DUBROVNIK SUN GARDENS BY NUMBERS

- At full capacity, the resort can accommodate 1,200 guests
- In peak season there is 95+ per cent occupancy, with three bed apartments commanding €1,000 (US\$1,250, £790) a night and two-beds €630 (US\$773, £497) a night
- Average all year round occupancy is 40 per cent and the average room rate is €170 (US\$209, £134)
- The average length of stay in peak season is 7.2 nights, which according to Houchin is the longest in Dubrovnik
- Spend per head at the spa averages €93 (US\$114, £73). They are aiming for €217 (US\$266, £171)
- Occo retail products range from €17-56 (US\$21-68, £13-44)
- The 140-minute couples ritual is priced at €199 (US\$243, £157)



▲ The original resort included a Radisson Blu hotel and an Anne Semonin spa

(US\$82, £52) a month, with a 10 per cent discount on treatments. To avoid over crowding, memberships are limited to 30 people, but day passes are available for €25 (US\$31, £20). Ladies nights are also being introduced, where a group can have private use of the spa, treatments and champagne, which costs €240 (US\$296, £190) for three hours.

Going forward, Barlafa says her target is to make the spa a year-round destination. For Houchin, after successfully repositioning the resort to compete with other leading five-star integrated resorts in Europe, his focus is selling the residences and says that early indications are strong with interest coming from a varied mix of source markets.

But development doesn't stop there. There are already plans to add another five-star hotel with 120 bedrooms onsite, plus 200 more residences. And elsewhere in Croatia iO Adria plans to spend upwards of €1bn (US\$1.2bn, £0.8bn) on developing seven other sites. These include three in Istria which will be designed as small boutique golf estates with spas; three boutique marina resorts in northern Dalmatia and an island resort planned on the island of Sipan near Dubrovnik Sun Gardens. The idea is that each spa will be slightly different, but the details are yet to be confirmed. If Occo is the benchmark, they're sure to be exciting. ●

For more on Croatia's growing spa tourism market see Spa Business, issue 2, 2010, p38

OCCO SPA AT DUBROVNIK SUN GARDENS: FIRST-PERSON EXPERIENCE

Kath Hudson,
journalist,
Spa Business



I tried the most popular signature treatment, holistic massage, which is chiefly aromatherapy massage, with some Thai moves added. I soon discovered that Alisa, my therapist, is very strong – a trait that makes her popular with the Russians.

The treatment started with some Thai-style palming through a towel. Then Alisa climbed onto the bed and jammed her knees into my thighs while eliciting

some satisfying cracks from my back. Some people might raise their eyebrows at this, but I love it when the unexpected happens. As long as it works! Many a therapist has given up on the knotted mass which is my back and shoulders, but Alisa wasn't going to be defeated. She tried hands, elbows and stretches. I liked the fact that she didn't just follow a routine but put special emphasis into the areas I needed.

After the treatment my back felt so much looser from all the chiropractic cracks. It was an outstanding massage: if this is the standard, I think there will be plenty of repeat visits.



A KLAFS SPA SPEAKS FOR ITSELF. BE THE TALK OF THE TOWN.

As a manufacturer of high-grade sauna and spa solutions worldwide, we are well aware of how one becomes the talking point: through quality. We process first-class materials with care and commitment and fulfil even the most exceptional wish. Allow yourself to be inspired and order our new References Catalogue 360°. Now free of charge on our website www.klafs.com

KLAFS
MY SAUNA AND SPA

Glorious mud?



Calistoga, in California's Napa Valley, is famous for its thermal waters and mud. Jane Scrivner tries out two very different mud experiences but found both had room for improvement in terms of staff and picking up on the finer points

INDIAN SPRINGS SPA & RESORT

BACKGROUND

Dating back to 1861, Indian Springs is one of the oldest resorts in Calistoga. Its 16 acres (6 hectares) are blessed with four geysers producing thermal mineral waters and a vast natural deposit of volcanic ash which were used as a cure by native Indians over 8,000 years ago.

Since 1998, the 41-bedroom resort has been a family-owned business ran by husband and wife Pat and John Merchant and their children. The spa was extended two years ago to include 10 new massage rooms. There are now 27 treatment rooms in total, plus a post-treatment lounge, an outdoor veranda and a Buddha Pond. There's also a newly refurbished mineral pool fed by the natural springs. The signature treatment is a restorative mud or mineral water bath – costing US\$85 (£70, £55) or US\$75 (£62,



£48) respectively – while standard massages start at US\$125 (£103, £80) for 50 minutes and Pevonia facials go from US\$85 for 25 minutes.

THE EXPERIENCE

Spread out over a large plot of open land with a separate pool building, spa and outdoor relaxation areas and inviting colonial-style lodges, the resort has a ranch feel. It was easy to find and to locate the spa.

Unfortunately the visit didn't get off to a good start. My colleague and I were greeted by a receptionist who took full payment on my card plus an extra US\$95 (£79, £61) deposit for towels, robes and slippers. I would've liked to have been told/asked about this charge as I knew it would take three more days to reappear in my account. Disconcertingly, she also kept one hand in her pocket the whole time.

To finish, we were given a free pool pass to use at later date due to remodelling work –

not much use as we're based 5,000 miles away. The pool was in fact lovely, it had a *Great Gatsby*-style colonial beauty, and I wondered why weren't we told it was closed when we booked over the phone just 15 minutes before.

We were asked to wait for our therapist to collect us at 9.30am. At 9.45am, by which point we'd been sitting for 20 minutes, I went back to the counter to be told that Indian Springs 'always set its clocks 15 minutes fast'. Very confusing. I was now concerned we weren't going to be finished in time for our meeting.

Things began to get better with the mudbath... aaamazing. Instructed to strip naked – that's one way to get to know your co-worker! – we showered under warm water before moving towards huge concrete baths full of volcanic ash mixed with spring water. While it wasn't strictly mud, its jet black colour made it look like it and it squelched just like it too. Initially, because it was so thick, we lay on top of the warm mud and handfuls of it was scooped over our bodies and daubed on our faces until the only thing showing was our mouths and eyes. The experience was gorgeously warm and fabulously authentic and as I wallowed, the reception debacle leached out of me and I began to relax.

Think 'monster from the deep'. That's what we looked like walking over to shower cubicles that did little to hide our privacy. Having finally removed the mud, we were escorted to two fabulous, overflowing old Victorian baths. The very warm water – made bearable (just) with tall glasses of deliciously cooling cucumber/fruit-flavoured water – was on the level of 'it's so extreme it must be doing me good!' Then after a quick steam, we were taken to a cool wood cabin featuring low

WHAT'S THE SCORE?

Ease of booking	10
Facilities	7
Cleanliness/maintenance	7
Staff – receptionist	0
– therapists	8
Experience	5
Treatment	9
Value for money	9
Overall experience	8



The new pool was beautiful, but out of bounds on the day due to remodelling work

beds with clean white sheets. Being wrapped in the fresh linen, with cucumber placed on my eyes, was very nurturing. While I was only in there for 15 minutes, it actually felt as though I'd had days of relaxation.

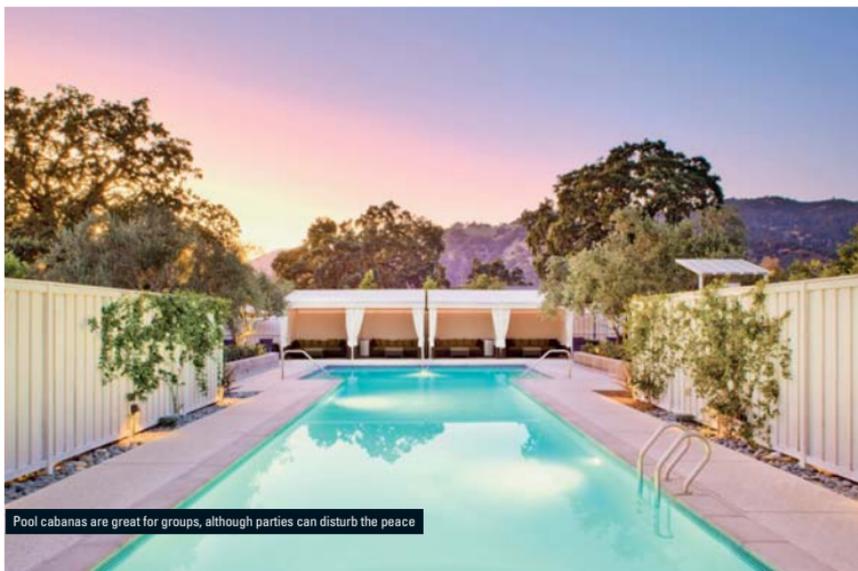
We meandered out to the Buddha Garden and sat in glorious sunshine to complete what was a very thorough, very nourishing experience. We would have been happy to stay longer to enjoy the sunshine, but our meeting beckoned.

Details: www.indianspringscalistoga.com ▶

RIGHT TO REPLY

Brian Rios, general manager, Indian Springs

I agree that when booking the information about the pool should have been shared. In regards to the 'spa time', we've found allowing an extra 15 minutes means we don't cut back on treatment times and signs are posted throughout to notify guests of the change. I'm still highly confused by the extra US\$95 hold that was placed on the credit card, this is not standard operating procedure. We strive to continually exceed the expectations of all our guests. If we failed to meet some service expectations in this case, I completely apologise. I am glad that overall it was an enjoyable experience.



Pool cabanas are great for groups, although parties can disturb the peace

► **SOLAGE SPA CALISTOGA**

BACKGROUND

Opened in 2007, the 89-bedroom Solage Calistoga was the first (and still only) property by Solage Hotels & Resorts, a new brand developed by Auberge Hotels & Resorts (S805/4 p22). Built with a strong focus on sustainability, the resort sits within a 22-acre (9-hectare) plot which opens up to oak-studded hills.

The Michelin-star restaurant gives some clue as to the class of the resort, while the full-service Spa Solage has won five awards in as many years – most recently voted as one of the top 10 US spas by *Condé Nast Traveler's* 2012 Readers' Poll.

Covering 20,000sq ft (1,858sq m), the spa lies at the heart of the resort and is made up of five parts including the main Bathhouse and separate buildings housing 14 treatment rooms, a reception, a retail area and the changing rooms. The signature treatment is the Mudslide, a three-part therapy which includes the application of a local mineral-rich clay and volcanic ash blend; a soak in geothermal mineral spring water sourced onsite; and resting in sound/vibration chairs. Costing US\$98 (€81, £63) US\$148 (€122, £95) for 60 or 90 minutes, the Mud-

slide takes place in the Bathhouse with its geothermal pool, whirlpool and eucalyptus steamroom, its three Mud Rooms and three Tub Rooms, plus the relaxation area. Overall, the menu has a large selection of body, face and beauty treatments, as well as couples and wellness packages and the main product houses are Éminence, Kate Somerville and Marie Veronique. Fifty-minute facials or massages start at US\$135 (€111, £87) and US\$125 (€103, £81) respectively.

THE EXPERIENCE

Like Indian Springs, Solage Calistoga was close to our hotel and couldn't have been easier to find. We called to book the signature Mudslide treatment an hour before. The process was straightforward and we were told to arrive 30 minutes early (more on this later), although they did miss a chance to upsell a 90-minute, rather than a 60-minute, service which I might have considered.

With a spread of small buildings linked by meandering pathways, the resort immediately gives you a sense being somewhere else – a good place to be. Spa heaven. Even the busy spa reception had a calmness to it and following a seamless check-in we went to the spacious changing rooms that were well-stocked with more folded towels than a girl could ask for – although as an eco-spa this led me to question how many fluffy tow-

els they could get through. It usually takes quite a bit to move me from 'spa interrogator' to 'spa enjoyer' but at Spa Solage I was there before even doing up my robe.

We wandered to The Bathhouse passing several bowls of fresh, crisp green apples and camomile tea stations. The place was immaculate in design, landscaping and cleanliness. The weather was beautiful and the smell in the air was that of outdoor woodiness. Having arrived early, we relaxed by a beautiful pool before being greeted by our 'therapist' who looked a bit like a girl guide. Dressed in a polo shirt, rain jacket, cropped trousers and sneakers, she looked as though she was about to take us on a cross country romp in the rain! She explained the three-stage treatment process (mud, bath, relax) clearly, but it began to sound like a do-it-yourself therapy with her just collecting and depositing us at each point. I wondered if she was more like a 'server' or 'director of mud facilities'.

The treatment began with choosing one of four oil blends to mix into our mud, but they all smelt gorgeous so I picked two! After blending, we were presented with a small aluminium bucket with about 3cm of 'mud' in the base. I've used inverted commas here because in my book, mud is dark, looks dirty (although very clean) and has a certain odour – at Indian Springs it was black, lumpy and there was masses of it – but this stuff was very light grey and it didn't look as ►



Providing the Perfect Spa Experience? Simple.

No matter the size of your business, SpaSoft™ offers a flexible interface that empowers you and your staff to provide the best service imaginable. Select an edition that fits your business and enjoy:

- Personalizing each guest's experience
- Secure point-of-sale transactions
(PCI-DSS/PABP-PA DSS Validated)
- Simple solutions to maximize revenue opportunities

Visit www.spasoft.com to request your demo now!

 SpaSoft®

MYSTERY SHOPPER

"Both were good value for money and my skin felt amazing for days. But they were spoiled a little by bad manners and lack of thought and attention to detail"

- ▶ if there'd even be enough to cover my post-Christmas indulged body!

We were directed to the Mud Room, a large, modern minimalist space with concrete slabs proffering two towels, pillows and cups of water. We were instructed to cover ourselves in mud and lie on the towel until she knocked, at which time we were to wash using either the indoor or outdoor showers. The showers with their natural thermal water, and long thin heads that produced blade-like jets, were the best part of the first stage.

Next was the Tub Room, which was also modern and minimalist in style and featured gorgeous, huge bathing tubs. I sank into the warm water to relax and soak. Another knock, we got out and were guided next door to be shown to our So Sound Chair that, we were told, would work with sound frequencies on our bodies at a cellular level. We were plugged in, reclined and left to relax. The music through the headphones was a combination of dolphins, whales and pan pipes with heavy bass. It was an odd sensation and I tried to turn it down to see if the resonance was more subtle, but it didn't make a difference.

RIGHT TO REPLY

Karen Ray, spa director, Solage, and director of spa operations, Auberge Resorts

I'm confident this wasn't a typical Spa Solage experience. We strive to provide a nurturing, healthful environment for guests seeking a quiet spa experience, as well as those who might want to celebrate an important occasion or annual getaway. The spa strikes a unique balance by providing private treatment rooms for individuals and couples, along with communal areas such as geo-thermal pools and cabanas for socialising. Spa Solage successfully blends the best of traditional services with a modern approach and this personalised service has resulted in significant guest returns and industry accolades.



Different oils can be mixed into the mud



Thermal water is used in the powerful showers

Our treatments finished and we drifted from the tranquil spa back to the poolside where a hen party was in full swing in a cordoned off area. Drinks were being poured, ex-boyfriends discussed and the whole scene was mildly irritating. We moved to a private whirlpool and steamroom area for some peace and it was glorious, until the party decamped there too!

Despite this, we were having a lovely time. We were relaxed, had spent the best part of the day just indulging in beautiful surroundings and had tasted some delicious spa food. We got to thinking about how the other treatment rooms were laid out and – in line with the high levels of service we'd already experienced – our request for a viewing proved unproblematic.

Accompanied by the manager on our walk, we took in the beautiful landscaping and planted pathways. I wondered out loud: 'Do you still see how amazing this place is, or has it become just normal to you?' Her response was totally unexpected, she looked at me as if I was deluded. And with that one look, the whole experience felt tainted, as if we'd been duped into thinking this was a wonderful haven and that all was not what it seemed.

Back at the pool we then began to voice all the small details we'd decided to over-look – the mean quantities of the mud, the fact we'd had to do it all ourselves, and the intrusive hen party. On top of this, we were then charged an extra US\$25 (€21, £16) when we checked out – although we were told to arrive 30 minutes early, it wasn't

WHAT'S THE SCORE?

Ease of booking	10
<i>(although more detail needed in retrospect)</i>	
Facilities	9
Cleanliness/maintenance	9
Staff	5
Experience/treatment	
started at 8 but reduced to 4	
Value for money	4
Overall experience	7

pointed out that we would be charged for using facilities in that time. In normal circumstances it wouldn't have mattered, but it just seemed this was just the final deced. Details: www.solagecalistoga.com

SUMMARY

While the treatments and spas were very different – one more authentic, the other more luxurious – both were beautiful and given the chance I'd go back to either again. They were both good value for money and my skin felt amazing for days after. But in each case, the experience was spoiled a little by bad manners, a lack of thought and a lack of attention to detail and good old-fashioned customer service. It really is the little things that make a big difference. ●



N° 443.090.V

Lemi®

100% Made in Italy, 100% Made in Lemi!

Aemotio SPA

design by simone michele

photo by maurizio marcato



Spa Dream Top



SPA Suite



Gemya



Pedi SPA

Functionality, style and Italian design, Innovation and advanced technology: this is Lemi quality, the strength behind our products. Multi-sensory equipment, spa tables, multipurpose chairs and furnishings capable of satisfying all of your needs and enhancing your business. Maximum product quality, total service efficiency and a multi-year warranty. That's Lemi Group: a valued partner for a valuable business.



Brusaferrri & C S.r.l.

S.P. n. 6 • 26011 Casalbuttano (CR) • Italy

Tel. +39 0374 363068/69 • www.lemi.it • info@lemi.it



The island has immense natural beauty and a warm climate all year round



Scientists say Porto Santo's sand has therapeutic qualities



It attracts 900,000 tourists annually

Madeiran Marvel

ANNI HOOD • OWNER • KIS LIFESTYLE GROUP

Madeira is a jaw-droppingly spectacular landmass lying 620 miles off the Portuguese coast and 310 miles from the African continent: this is the outermost region of the European Union.

There are a plethora of reasons to visit this stunning island. It has immense natural beauty and its hills and valleys add a cocooning feel. I would describe Madeira as a hidden jewel.

Year round temperatures are warm, averaging between 17-21°C, and ideal for the island's numerous vineyards. Madeira is famous for its wine, which is absurdly delicious and high in antioxidants. The island also boasts a close to zero crime rate. In addition, a vast range of activities, culture and history provide a rich and tantalising choice of possibilities for visitors.



The Portuguese island of Maderia is poised to flourish as a sought after wellness hub. Spa consultant Anni Hood finds out why

Tourism is the main industry in Madeira, accounting for 28 per cent of GDP and numbers are steadily increasing according to figures from the Madeira Tourism Board. In 2011, the island welcomed just over 900,000 visitors in total, up 6.7 per cent from 2010; while the average length of stay rose slightly from 5.1 nights in 2010 to 5.3 in 2011.

Only three hours from Europe, Madeira is most popular with visitors from this continent. There are four dominant source markets led – unsurprisingly – by Portugal which accounts for 24 per cent of visitor numbers, closely followed by the UK at 19

per cent, Germany at 16 per cent and France at 10 per cent. When it comes to overnight stays, however, the UK and Germany are at the top making up 24 and 21 per cent of the 5.5 million nights respectively, while Portugal only makes up 13 per cent.

But just how important is the spa industry to tourism in Madeira?

A PROMOTIONAL ALLIANCE

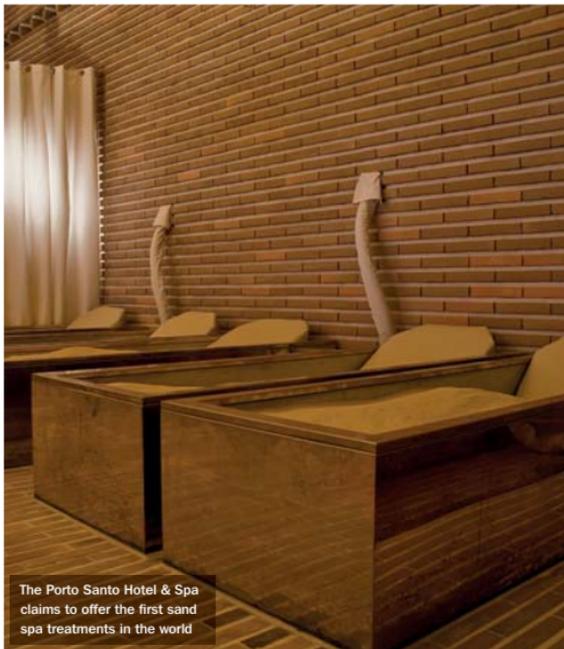
My impression of the spa industry in Madeira is one of innovation and enthusiasm. There's a growing realisation with Madeirans that they have a coveted gem



There's a strong focus on wellness



A vast array of activities are available



The Porto Santo Hotel & Spa claims to offer the first sand spa treatments in the world

slowly revealing itself as a potential – and rather significant – magnet for spa and wellness enthusiasts and beginners alike.

The concept of wellness in Madeira has been around since the days of old – the cultivation of whole, natural foods, the weather and a laid back lifestyle all contribute to an environment that is naturally balanced and effortlessly composed to embrace the expectations of today's market.

There are no figures to support how substantial the spa industry is or how effectively it contributes to the island's economy. However, a large proportion of hotels now have spas and/or wellness centres.

Notably, the strategic intent to promote and expand the exposure to spas and wellness is also very evident. Since 2005, a self-elected amalgamation of hotels and spas across the island have joined together in an initiative to help drive their own businesses alongside the destination of Madeira as a whole. The group, called Spas da Madeira, was started by former Madeira Promotion Bureau (MPB) executive director Oto Oliveira and the owner of the country's Galo Resort hotels Roland Bachmeier. MPB, which contributes to half of the budget, is still one of the

sponsors. There are currently 11 participating properties and members meet periodically to put together a strategic, common plan such as focusing on press/familiarisation trips or sending out newsletters to 60,000 travel agents in source markets, which was the goal for mid-2012. Another focus is to develop their dedicated website www.spasmadeira.com to make it more user-friendly, attractive and current by adding special promotions. Already working in their favour is a link to MPB's own website www.madeirapromotionbureau.com which itself has a complete section and a digital brochure highlighting spas as a key activity for visitors.

UNIQUE SELLING POINTS

During the last couple of years the Spas da Madeira group has also recognised the need to create an original identity for each of the spa concepts. This includes emphasising unique treatments such as thalassotherapy; those incorporating aloe vera, a native plant; and the hot sand treatment which is offered at the Porto Santo Hotel & Spa.

Next to Madeira, Porto Santo is known as the Golden Island and its sand is a mix of coral reefs, seashells and volcanic ash. The

sands have a high content of calcium and strontium and have been proven by scientists at the University of Oslo, Norway and the University of Aveiro, Portugal to help people suffering from rheumatic orthopaedic conditions when they submerge themselves in it.

The spa at the Porto Santo Hotel has hot sand beds and it claims to offer the first sand spa treatments in the world. The beds feature the local sand which is heated to 40-43°C. Guests spend 30 minutes covered in the sand twice a day to get the therapeutic benefits. The minimum number of sessions recommended is 12 and for hotel guests there's a seven day package of 14 sessions for €490 (US\$600, £387). For others, the price is €50 (US\$61, £40) a session.

Within this article, there are three other examples of how spas are differentiating themselves (see p76-77).

If I'm honest, I was a little blown away by my three-day peek at Madeira. The country has a fabulous energy about it and I'm excited by how much camaraderie there is among the spa operators – not only for driving their own businesses but in their collective passion to raise the fortunes of Madeira through their own sector. ▶



The hotel's design is stunning but it lacks a definable spa journey

CASE STUDY:

The Vine

- 79 bedrooms and suites
- Five treatment rooms including one for nail services
- A wet area with a steamroom, sauna, whirlpool (too cold unfortunately), experience showers and a relaxation area

The décor of The Vine Spa, as with the hotel, is one of seductive luxury. It's sharply minimalist, although there were some attention to detail touches that let it down – dusty candles, water served in plastic bottles and no definable 'journey' from arrival.

It's a relatively quiet spa, usually six to eight treatments a day during high season (April to September) reducing to three in off-season. Eighty per cent of customers are hotel guests. The remaining percentage comprises local people and tourists.

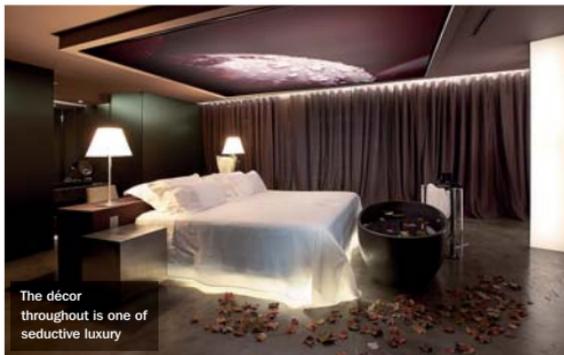
The spa concept is anchored to vinotherapy – a unique selling point. If a guest

The concept [of vinotherapy] is an excellent one in a beautiful venue. Yet operational flair is needed

is having a full massage treatment they're given a measure of five-year-old Madeira wine afterwards; in addition, vinotherapy bath rituals include a glass of red wine (my kind of spa!). The theory is that antioxidants in the exquisitely-tasting wine work in unison with the grapeseed in the products – supplied by Theravine from South Africa – for both an internal and external glow.

My treatment was a 30-minute grapeseed oil massage (sadly without the Madeira shot) costing €50 (US\$61, £40). The actual massage was very pleasant and well delivered technically but the treatment introduction was lacking an explanation and engagement on a personal level and the option to tailor the massage wasn't in place.

The concept is an excellent one in a beautiful venue. Yet operational flair and service delivery are needed to properly showcase the spa as a unique and desirable experience.



The décor throughout is one of seductive luxury

CASE STUDY:

Galo Resort Sport Hotel

- 121 bedrooms
- Five treatment rooms over 400sq m (4,306sq ft) plus a spa garden and 80sq m (861sq ft) yoga room
- There are 12 spa team members, including eight trained in ayurveda

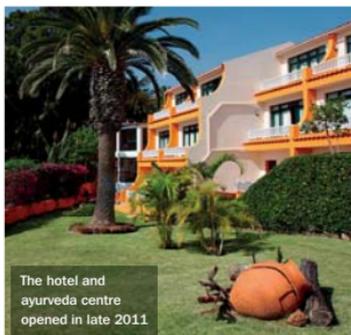
The Ayurveda Cure Center, a brand new addition to the Madeiran spa and wellness offering, is part of the Galo Resort Sport Hotel that opened in November 2011. Its offering is, without doubt, unrelentingly wellness focused. The experience is still indulgent, but the techniques and observations scream health, prevention and enlightenment.

Despite opening only a few weeks previously, the centre had already taken care of six guests taking part in a two-week cure



The centre is strongly focused on health

programme. Priced at €1,900 (US\$2,300, €1,500) per head (excluding accommodation), The Cure includes diagnostic testing; an ayurvedic therapy plan featuring German product line Ayurveda Kalari and local herbs; acupuncture, physiotherapy and lifestyle coaching; advice and lectures on diet/cooking, ayurveda, yoga and meditation.



The hotel and ayurveda centre opened in late 2011

Birgit Moukom, a very experienced ayurvedic practitioner and utterly delightful German lady, is running the centre. She's been practising alternative medicine and psychology since 1998 and believes in delivering highly personalised treatments. I look forward with great anticipation to see how the concept flourishes under her guidance.

CASE STUDY:

Reid's Palace

- 163 bedrooms
- Five spa treatment rooms
- No dedicated wet area but the changing room space included a sauna and steamroom

My experience at Reid's Palace, part of the Orient Express group, was the epitome of how to get it right. The entire guest journey is one of effortless superiority and grace and the spa, with its focus on indulgence, relaxation and catering to every need, is no exception.

My experience was pure perfection. From the reception greeting to the treatment itself, it was classy and seamless without losing any sense of warmth. The treatment – a specially tailored massage using fresh aloe vera and grapeseed oil – was delivered flawlessly. Nothing was left to chance with any of the basics such as room temperature, pressure or music volume. The therapist extended my treatment as she felt my shoulders needed more work: a nice touch. The treatment menu, featuring La Prairie, Aromatherapy Associates and Ytsara products, was focused on top-drawer indulgence.



The treatment experience at Reid's Palace was 'pure perfection'

By tradition, and anecdotally, Madeira has a relatively aged tourism demographic which presents a market that, as yet, is untapped as far as the spa trade goes. The general manager of Reid's Palace, Ulisses Marreiros, admitted difficulty in attracting hotel patrons to the spa, despite the exceptionally good service and treatment delivery.

On average, treatments generate €90 (US\$110, €71) and revenue per occupied treatment room is €13 (US\$16, €10). Accounting for 18 per cent of total spa income, the retail sales are impressive. The team have slick and

well-executed product sales systems and stand out commercially against other spas I visited. Although therapist utilisation is reasonably good at 72 per cent, room utilisation at 25 per cent is disappointing.

Wellness orientated treatments, consultations and assessment could be the solution to using up vacant room space and increasing revenues. With an older, more savvy and aged demographic, packages that focus on anti-ageing, longevity and lifestyle advice in such a fabulous environment may be the tipping point they're striving for.

the Waltons

As Ireland's only indigenous therapy, seaweed baths have a 300-year history that has waned in recent decades. We talk to a family which has revived the tradition and created a range of organic products and treatments that are selling worldwide

JULIE CRAMER • JOURNALIST • SPA BUSINESS

It's a cold, blustery spring day in Stranhill, County Sligo, and rain is lashing the headquarters of Voya, the Irish seaweed company that's rapidly gaining a reputation for its products and treatments in leading spas around the world.

While managing director Mark Walton and his wife Kira, fresh from an Algarve business trip, catch up on administration, Mark's father Mick is braving the elements off the nearby coast, working alongside the company's trusted team of seaweed harvesters.

Seaweed is in the Walton family's blood, with a business dating back to the early 1900s. And while today's leading spa product companies may covet and strive for certified organic status – this is something that comes entirely naturally to the Walton clan.

Mark says: "My father grew up with a simple view on life and always considered the impact on others. Even when chemical fertilisers were being used to great effect during

the 60s and 70s, my father saw no reason to change traditions. He was one of the founders of the organic movement in Ireland, and you'll still find him out hand-harvesting seaweed, even though he's now in his 60s."

In the early 1900s there were several hundred seaweed bathhouses scattered around Ireland's coast, with a particular concentration in Sligo in the north-west. Hurricane Debbie destroyed the county's last traditional facility in the 60s, but in 2000 the Waltons opened a modern, 14-room treatment facility in the bustling seaside town of Strandhill. Freshly picked seaweed is combined with heated seawater to provide therapeutic baths for visitors from all over the world.

"The baths can be used to treat a variety of complaints, such as psoriasis, eczema and rheumatic pains," says Mark. "Around 60 per cent of visitors come with genuine skin complaints, while the other 40 per cent are attracted by the beauty benefits."



Sligo has been revived as a seaweed bath mecca, with the local population of 2,000 swelling to 40,000 each year with the influx of health tourists. From this popularity base, Mark and Kira have taken the family business in a fresh new direction, masterminding a large range of spa treatments and retail products that are now being snapped up by leading international companies such as The Four Seasons, St Regis, Ritz-Carlton, Canyon Ranch and Waldorf-Astoria. They've even made their way into The Chateau – a castle in the Malaysian rainforest (see p36).

HEALTH TOURISTS

Mark says: "Around 40 per cent of our customers in Sligo are international, and they were saying to us 'we can't come back every year, so how can we take the experience with us?' So we started looking at what seaweed products were around – there were some, but their efficacy was poor and they weren't organic."

The couple's first product to market in 2001 was a wild seaweed (*fucus serratus*) bath product – called Lazy Days – which Kira describes as a dried block half the size of a shoebox that comes wrapped in a net. When immersed in warm water it expands to five times its original size to create a rich seaweed bath. Further squeezing the seaweed releases a nutritious oily gel.

"The product is dried out naturally on the beach, so it's still live and active when it reaches the customer," says Kira. "You can also keep the seaweed in its net and use it as a loofah. And when you're finished, it makes an organic fertiliser for the garden," she says.

A decade later, Voya now has over 100 products, with sales of around 40 per cent in direct retail and 60 per cent in the professional spa market. One of the best sellers is My Little Hero, an oil-based seaweed anti-ageing serum sold for €55 (US\$67, £43).

Developing treatments is a core part of Voya's business. In its professional range of



There are around 30 Voya treatments offered in high-end spas such as St Regis and Four Seasons



Mark is responsible for the day to day running of the business, while Kira focuses on branding and marketing

“

Seaweed harvesting is a year-round business – involving a daily team of at least four hand-harvesters

”

around 30 treatments, a key offer is a seaweed leaf wrap, which involves enveloping the body in giant leaves of kelp – “rather like a giant Havana cigar,” says Mark. “Visitors to high-end spas now expect a raw, natural experience. This treatment uses 10-15 lbs of pure organic seaweed. Of course, it delivers great theatre, but our treatments are also highly results driven.”

HIGHLY NUTRITIOUS

The beneficial properties of seaweed – of which there are around 800 varieties – are well researched and recognised. It’s widely eaten in Asia for its taste and health benefits, while combining it into beauty products also appears to pack a punch.

“Its nutrient content means it’s fabulous for hair and nails, and it’s good for Europeans who tend to have a lot of mineral deficiencies,” says Kira. “There’s no other plant like it



– it has an 85 per cent mineral content. If you compare that to something like pomegranate, the health properties of which have also been championed – that only has a 1-2 per cent nutrient content with the rest being made up of water and sugars.”

The couple clearly have a passion for treatment and product development, and Mark is involved with research into seaweed at two universities – but it’s far removed from his previous career. He originally studied law and then went into investment banking – something which failed to satisfy his entrepreneurial spirit. “I never really saw the potential of seaweed when I was young and just wanted to get away. It’s only when you’re older that you realise how wonderful this place really is,” he says.

Mark, who has since studied cosmetic science, is now responsible for the day to day

running of business operations, while Kira uses her previous experience as a graphic designer to put her stamp on Voya’s polished branding and marketing. There are currently seven family members involved in different areas of the business, including his mother, father, and brothers Neil and Michael.

For Voya, seaweed harvesting is a year-round business – involving a daily team of at least four hand-harvesters. Output is higher in the summer because of the longer daylight hours and the absence of giant waves which frequently pound the Atlantic coastline in winter. The seaweed’s nutrient values can also differ from winter to summer, with a higher vitamin content in the summer and higher mineral content in the winter.

SUSTAINABLE HARVEST

Mark says Sligo, where the north Atlantic drift meets Ireland’s north-west coast, lies in an area that’s highly favourable for seaweed ▶

Voya has recently been added to the shortlist for the Ernst & Young Entrepreneur of the Year Programme



Voya's eco-culture

All Voya products are certified organic by the Soil Association and the USDA. Products must contain a minimum of 70 per cent organic ingredients – excluding water which is non-organic – and exclude parabens, animal derivatives and GM ingredients. Products are a blend of wild seaweed and other natural ingredients such as shea butter, bees wax, Dead Sea salt, aloe vera and essential oils.



The method of harvest must also comply to strict standards, to preserve the delicate ecosystems and corals where the seaweed grows.

Voya packaging is biodegradable and recyclable wherever possible, and the manufacturing process uses sustainable wind energy in Strandhill.

Mark Walton's father was a founding member of The Organic Trust in Ireland, and Mark is continuing the fami-

ly's eco-traditions. He is responsible for drafting the EU organic standards, and sits on the expert panel on organic standards for the European Commission and the International Federation of Organic Agricultural Movements (an umbrella organisation for different organic bodies).

Voya is also a member of ECOFACT, which aims to support the sustainable development of seaweed products.

▶ stocks: "With around 30 millions tonnes of biomass, supplies will never run out."

That said, in line with its high ecological values, Voya has been instrumental in pioneering a sustainable harvesting method that has now passed into European law. "Seaweed has no roots – if you cut the plant you kill it – but there's a very fine line. If you take 60 per cent of the plant it takes two years to grow back, whereas if you take 40 per cent it re-grows in six to eight months. We've pioneered this way of harvesting," he says.

But he stresses that Voya will never be developed into a big brand. "Seaweed is difficult and expensive to harvest and there are scale issues. We're never going to be the next mass consumer brand – nor would we want to be."

The couple are focused on developing ties with leading spas around the world – and spend a lot of time travelling to current and prospective clients. Mark says: "We've doubled our turnover in four years, although we've not been aggressively attacking the market – we've mostly grown by reputation."

Kira adds: "A lot of companies more aware of eco issues and the importance for their company to embrace them. They like the fact

that the product is harvested by hand and that we're a family business. I got an email enquiring the other day with someone saying 'I really like your story' – but the thing is, it's not a story, it's a genuine environment and family culture – not a marketing ploy!"

A by-product of their frequent travels is that the pair find inspiration for the development of new Voya treatments. Kira says: "On a recent trip to Istanbul we were inspired by a hammam experience and wanted to create something similar. Where they used

different soaps and large cotton bags, we've used a large fringed seaweed like a mophead and an organic seaweed body wash."

ORGANIC GROWTH

So what does the future hold for Voya? In spite of wanting to grow 'organically', international business seems to be continuing at a roaring pace. And Voya's success has recently been recognised by the Ernst & Young Entrepreneur of the Year Programme, with the couple being nominated along with eight other leading Irish enterprises for the prestigious 'emerging business' title.

Mark says: "We're growing rapidly in the Far East, which already has an association with seaweed and bathing traditions. North America is going to be increasingly important for us – it's light years ahead in terms of the level of some of the spa and beauty facilities."

"In terms of spa retailing, North America and the Middle East are good at selling products, whereas in Ireland, the UK and Europe, we have to work harder at that. In some spas, for example, we may have 60 per cent retail to trade value, while others may only have a 20 per cent retail to trade value."

The pair have also just signed a number of distribution agreements in the Middle East and North America, and "have some wonderful new partners coming on board" to help establish its presence even further on the global scene. ●



There's no other plant like seaweed, it has an 85 per cent mineral content making it very efficacious



Innovation to Fuel Your **Imagination**

If Only I Could...

- Generate centralized reports for all of my spas
- Manage all my spas from my tablet or mobile phone
- Accept online bookings anywhere, anytime



Imagine the Possibilities

with Cloud-based Spa Management Software

1.866.966.9798 | www.spa-booker.com/gsws

Join the club

Al Corniche Club Resort and Spa can best be described as, in general manager Gerard Oliver's words, "a resort without a hotel" in which the spa – while substantial at 1,858sq m (20,000sq ft) – is just one of many facilities (see opposite).

The impression is one of a country club with a wide array of offerings to cater for guests who might stay the whole day. So how significant is spa to the overall offering? "It's hugely important," says Oliver. "Two-thirds of our members use the spa. Yet no one aspect of our offering has priority over the other."

SPA OFFERING

The ground floor of the spa offers a particularly exclusive feel, comprising male and female areas for Premier membership holders. On each side is a lounge, changing area, pool and thermal suite. The female area also has a small single-sex gym, while the male area recently had its thermal suite overhauled by Schletterer (all other

In part two of our Kuwait series we take an in-depth look at the Al Corniche Club Resort and Spa, with its successful membership model, and pay a visit to Sahara Spa

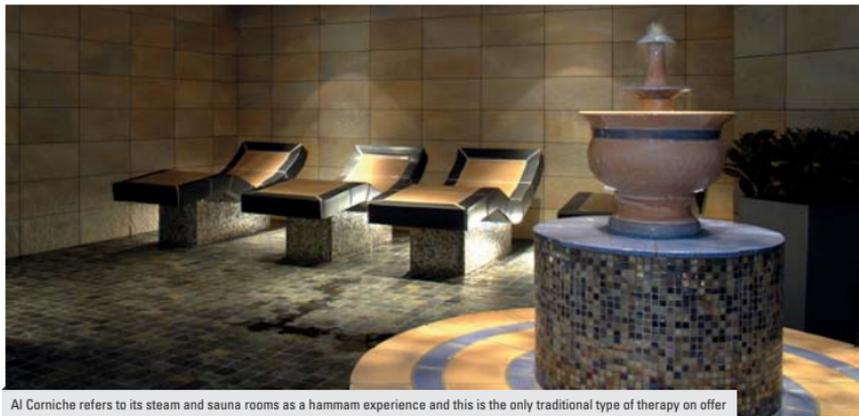
heat experiences in the spa are supplied by Balnea). The KWD250,000 (US\$886,850, €728,100, £575,900) refurb included a glass-fronted relaxation room with leather seating, sauna, steamroom and ice fountain. There are also sensor-activated aroma showers and hot-cold footbaths. This floor is open to 1,000 Premier members only, with annual costs ranging from KWD850 (US\$3,000, €2,500, £1,950) for a single female to KWD1,300 (US\$4,600, €3,800, £3,000) for a couple – plus joining fees.

Upstairs are the treatment rooms: 11 on the female side, plus sauna and steamroom (collectively referred to as a hammam); and seven on the male side, plus sauna and steamroom. An LPG (cellulite and firming) treatment

room and a large hydropool area can be used by men or women. Pevonia Botanica supplies Al Corniche in an exclusive deal for Kuwait but another product range may be added in 2012. In total there are 12 therapists – all are international and some have been with the club since it first opened.

The overall design of the spa is, in the words of spa director Maria Davydova: "classical, minimalistic". Using dark wood throughout, complemented by natural tiles and with quiet lighting, the mood is calming and the large space made more intimate than you might expect.

Overall, Al Corniche has 3,600 members and the club uses the Intelligenz Solutions software system to handle its complex offering. Although 55 per cent of members are Kuwaiti, the base is diverse thanks to the large numbers of expats in the country – both Arabic and European. But for all customers, says Davydova, the appeal of the club is that "it doesn't feel like Kuwait". She adds: "This is even the case for our Kuwaiti members – what unites our customers is that they're all very modern in their outlook and



Al Corniche refers to its steam and sauna rooms as a hammam experience and this is the only traditional type of therapy on offer



The club currently has 3,600 members, two thirds of which use the spa. Only the treatment rooms are for non-member use

needs. Other than the hammams, we don't really offer traditional Arabic services."

DAY RETREAT

When the club first opened, the 110 Premier Founder members received free treatments for life, and all members still receive one complimentary spa treatment on joining. They then receive ongoing discounts in the spa, with many regularly incorporating spa into their visits. "Women will come in and leave their kids in the crèche while they go to the spa, while on a summer weekend we can easily have 1,500 members visiting us in one day and staying all day," explains Oliver.

Davydova agrees: "Women, especially our Premier members, come for the social aspect – they chat, have tea... It's common for guests to book multiple treatments, but while the average stay in the spa is two hours, we have some members who come all day, every day. They feel Al Corniche is their home."

It's therefore not surprising that, although treatment rooms are also open to non-members, 80 per cent of the spa's business currently comes from members. "People locally know the club is members-only, so they assume the spa is the same," explains Davydova. "Our main concern is certainly to keep members happy – ultimately the

ABOUT AL CORNICHE

Al Corniche Club Resort and Spa, located on the seafront in Kuwait, is a large, members-only country club-style offering. Facilities include a large 80-station gym overlooking the sea, numerous exercise studios, an outdoor pool, a private beach, tennis and squash courts, a wide array of kids' activities, several restaurants, a Toni & Guy hair salon – and the 1,858sq m (20,000sq ft) spa.

Designed by UK-based architect Jean-Paul Blissett and opened in 2005, the club is owned by Tameer, which is part-owned by real estate company Al Massaleh. It was built at a cost of KWD8m (US\$28m, €23m, £18m) in a BOT project – 'build, operate

and transfer'. Under these terms, the land belongs to the government and Al Corniche pays rent on it and will ultimately have to hand it back. It currently has the right to operate the club until the end of 2018, but will apply for another five years.

There are 3,600 members – 55 per cent women and 45 per cent men – all acquired via word-of-mouth; the club has never advertised. Gross operating profit is over KWD1m (US\$3.5m, €3m, £2.3m) a year, with only 55 per cent of this coming from membership. F&B can take £70k-80k (US\$108k-123k, €88k-101k) a month – impressive as there's no alcohol in Kuwait – while the spa takes anything from £40k-60k (US\$62k-92k, €51k-76k)."

whole of Al Corniche is one big profit centre – but at the end of the day we're still a business, and the spa is a great way to introduce people to the club. We're doing a marketing campaign now to promote the spa to non-members, and we hope to get their share of the business up to 40 per cent."

But, adds Oliver: "The focus for non-member usage will be during the week, when we're currently at around 50-60 per

cent capacity. During our busy weekends, we aim to reach 100 per cent spa occupancy with members only."

Longer massages and sauna/steam are the most popular treatments among men, who tend to visit more regularly than women, often coming for a weekly massage. "The word 'spa' might be new here, but we've had hammams for a long time and men are very accustomed to these," explains Davydova. ▶

"I enjoyed a friendly welcome by name, seamless transitions, good and effective treatments and a thorough follow-up"

► Meanwhile, women opt for facials, massages and slimming treatments and spend a lot on retail, which accounts for around 25 per cent of total income. Bust treatments have not proved popular in the Kuwaiti culture, so have been removed from the menu.

A question going forward will, says Davydova, be how to meet women's desire for more permanent beauty solutions – liposuction is seen by many as preferential to slimming treatments, for example. "Although medical spa is not yet available in Kuwait – Botox, restylane, chemical peels and so on – I expect it to arrive soon," she says.

'ME TIME'

Davydova concludes: "There are lots of spas in Kuwait – most five-star hotels invest in a spa and restaurant as a way of driving revenue, as the hotels themselves aren't that busy. But Al Corniche is unique in that it offers members a total experience: crèche, pool, lunch, beach, spa [see p83]."

"It's the only exclusive family club in Kuwait," adds Oliver. "We'll be defining our positioning even more clearly along those lines going forward – the family market is huge here, with very little on offer. Everything we do will be designed around how a family can get the most from our club, with a strong focus on kids' activities."

All of which means more free time for the parents who, with the high salaries enjoyed in Kuwait, will no doubt spend increasing amounts of time in the spa. ●

To read the first part of the Kuwait series, which focuses on Six Senses Missoni, see Spa Business, issue 1, 2012, p86.



The facilities are expansive – the private-use hydrotherapy pool could easily accommodate 20 people

AL CORNICHE: FIRST-PERSON EXPERIENCE

Kate Cracknell

Journalist, *Spa Business*

The Al Corniche spa is huge, with expansive facilities – I started off in a large hydrotherapy pool area which would easily cater for 20 people, but which was for my private use. An hour session costs KWD12 (US\$28, €35, £43) for members, KWD15 (US\$53, €44, £35).

My first treatment, the 60-minute De-Aging Body Wrap comprised a scrub, wrap and moisturise – KWD45 (US\$160, €131, £104) for members, KWD50 (US\$177, €146, £115) for non-members. Delivered well, albeit a little chilly at times as the scrub and moisturiser were cool, it was wonderful when I was wrapped up and the bed inflated with warm water beneath me, cradling me to sleep.

I was seamlessly handed over to a second therapist for a 60-minute caviar anti-ageing facial – KWD30 (US\$106, €87, £69) for members, KWD35 (US\$124, €102, £81) for non-members. Identifying problem areas using a



UV light box, cleansing and a mask followed slightly uncomfortable blackhead extractions. This was less about pampering and more about effectiveness, my skin certainly felt and looked very healthy afterwards.

Day two offered a wonderful 90-minute hot stone massage – KWD30 for members, KWD35 for non-members – with enough pressure to ease the muscles but not so much that it prevented me drifting into a semi-sleep. Then finally, a 45-minute cryo-facial – KWD30 for members, KWD35 for non-members – using temperatures of -18°C to encourage the serum (collagen was chosen for my skin) to absorb deeper. Whether it was the facial alone, or the two combined, my skin looked amazing.

There are limited relaxation areas for non-Premium members, so I didn't stay after my treatments. But overall, I enjoyed a friendly welcome by name, seamless transitions, good and effective treatments and thorough follow-up in the shape of retail recommendations and suggestions for future treatments.



The large pool has a gender-based timetable

Designed by architect John Edison and opened five years ago, Sahara Spa is located just outside Kuwait City on a golf course. Other facilities include a mixed gym, outdoor pool and sports courts. There's a mix of memberships for golf and leisure use, all of which include discounts in the spa.

The spa has separate male and female areas which each offer five treatment rooms, plus steam, sauna, changing and relaxation rooms. There are also hairdressing and crèche facilities, and a women-only gym. A large indoor pool

area can be men-only, women-only, mixed or family, according to a strict schedule.

Product houses are Docteur Renaud and Casmara Prestige – for treatments and retail – with Eminence also used for treatments only. The 60-minute Swedish massage is priced at KWD29 (US\$103, €84, £67).

Sahara currently has over 830 members, of which 80 per cent use the spa facilities; 60 per cent have treatments. The spa is also open to non-members, with a total of 510 visitors in an average month, and 554 treatments sold.



Science, Experience, Senses.



Why Europe's No.1 luxury skin care brand should be your No.1 spa partner?

The pioneer of professional beauty treatments, Clarins has, for more than 50 years, been famed for its plant-rich formulas and exclusive manual techniques. The ClarinsPRO range, specifically developed by Clarins laboratories to complement the expertise of our highly trained Beauty Therapists, is the guarantee of immediate, visible results. Discover the new Tri-Active Treatments for face and body, powered by next-generation ClarinsPRO formulas. They're quite simply an unforgettable experience.

Contact: spa-activities@clarins.net

Find all our partner hotels on www.clarins.com

CLARINS

fabio alemanno design

Italian design company Fabio Alemanno Design is earning a reputation for its high quality, innovative heated marble loungers suitable for many environments. With new plans for growth, Fabio Alemanno shares his vision

How did the business begin?

My father started a marble factory in Italy 40 years ago which today offers interior and exterior design for spa, residential and commercial buildings. The company is now in the second generation with myself, my sister Lorena and my brother Sandro, involved in the family business. We also have a separate department to create our heated marble loungers and I am head of design and product development and my colleague Franz Kell heads up projects and sales. We have our headquarters and factory in Italy and we have a showroom and logistics team in Germany.

What are your main products and how were they developed?

Fabio Alemanno Design provides innovative, high class heated marble loungers: the Cleopatra Hot Stone Chaise Longue and the Diva Heated Marble Lounger. They are suitable for therapeutical use and the preparation and completion of spa treatments, as well as for relaxation, and combine Italian design and German engineering. We developed the first loungers over a period of three years in discussion with experts in infrared therapy. At that time



Head of design and product development Fabio Alemanno

clinical studies were showing that long wave infrared rays can improve our healing ability and immunity. There was a lot of this therapy but none that could be integrated into daily life. The loungers were born out of the wish to transform a therapeutic object into a piece of furniture and move therapy into lifestyle. The Cleopatra and Diva are unique works of art with the elegance and appeal of a marble sculpture and surprising soft comfort that the natural warmth provides. The Diva is lighter and offers a less obtrusive design with a curving fibre-glass frame in metallic lacquer. Both can be tilted and are handcrafted with an inner metal construction, giving strength and

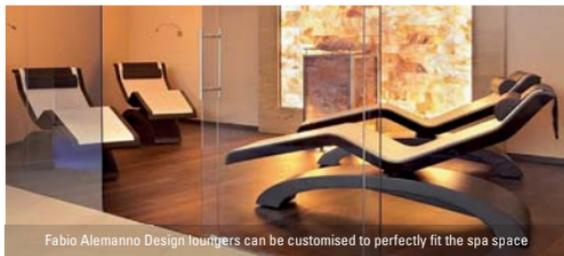
safety for public or private use, in wet or dry areas including hammam, tepidarium, caldarium, treatments, relax areas, swimming pools and more. They are available in three different marbles stones and three styles with a variety of colour combinations on offer.

How does the lounger work?

The effect of long wave infrared is one of the most qualitative and the best preventative heat therapies available for many disorders and illnesses. In nature, this particular kind of heat is produced by the sun and by stones, such as marble, that once heated release the absorbed energy as long wave infrared (or far infrared) rays. Our heated marble sculptures embody this natural energy. The loungers have an integrated controllable electrical system that warms the stone from underneath and as heat radiates through the stone, the warmth that emits is natural infrared warmth. The marble loungers are safe as the stone doesn't conduct electricity. The high penetrability of infrared rays causes heat reaction in the body through a process called resonance absorption. Blood circulation is enhanced and metabolism increases, stimulating the delivery of oxygen and nutrients in the blood cells to muscles and soft tissue. Toxins are eliminated through increased perspiration and improved lymph circulation.

What are its benefits of the lounger?

Its effects are relaxation, a sensation of freedom and reduction of stress, increase of concentration and greater creativity, energy recharge, increase of productivity and increased blood circulation. It can provide relief to patients suffering from arthritis, neck and backache and chronic fatigue syndrome, and assist in stress



Fabio Alemanno Design loungers can be customised to perfectly fit the spa space



Relaxation, a sensation of freedom, greater concentration and creativity are some the benefits of the heated marble loungers



The natural warmth provides a soft and comfortable experience

The heated marble sculptures we create heralds the beginning of a revolution in the world of heated loungers

reduction, detoxification, weight loss and skin purification among other benefits.

What are your company's unique selling points?

The heated marble sculptures we create heralds the beginning of a revolution in the world of heated loungers. Each lounge is a piece of well designed art which is cut, by machine, out of one stone block and hand finished so that the surface is made smooth, comfortable and high quality. What we create is exclusive, durable and can be customised.

How many spas do you supply?

At the moment there are 28 spas around the world that have our loungers including ESPA Life at Corinthia, London; Villa Florentine, France; Resort at Singer Island, US; Zabeel Saray by Rixos, UAE; Öschberghof, Germany and Langvik Congress Wellness Hotel, Finland. Our products have been supplied to companies across Europe, Russia, Japan, Canada, Australia, Singapore and more. We retail in 15 countries and also provide our products to

private clients for use in living rooms, offices and private spas.

What new services are you offering this year?

We have started a medical wellness project in Germany dealing which coordinates medical referrals for therapeutic treatments for patients. Compared to infrared cabins currently used for therapy, the loungers are more effective because the warmth given off can penetrate deeper into the body, stimulating a lot of processes. We have begun collaborating with a selected group of spa and therapy centres to increase our presence with private customers.

We have launched a service for customers offering transportation, delivery and installation of our products. We use freight companies and our technicians plan all operations, from the loading to the installation of the heated marble loungers wherever the customer has decided to use it. We then give all necessary information for use and give after sales support.

This year we are offering spas the chance to personalise our loungers or have

loungers designed related to the architecture of the project or to the budget. We have a new design studio using the skills and experience of two generations of marble workers to cater for public and private spa projects that use marble as a thermal element to warm an environment.

What major spa projects will you be working on this year?

We will be installing our products in Las Brisas Nizuc, Mexico; The Grove, UK; Times Square, Vietnam and Andaz Wailea Spa, Hawaii. We will also be introducing our loungers for hotel suites at the Olympia Relax Hotel, Austria; the Hilton Munich Park Hotel, Germany and the Hotel Haus Hammersbach, Germany.

What are your plans for 2013?

We will be developing our new distribution concepts for Germany, Austria, Switzerland and the UK. We'll be presenting our new project ideas at trade shows in the UK, Germany, Milan and Russia, and we will be setting up our new sales offices in the south of Germany and London, UK. ●

More essential equipment news for wet spa areas

WATER EQUIPMENT PART TWO



24 jets give a complete hydromassage

TOP PROJECT

CONSERVATORIUM HOTEL AMSTERDAM, 4SEASONSSPA

The project: 4SeasonsSpa created four whirlpools of various sizes for the newly built spa at the five-star Conservatorium hotel in Amsterdam.

The equipment: The whirlpool systems give a complete body hydromassage through 24 jets in each tub.

What makes it stand out? Each bath is designed in a contemporary style and finished in a dark marble to harmonise with the materials and colours used in the design concept by spa architect Piero Lissoni. Tiles run directly from the walls into the bathtub making it look as if the bath was sculptured in marble and integrated into the floor and wall.

Other key features: The whirlpools, which are located in the spa's double treatment room and its three wellness suites, can be filled and drained in just a few minutes. The approximate size of the baths is 150cm by 160cm and they hold a volume of around 1.2 litres.

What else? 4SeasonsSpa also supplied the spa at the renovated Hotel Café Royal in London, designed by David Chipperfield, that is due to open soon (see SB12/2 p24).

Company background: 4SeasonsSpa has distributors located in Europe and also in the Middle East.

SPA-KIT.NET KEYWORD: 4SEASONSSPA



Each bather can choose their own water temperature, lighting and additives

NEW LAUNCH

YIN YANG COUPLE TUB, TRAUTWEIN

The tub: The shape of the tub is based on the Chinese symbol yin and yang with a central dividing edge. Each bather can choose the temperature, bath additives and lighting effects in their side of the water.

What makes it stand out? Sound wave massage is integrated so guests can feel musical vibrations through their bodies.

Other key features: The bath is delivered with a special frame for tiling on-site and can be clad with ceramics or wood. It has an automatic filling system and, in addition, each tub has a hand shower and thermostat that operate separately.

Company background: Trautwein products can be found across 82 countries and spas include those on AIDA cruise ships and Caracalla Therme in Baden-Baden, Germany.
SPA-KIT.NET KEYWORD: TRAUTWEIN



Dead Sea minerals nourish the skin

SHOWCASE

HYDROFLotation POOL, FINDERS INTERNATIONAL

The pool: The Hydroflotation Pool contains Dead Sea salt minerals in the water to deeply nourish the skin and promote a healthy, hydrated complexion. This year, Finders has also introduced halotherapy, breathable minerals, before the user enters the water for relief for respiratory and allergic conditions.

What makes it stand out? During hydroflotation, the force of gravity is eliminated, allowing relaxation of joints and muscles and enabling a better blood flow.

Other key features: The pools are free standing and self-contained. The water in the pool is kept at a constant 35.5°C.

Company background: Finders distributes its products globally and is planning to launch a range of quality salt inhalation equipment.

SPA-KIT.NET KEYWORDS:
FINDERS INTERNATIONAL



Various heat and water functions with colour therapy, make the bed truly multifunctional

SHOWCASE

AEMOTIO SPA, LEMI

The cabin: The Aemotio Spa is a multifunction hydrotherapy experience bed which combines various water and heat functions and which can accommodate a range of modern spa therapies.

What makes it stand out? Its many features include a Vichy shower system, a steam function, a water mattress which can also be heated and infrared and colour therapy lights.

Other key features: Many different spa

therapies can be performed on the bed including detoxification and body modelling treatments as well as scrubs and mud wraps. This makes it ideal for spas offering more complex treatment programmes and packages. A basic version of Aemotio Spa, without the Vichy shower, is also available.

Company background: Lemi distributes to Europe, the USA, Russia and the Middle East and supplies leading spas including those at the Valentino Resort, Italy and for the Deep Nature Group, France.

SPA-KIT.NET KEYWORD: LEMI

JUST ARRIVED

TROPICAL FEATURE SHOWER, ANAPOS

The shower: With warm tropical, thunder and cool mist settings, Anapos by Steam-Works Ltd aims to create an exciting water experience for the guest. The shower sequence is operated by button control.

What makes it stand out? The shower delivers fragrance for an enhanced experience – think cool mist with peppermint scent. Lighting effects are also available.

What's next? The company is developing a new type of thermal cabin ceiling material which it plans to launch later this year.

Company background: This shower is manufactured by the recently re-branded Anapos Thermal Spa Equipment by Steamworks Ltd in the UK. Previous Steam-Works installations include the spa at The Cube, Birmingham, UK.

SPA-KIT.NET KEYWORD: ANAPOS



Anapos is a newly-branded UK company



Specific body parts can be targeted

JUST ARRIVED

AQUANEURO, BIOSYSKO

The system: The Aquaneuro is a new hydrotherapy bath which uses 'SigmaQ' technology developed by Roberto Ciaff, founder of the Biosysco Corporation. It is designed for use in homes, spas and medi-spas and was launched in the UK this year by distributor Aquavate.

What makes it stand out? SigmaQ produces packets of energy delivered via sound waves. This energy stimulates motor neurons, causing the muscles to contract and enabling greater circulation to the muscles and tissues.

Other key features: The Aquaneuro Plus has an upper and lower body control option, enabling users to target specific areas of concern for recovery.

Company background: Biosysco is a US-based technology company focused on improving health and wellbeing.

SPA-KIT.NET KEYWORD: BIOSYSKO

SigmaQ technology produces packets of energy delivered via sound waves to stimulate motor neurons, causing muscles to contract



Designs can mix rectangular and round forms

SHOWCASE

ERGO+ BATH TUB, HOESCH

The tub: The Ergo+ whirlpool tub range aims to create a deep, relaxed bathing experience for one or two people through ergonomic design, form and optional features.

What makes it stand out? Rectangular surfaces and round forms mixed together are key design features, with oval, rectangular, square and corner versions. Each tub can be equipped with LED lighting features and up to 22 whirlpool jets and 29 air jets.

Other key features: All models, available in white, silver or black, come with an operating panel and electronically-operated drainage. A neck cushion and armrests made from soft, gel material are available.

Company background: Hoesch supplies Banyan Tree Spas and Ananda in the Himalayas, India, among others. It is planning to extend its steam cabin and spa equipment range in the future.

SPA-KIT.NET KEYWORD: HOESCH



The shower has a simple, precise style

SHOWCASE

PLANO SHOWER CABIN, CESANA

The shower: The Plano is a shower cabin with a soft image, precise lines and few details. Its steel shower tray is set into the floor and the glass is fixed to the tray and supported by a steel bar at the top. The shower tray is also available in aluminium, teak or pral – a mix of natural minerals and acrylic components – and a variety of sizes.

What makes it stand out? Its contemporary style.

Also available: The shower tray also comes in dulver – an eco-friendly yet durable material – enabling the whole unit to be assembled above floor level.

Company background: Plano distributes across Europe, North America and the Middle East.

SPA-KIT.NET KEYWORD: CESANA



The whirlpool launched in March and is designed for smaller spaces

JUST ARRIVED

SPA LOUNGE CONCEPT II, PORTCRIL

The lounge: Launched in March, this spa whirlpool is an adaptation of the first Lounge Concept but it is designed for small spaces. It provides a hydrotherapy massage experience for two.

What makes it stand out? The Spa Lounge Concept II can be customised to fit available space and

comes with a choice of panels and headrests. Its contemporary, straight-lined design comes in a range of different colours.

What's next? Portcrlil has also recently launched another Spa Lounge Concept with similar design but with larger dimensions and space for up to six bathers.

Company background: Portcrlil's products are distributed to more than 15 European countries.

SPA-KIT.NET KEYWORD: PORTCRIL

SHOWCASE

SOFT-PACK SYSTEM, HASLAUER

The system: The Haslauer Soft-Pack System I Day Spa offers guests a dry floating experience on warm water, aiming to relax the muscles and skeletal system.

The guest is placed on the bed and wrapped in thin foil, which folds around the body under the pressure of the warm water. Although the body doesn't come into contact with the water, it 'floats' on the surface of the system.

What makes it stand out? The bed can be used with many different skincare products and treatments.

Other key features: 'Sense' cladding in high grade materials is available in different colours, and additional equipment includes a water refilling device and soft music.

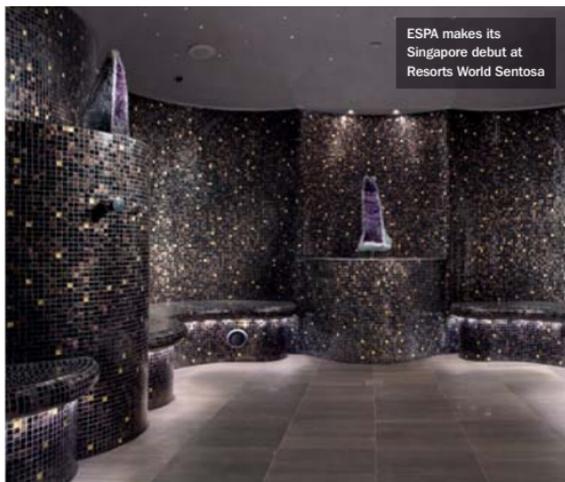


Haslauer will offer training for treatments

What's next? Haslauer will be running training courses for therapists in wellness treatments.

Company background: Haslauer distributes internationally. Spas it supplies include the Four Seasons, Hawaii, US; Hotel Splendid, Montenegro and the Elemis day spa, London, UK.

SPA-KIT.NET KEYWORD: HASLAUER



ESPA, THE BEST OF BOTH WORLDS

Combining the creation of pioneering, natural products with the design of prestigious spas, ESPA has a formidable offering. Its latest product launches and project openings are revealed here

Marking the company's launch into the Singapore market, ESPA at Resorts World Sentosa opened in July and forms the company's flagship Asian operation.

Designed in conjunction with Michael Graves & Associates, the 10,000sq m spa will provide 24 multi-functional treatment rooms; private treatment villas; two couples' suites and two beach villas.

Features include the island state's first hammam; separate male and female gardens with their own vitality pools, air and water massage jets and icy plunge pools; unisex onsen-style pools; a gym; Zen studio; nail studio; and the Tangerine Spa Cafe.

There is a selection of treatments, including four Hammam Rituals – Revitalising, Softening, Indulgence and Ultimate – and two Signature Treatments – ESPA Time and the Energy Balancing Body Treatment.

ESPA celebrated another first earlier in 2012 with the launch in May of The Ritz-Carlton Spa by ESPA, part of the opening of The Ritz-Carlton, Okinawa, the hotel operator's first Japanese resort.

A two-storey building adjacent to the hotel, the spa – which provides a choice of traditional Chinese, Indian, Balinese and European treatments – is situated in the premises of the Kise Country Club overlooking the East China Sea.

Facilities include four treatment rooms; four dry treatment rooms; outdoor cabanas for shiatsu or Thai massage; a nail studio; relaxation room; indoor pool; Jacuzzi; and dry stone saunas and a gym.

A VIP wing houses the Ocean and Forest suites, each with its own change and vanity areas and relaxation lounge, a steam shower overlooking the forest and a stone soaking bath overlooking the private outdoor deck.

Meanwhile in April, southwestern Turkey's Datca Peninsula became home to the ESPA at D-Hotel Maris, the peninsula being a nature reserve said to offer natural healing properties dating back many centuries.

Both hotel and spa have been designed to combine the exotic elements of the east with the modernity of the west, with a key feature of the spa being a world-class hammam offering private individual scrub rooms and relaxation area.

Elsewhere are seven spa rooms, a private spa suite and heat experiences which include a vitality pool, indoor pool, sauna and a steamroom. There's a contemporary sun terrace with spectacular views.

Signature treatments include the Sea Salt & Oil Scrub with Aegean Sea Shell Massage, Purva Karma Four Handed Massage and Active Hydration Facial.

July will also see the Smooth & Firm Body Butter added to ESPA's product portfolio.

Ideal for all skin types, it's an intensely hydrating body cream incorporating argan oil and the extracts of both larch and pumpkin seed in a combination designed to lift, tone and soften the skin, leaving it smooth, firm and tactile.

Also new is Nourishing Shower Cream, created to cleanse, condition and lock in moisture. Fragranced with rose, patchouli and mandarin essential oils, it gently cleanses the skin without drying, while sweet almond oil and shea butter offer a smooth, supple finish for even dry, dehydrated and mature skin.

Once again, ESPA has surpassed all expectations with these latest launches. ●

For more information, or to contact any of these companies, visit www.spa-kit.net



Gharien's warm sand couch

Warm sand flowing around the body for quick and intensive relaxation is the idea behind Gharien's new MLX Quartz wellness couch. The couch is filled with alpha-quartz sand which is warmed to the desired temperature through a variable heating system. The MLX Quartz can be height adjusted and has space and drawers for storage. Upholstery is also available to adapt the couch for massage treatments.

spa-kit.net keyword **gharien**



Natural eye cleanser by ESPA

Bio-Active Eye Cleanser by British skin-care brand ESPA is designed to gently yet thoroughly remove eye make-up (including waterproof mascara) and leave the eyes feeling clean, fresh and hydrated. It is suitable for all skin types, including mature and sensitive skins, and contains more than 99 per cent natural ingredients, with no silicone. Ingredients include hyaluronic acid and coconut oil.

spa-kit.net keyword **espa**



Aroma candle by Ligne St Barth

The new Cocoloba candle by Ligne St Barth gives the nutty, fruity aroma of the cocoloba plant found mostly in the Caribbean. The candle is made from a high-grade wax mixture of palm oil (stearin), soy and beeswax and contains no paraffin or animal extracts. Ligne St Barth scented candles burn for around 30 hours. Other fragrances include vanilla, mandarin orange and sandalwood.

spa-kit.net keywords **ligne st barth**



Naturally soothing skin care

The new Soothing Collection by Aromatherapy Associates contains six products to soothe and calm the skin using pure plant extracts, essential oils, prebiotics and natural botanicals. Products include Cleansing Balm with omega oils, Skin Tonic with arnica, Instant Skin Soothing Serum, Face Oil, Daily Repair Moisturiser with safflower ceramides and Soothing Treatment Mask.

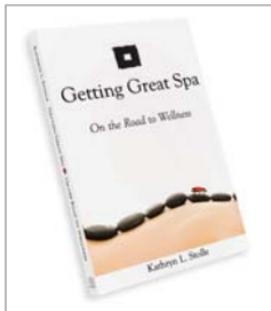
spa-kit.net keywords **aromatherapy associates**



My Spa Heaven by Schletterer

The My Spa Heaven cabin for two by Invini, a subsidiary of Schletterer, offers a range of experiences. The cabin equipment includes a hand shower and Kneiphose hose, lateral water jets, and a tropical and rainstorm shower. Enhancements include aromatherapy and light therapy systems. Functions include a choice of tepidarium, caldarium steam bath (also for saunal treatments), infrared or laconium.

spa-kit.net keyword **schletterer**



A new spa read by Stolle

Suitable for receptions and relaxation areas, *Getting Great Spa: On the Road to Wellness* is a new 268-page book defining spa. Written by Kathryn Stolle, owner of consultancy Total Spa Concepts, it covers visiting day and stay spas, how to choose the right destination and getting the most out of your spa time. Chapters also cover massage; hair and nutrition; medical spas and how the spa industry began.

spa-kit.net keyword **stolle**

For more information, or to contact any of these companies, visit www.spa-kit.net



Babor kit for all skin needs

The Doctor Babor Derma Cellular Ultimate Derma Optimizer has been created as an all-in-one beauty kit. It contains a 50ml Ultimate Derma Optimizer Serum and four 10ml boosters. The boosters can be applied depending on the individual skin needs of the user. The serums include a Hydro Booster for moisture, a Cell Protect detoxifying serum, an Anti-stress Booster and an Anti-Wrinkle Booster.

spa-kit.net keyword **babor**



Rosacea Relief Pack by Pevonia

The Rosacea Relief Pack is part of Pevonia's rosacea awareness campaign. It includes a Gentle Cleanser wash, Gentle Lotion, Care Cream, Eye Cream and Hydrating SunScreen SPF30. Packaged in a white cosmetics bag, the Rosacea Relief Pack can be used at home or taken on holiday to help sufferers restore self-confidence and assume control of their condition wherever they are.

spa-kit.net keyword **pevonia**



Fat combatting patch and gel

Italian skincare brand Comfort Zone is introducing the Body Strategist+ Abdomen Patch and the Body Strategist+ Abdomen cream gel. The patch has been created to combat fat in the abdomen using hydrogel technology and self-heating action. The gel is applied to the skin once the patch has been removed and every day afterwards. The products come in a kit of six patch packs and a 100ml cream gel.

spa-kit.net keywords **comfort zone**



New Kensington bed by LEC

The new Pro Salon Kensington bed by Living Earth Crafts (LEC) boasts 15cm of special memory foam cushioning. It also includes a low height cabinet so that therapists can work within a 25-34 inch height range. The Kensington has an embedded table warmer cover and operates on quiet hydraulic actuators, with hand and foot controls. It comes hot towel cabi ready and has nine cabinet options.

spa-kit.net keywords **living earth crafts**



Keraskin serum blending

The Keraskin skin analysis machine and serum blending is designed to be matched to the skin needs of the individual. Based on skin tests, a prescription is given for the use of the six serums. These include Anti-Wrinkle Repairing; the re-energising Serum 4C; Retro-Acnieste for blemished skin; Sensidote sensitive skin serum; Immuniste for skin protection and skin brightening serum Blanc Morphose.

spa-kit.net keyword **keraskin**



Phytomer White Lumination

The White Lumination skincare range by Phytomer targets dull complexions and dark spots using dictyopteris algae extract, sea lily extract, and vitamin C. The range of five products includes a Radiance Cleansing Oil; a Radiance Smoothing Lotion; a Spot Correction Brightening Serum; and a Complexion Recovery Moisturizing Cream SPF 15, as well as a Remineralizing Lightening Mask.

spa-kit.net keyword **phytomer**



PURE TROPICAL

Asian spa company Biossentials is looking to spice up international markets with its natural and create-it-fresh product line

Tropical, fresh and pure is what Biossentials offers. Rooting itself firmly in the natural, this Kuala Lumpur-based company creates its professional range of plant-based products freshly to order for each spa – using botanical and organic ingredients.

Biossentials' has around 150 products across its retail and spa ranges. Its core professional spa collection includes essential oils and blends, pre-blended massage oils and cold pressed carrier oils as well as face, hair and body products.

In Asia, many traditional spas freshly make body products onsite. This inspired Biossentials to develop products suitable for worldwide distribution, that can be mixed together by a therapist to create a personalised product for their client's treatment. Spas don't have to place a large minimum-opening stock order but instead order the base products they need – the base for the Balinese Boreh natural spice body treatment, for example is a mix of nutmeg, cloves and ground rice – which come in 1kg foil bags. The spa then measures out 50g per body treatment and blends other items, such as hydrating carrier oils for each client.

According to Biossentials co-founder Joanne Bruce, the cost per treatment with freshly-made products can be 30 per cent less than with fixed-price ready-made products which other brands offer, because the spa decides what to add to the base. Bruce adds: "Customised products such as ours offer a lot of versatility to the spa – for example, our scented salt scrub base can be used



Biossentials' Tropical Spa collection brings a taste of the naturally exotic to spa treatments

Biossentials

in foot, body and bath treatments. This is not always possible with ready made products. And with an organised spa pantry set up onsite and staff training it is really not difficult to create fresh and natural options."

ASIAN INSPIRATION

American-born Bruce and her business partner Lynn Lim, from Singapore are both naturopaths. They began the Biossentials business out of their health food shop and natural therapy centre in 1999. Early on they decided to create a tropical spa range and use traditional, local ingredients. The coffee, cocoa beans and tongkat ali herb used in the mocca body wrap come from Borneo. Other ingredients, including hibiscus and kaffir lime, come from across Malaysia and many traditional herbs used are sourced in Indonesia.

The decision to remain in Kuala Lumpur to begin with was easy. "We have gorgeous spas in Malaysia which offer truly memorable experiences with the added benefit of the Asian warmth and hospitality that is so special in this part of the world," says Bruce.

Today, Biossentials supplies 300 spas, hotels and salons in Malaysia, including Four Seasons and the new Grand Hyatt Spa, Kuala Lumpur. However, the company, also has



The scented salt scrub base can be used in various body treatments and baths

a growing reputation on the international spa scene. It currently supplies spas in the Maldives, Beirut, Qatar, Dubai, Bulgaria and Hong Kong and has plans to expand further in Europe and the Middle East.

In addition, Biossentials recently launched its first boutique spa called Chantara (meaning moonwater in Thai) in Doha, Qatar. And other Middle Eastern and Asian Chantara projects are in the pipeline. ●

WEB: www.biossentials.com
 EMAIL: info@biossentials.com
 TEL: +603 2300 2909
 SKYPE: Biossentials

SPA-KIT.NET KEYWORD: BIOSSENTIALS



Biossentials offers a core professional range including pre-blended massage oils



Education • Standards • Innovation

Gain access to this lucrative market and unlock a world of opportunities

World Spa & Well-being
Convention
2012

19 - 21 September 2012
Hall 4, IMPACT Exhibition Center
Bangkok, Thailand

Thailand ~ an epicenter to the spa industry of the world

Come and Join us at World Spa & Well-being Convention 2012

The first edition of the Professional Platform for Spa & Well-being industry, connecting local and international spa products and services manufacturers, suppliers, distributors and service providers.

Your Gateway to **SELL**, **EDUCATE** and **NETWORK** with
Global Spa & Well-being Industry.

EVENT HIGHLIGHTS :

- Thailand Spa & Well-being Awards Night
- World Spa & Well-being Congress
- Industry Seminars
- Activities Zone



For more participation details, please contact :

Ms. Jaravee Kamolsiripichaiporn



Call on + 66 (0) 2833 5126 or mobile + 66 (0) 86 378 6889

jaraveek@impact.co.th, project@thaispaassociation.com



Organizer



Show Manager



Sponsored by



Supported by



Premier Research Partner



Supporting Associations



Media Partners



www.worldspawellbeing.com

Find us on
www.facebook.com/WorldSpaandWellbeingConvention

facebook



World Spa & Well-being Convention 2012

LNU

► Reply Form Please complete this fax reply form and fax to: +66 (0) 2833 5127-9

We are interested in: Exhibiting Visiting Sponsorship Receive more information

Name (Mr/Mrs/Ms)

Position: Company:

Address:

City: Country: Postcode:

Phone: Fax:

Email: Website:



spa business directory

SPA DESIGN & INSTALLATION

BARR+WRAY



Your-Spa Engineering Professionals

Spa Engineering Consultancy
Spa Engineering Design
Spa Pool + Thermal Installation
Spa Maintenance

www.barrandwray.com

SPA & BEAUTY EQUIPMENT



Lemi
MADE IN ITALY

*Luxurious Italian
Design & Craftsmanship*

www.lemi.it

LOCKERS / CHANGING ROOMS



For a unique changing room experience

Tel: 01480 405396

www.cqlockers.co.uk



FITNESS EQUIPMENT



Precor is a world renowned supplier of quality fitness equipment. From our innovative CV range, including the award-winning Adaptive Motion Trainer[®] and new strength products, to total service and support, creating optimum guest experience is at the heart of everything we do.

info@precor.com • www.precor.com

PRECOR

www.precor.com

LOCKERS / CHANGING ROOMS

RIDGEWAY FURNITURE

CHANGING SOLUTIONS TO SUIT EVERY BUDGET



Tel: 0870 4207818
Email: sales@ridgewayfm.com

www.ridgewayfm.com

www.ridgewayfm.com

SPA EQUIPMENT



OAKWORKS Spa

*The Professionals Choice
in Luxury Spa Equipment*

Check Out
OUR NEW ONLINE
SPA CATALOG

Scan the QR
Code with your
smart phone to see
our latest designs



www.oakworks.com

SPA SOFTWARE



Isn't it time your **spa software** became more customer friendly?

Integrated hospitality management software for today's operations and today's guests.

ResortSuite
Exceed your Guests

Follow us   

www.resortsuite.com

WELLNESS DESIGN & INSTALLATION

ITALIAN STYLE IN SPA SOLUTIONS



WELLNESS TODAY

www.wellnesstoday.it

SPA & BEAUTY EQUIPMENT

GHARIENI

High-end couches, beds and equipment for your Spa. Made in Germany



www.gharieni.de

LOCKING SOLUTIONS

YOUR PARTNER IN LOCKING SYSTEMS FOR LOCKERS

ojmar



OTS PROXIMITY LOCK COIN OPERATED LOCKS CARD OPERATED LOCKS HASP LOCKS AND CAM LOCKS

OJMAR LEISURE UK Mrs. Bev Sharpe
Phone: +44 (0)1727 840513 bev@ojmarleisureuk.com

www.ojmar.es

SPA EQUIPMENT

CLEOPATRA
HOTSTONE CHAISE LONGUE

by Fabio Alemanno



DESIGN & CRAFTSMANSHIP FOR A NEW DIMENSION OF WELL-BEING

www.alemanno.de

SPA RECRUITMENT

Find great staff™

Spa Opportunities

Our recruitment solutions get your vacancies in front of great candidates through our 7 media channels across digital, social and print to ensure you attract the very best candidates.

sales@spaopportunities.com

www.spaopportunities.com




 THE
FINISHING
TOUCH

Nurses and GPs should prescribe massages more, the study says

MARVIN BALCERZ/ANSHUTTERSTOCK.COM

TOUCH POINT

Research released last November is another step towards the scientific proof of just how powerful massage can be in treating a myriad of ailments safely and effectively. In fact, it suggested that health professionals, such as GPs and nurses, should be more active in including massages as part of treatment plans for illnesses ranging from back pains to stress and chronic conditions.

"Sadly, the majority of people in western populations, including doctors, have never experienced a professional massage," says Professor Marc Cohen, from Australia's RMIT University (see SBO8/4 p44). "This presents an opportunity for spas to expand into vast new markets. Doctors need to become more educated about spa services and spas need to change their image from being providers of pampering and luxury to providers of an effective and essential therapeutic service."

MULTIPLE BENEFITS

The study, which was commissioned by the Australian Association of Massage Therapy (AAMT) and conducted by RMIT University, is a review of 740 existing academic research papers focused on the therapeutic benefits of massage. The mix of Australian and international papers, which were published between 1978 and 2008, included a variety of system-

atic reviews, randomised controlled trials, comparative studies, case-series/studies and cross-sectional studies.

Researchers at RMIT, Australia, highlight the many benefits of massage in a new study on 740 existing papers

A number of massage disciplines were covered including acupressure, Bowen therapy, lymphatic drainage, myofascial release (see SBO7/2 p78), reflexology, rolfing, Swedish massage, sports massage, infant massage, tui na and trigger point therapies.

The review found that there was moderate to strong evidence (grade a and b) to support massage therapy in six out of 28 conditions. It was found to be most effective in treating nausea and vomiting, anxiety, chronic disease management – especially lower back pain – delayed onset muscle soreness and pulmonary function.

Lead researcher, Dr Kenny Ng says it was also particularly helpful in relieving stress and aiding relaxation, as well as supporting "the wellbeing of patients with chronic and terminal diseases such as cancer".

WHAT'S NEXT?

Tricia Hughes, chief executive of AAMT, says: "There's a growing body of research supporting massage therapy as being an evidence-based therapeutic modality. We certainly hope this report leads the way for future research in the field of massage therapy. This groundwork provides remedial massage therapists, complementary and alternative medicine practitioners and the broader allied health community with a basis to pursue evidence-based practice."

The promising benefits of massage therapy for infants and people with specific health conditions were highlighted as two areas to further explore. It was also suggested that more research is required to determine the benefits of massage in people with depression and post-natal depression, labour pain, fibromyalgia, premenstrual syndrome, urinary symptoms in multiple sclerosis, myofascial pain and osteoarthritis in the knee.

Cohen adds: "There's also a need to explore the economic benefits – reduced healthcare costs and increased industrial productivity – of providing massage services to people experiencing significant stress and other chronic conditions." ●

**Dr Ng, K & Professor Cohen, M. The Effectiveness of Massage Therapy: A Summary of Evidence-Based Research. RMIT University, Australia, November 2011*

Whatever your space

there's now a Miele to fit

Short of space? Unsuitable electrics?
No adequate venting? No problem.

Miele's latest machines have an
option for even the most challenging
of installations, so everyone can enjoy
unparalleled laundry performance.



For more information on our
latest range of machines call
0844 893 0777 or visit us at
www.miele.co.uk/2012

Miele
PROFESSIONAL

Gemini

OAKWORKS® is proud to have been chosen by Clodagh to bring her designs to life. The Gemini is her flagship bed, with a combination of simplicity and functionality that has made it the choice of top spas in the world. Featuring OAKWORKS® unique 4 electric motor lift system and electric salon top, the guest experience is unparalleled.



VISIT US AT ISPA!
October 15-17
Kissimmee, FL
USA



CHECK
OUT OUR
NEW SPA
CATALOG



OAKWORKS® Spa

Contact us...

TO DESIGN YOUR TABLE TODAY!
001 717.235.6807 www.oakworks.com