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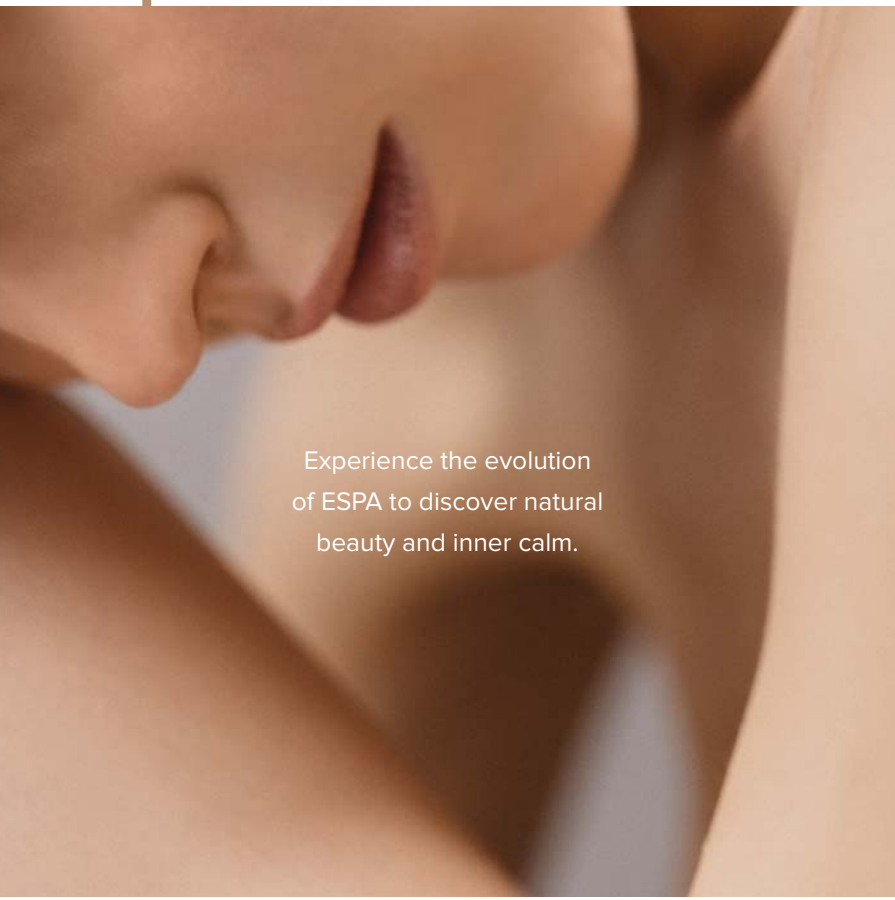

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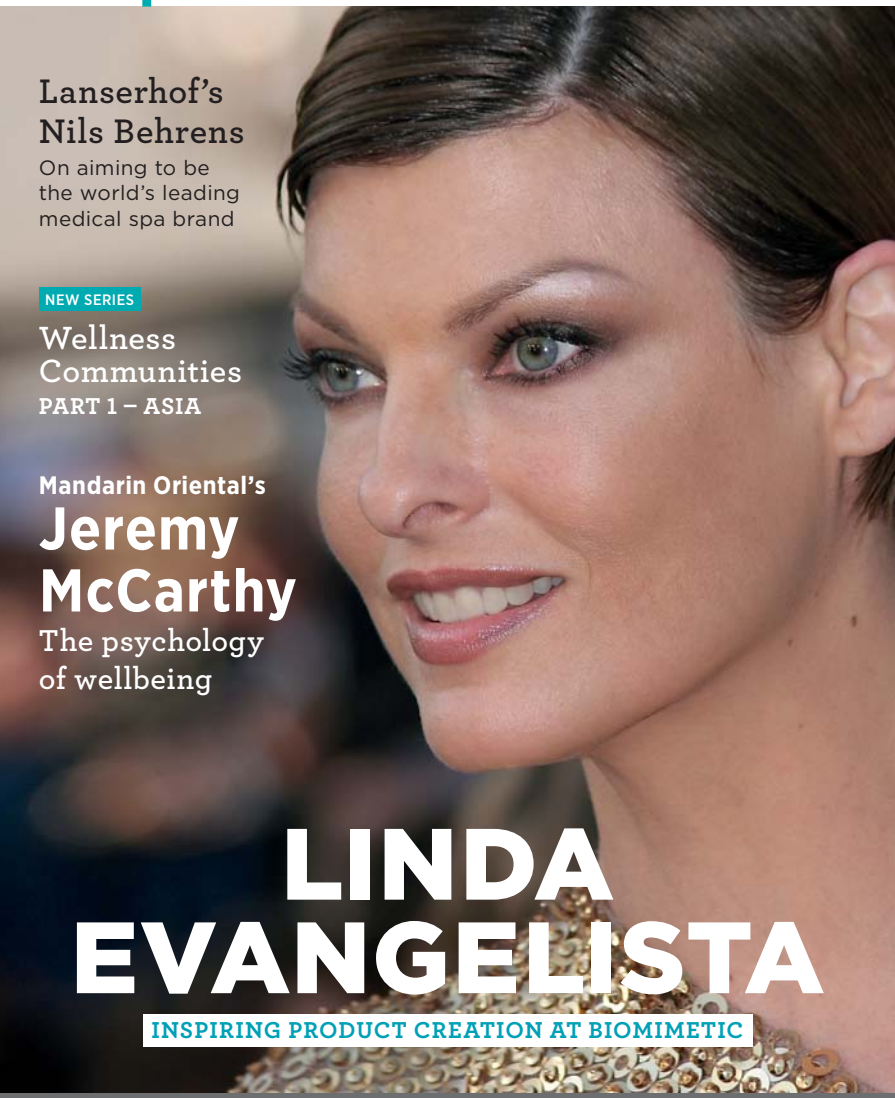

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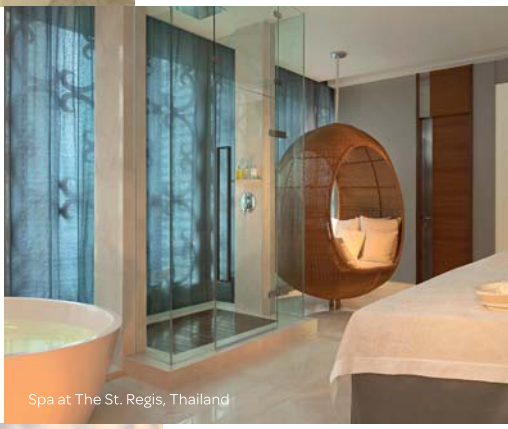
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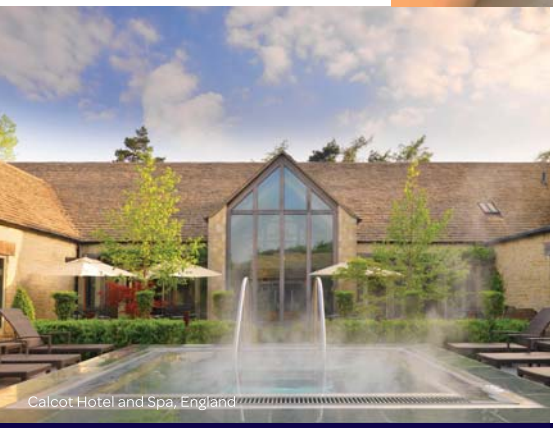
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The next frontier for spa

Prevention lies at the heart of spa. Our ethos is to support people in developing habits that ensure they remain in the best health possible. Yet to date, mental health has been largely left out of the equation. The opportunity is there to bring it alongside and to become truly holistic

The World Health Organisation estimates that more than 25 per cent of people around the world will suffer from some kind of mental health crisis or challenge in their lifetime, with more women than men affected.

As the spa industry seeks to grow both its reach and scope, the development of services relating to mental health – from both a preventative and a curative point of view – is an opportunity both to be useful and to broaden services.

The spa industry has borrowed from a wide range of disciplines on its journey so far – ancient healing traditions, the beauty market, the fitness industry, the wellness sector and many areas of specialism within allopathic, alternative and complementary medicine.

This rich mix is one of the things that gives the industry its vibrancy. We are a melting pot of skills and cultures and this leaves us well placed to extend our reach into the sphere of mental health, so long as we're mindful of the challenges and of our limitations.

Prevention is the area we can move on most immediately: helping people to develop strategies and lifestyle habits that enable them to maintain good mental health is already within the remit of many spas.

We must be kind, frank and straightforward in how we present these services, so people learn that their mental health is as deserving of attention as all other parts of their wellbeing. We can be part of the solution when it comes to the shame and fear which many feel when confronting these challenges, especially those who find it difficult to seek help.

As we add wellness into the business mix, the opportunities to deepen this work will increase and developing mental health services for people already suffering from challenges will take things to another level. This is still within the remit of medical spas and there can be few places more able to create healing environments.

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Mental health needs as much attention as other parts of our wellbeing

> Helping people develop strategies and lifestyle habits that enable them to maintain good mental health is already within the remit of many spas

The proviso must always be that support is given by qualified people who guarantee the safety of the customer, while guarding the professional credibility of the spa operator and meeting the terms of their insurances.

The industry has begun to realise that people come through the door with all sorts of issues and just as the wonderful Wellness for Cancer initiative is making spa accessible for those battling with that challenge, so we can start to offer this same level of support for mental health.

Liz Terry, editorial director @elizterry

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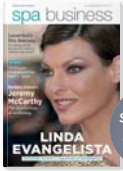

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On the cover: supermodel Linda Evangelista works with BioMimetic (p26)

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Spa Revenue Manager, Galgorm Resort & Spa

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

DO SPAS AND ENTERTAINMENT MIX?

Lasse Eriksen, development manager, Farris Bad Spa Hotel, Norway

Can wellness also include entertainment? I definitely think so, and we see that more and more spas in Europe are offering a 'welltainment' approach.

By enhancing your wellness with entertainment, you combine health and caring with the beauty of visuals, sounds, feelings and smells.

Studies show that people actually heal faster by seeing, smelling, tasting and listening to something beautiful.

Our ability to grasp perspectives other than our own is also what makes it so easy for us to enter an imaginative situation such as a story, and it's within that story that we can guide every individual guest to positive thinking and emotional wellbeing.

● Lasse Eriksen

> Many experiences in a spa can be categorised as welltainment

VR will help with that as it is used more and more not only within the healthcare system, but also in spas and homes. VR has been in use for many years in hospitals to successfully reduce short-term and chronic pain and to relieve stress, and VR will be an efficient tool for spas to help the increasing unwell population take the first steps towards personal wellness.

Many experiences in a spa can already be categorised as 'welltainment': enjoying a good guided meditation, feeling the singing bowls through your chakras, exploring space with VR glasses in a floatation tank, music and sound therapy while you are in water, or feeling the story and heat of the powerful sauna aufguss.

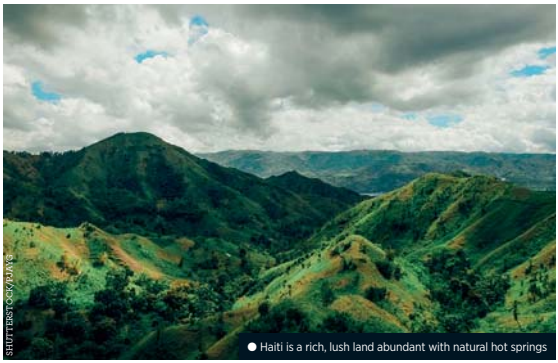
● Many spa experiences, such as the sauna aufguss, are a form of 'welltainment'

HAITI – RIPE FOR ORGANIC WELLNESS DEVELOPMENT

Charmaine Lang, president & CEO, The Madison Collection

As someone who frequently visits Haiti and has fallen in love with the island, I fully support it being highlighted as a 'place to watch' in the 2016 Spa Foresight™ (see SB16/3 p48). The destination is a rich, lush land abundant with natural hot springs and pure, sweet air – all supported by a genteel culture descended of Creole ancestry. Untouched by the modern world, this undeveloped, organic island – from its food to its forests – presents a unique opportunity to spa investors, owners and operators.

As with most Caribbean islands, it's highly recommended that market entrants work with a reputable law firm that can wade through the legalities of title deeds and land use. But those who take a chance on a culture that is ready, willing and able to work, will be rewarded ten-fold.



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● Haiti is a rich, lush land abundant with natural hot springs

● Charmaine Lang

Hurricane Matthew's devastation, although profound, has not hindered the spirit of the island. Re-forestation, the first step, has begun, and more help is critical to complete the healing of the island.

> **The destination is a rich, lush land abundant with natural hot springs and pure, sweet air**

For an environmentally aware visionary, this magical, off-the-grid wellness destination could be a dream come true.

Fast-forward into the near future – a green, sustainable wellness resort is completed: solar panels supply natural energy, rain barrels capture water, guests bathe in the natural hot springs and taste the local organic produce. The design is aligned with nature.

WHY PREVENTION IS HARD

Dr Franz Linser, managing director, Linser Hospitality

People in industrialised countries have achieved higher life expectancies than any generation before them. These ageing societies have completely different needs in terms of health and wellbeing. Today, it's no longer poverty or epidemic diseases that cause sicknesses and early deaths in these countries, but rather, people's accelerated and stressful lifestyles in de-naturalised environments.

Spas will therefore have to re-think their offerings. Considering these changes, spas no longer meet the actual needs of an overweight, stressed, sleep-deprived and burned-out society.

> **A growing number of people are asking for concrete solutions rather than nice-to-have pampering sessions**

But spas have a tremendous opportunity to embrace these new lifestyle issues and implement specific offerings in their spa menus. A growing number of people are asking for concrete solutions rather than nice-to-have pampering sessions.

Forward-thinking spas should, therefore, help people to change their everyday lives and prevent these lifestyle diseases. Spas are the perfect places to do so by offering both physical help – through their therapists – and emotional support, through their specifically designed settings.

However, spas should not put their focus on preventing diseases, but on achieving optimal health, life energy and joy. Focusing on the positive aspects of life will attract and motivate people more than just living preventatively in the sense of not getting a disease.

● Dr Franz Linser says spas have an opportunity to embrace lifestyle issues

by Jane Kitchen, managing editor, Spa Business

spa people

> We find that people want to connect through wellness – we call it 'intelligent socialising'
>
> **Niamh O'Connell**, group vice president, guest experience and wellness, Rosewood Hotels & Resorts

The Rosewood Hong Kong is set to open in 2018, and will be the first city spa for Asaya

> Wellness is becoming more significant in our day-to-day lives, in the ways we work, eat, sleep and socialise

At the end of last year, Rosewood Hotels announced two significant spa and wellness developments: a new integrative wellness concept called Asaya, and a new group vice president of guest experience and wellness, Niamh O'Connell.

Formerly director of spa operations and development for Hyatt, O'Connell is a veteran of the spa industry who has also worked in operations for ESPA. It's under her direction that Rosewood has developed Asaya – a new spa concept for the brand that will make its debut at the upcoming Rosewood Phuket when it opens later this year, and at the Rosewood Hong Kong in 2018.

Asaya is rooted in a belief of self-acceptance and self-discovery, fusing complementary therapies, lifestyle and nutrition coaching with educational wellness programming, fitness activities and specialised healing. Spa treatments will be delivered using authentic ingredients, while "thoughtful" design will include social spaces, as well as areas dedicated to relaxation, reflection and fitness.

"Consciously and unconsciously, wellness is becoming more significant in our day-to-day lives – in the ways we work, eat, sleep and socialise," says O'Connell. "Asaya is designed to assist guests in recognising areas of their lives

Formerly director of spa operations for Hyatt, O'Connell has directed Rosewood's new spa concept, Asaya

they'd like to change and then providing the tools and support they need to make these changes – whether through complementary therapies, fitness activities, or authentic healing treatments. Ultimately this process enables people to adopt an enhanced lifestyle and have a more complete sense of self-acceptance."

In keeping with Rosewood's 'A Sense of Place' guiding concept, treatments will be strongly rooted in the local culture, featuring recipes from native experts as well as indigenous and natural ingredients. "We want to offer treatments that speak to the location in a very authentic and impactful way," says O'Connell.

Rosewood's Asaya spa concept will debut at the Rosewood Phuket (above), set to open in late 2017

Guests may extend their experience with a stay in an overnight Asaya Suite, with separate sleeping, living and therapy areas.

The Asaya concept will include a wide variety of both indoor and outdoor fitness endeavours, complemented by a partnership with Technogym. It also marks the first time Rosewood has introduced global skincare partnerships, with Maison Caulières and EviDenS de Beautè both on offer.

Rosewood's existing spa concept, Sense Spa, which focuses on offering reviving indigenous remedies in a luxury setting, will continue to operate. O'Connell says the introduction of Asaya is not the end for Sense and that Rosewood will offer both options going forward. "Sense Spa is a very well-established and valued concept that will remain in operation at many of Rosewood's properties," says O'Connell.

Each location will be considered individually to determine whether a Sense Spa or Asaya wellness concept is more suitable, she explains, but any new renovations will incorporate Asaya's design attributes, as well as the all-important social spaces.

"We're finding that people are looking to connect and socialise through wellness, a trend that's becoming known as 'intelligent socialising,'" says O'Connell. As a result, she says a number of social spaces have been incorporated into Asaya's design. The reception area will include retail and "lifestyle ateliers" designed for small group wellness seminars, and private Signature Suites and Villas will offer a chance for groups to lounge and explore the concept in a more relaxed way, with dedicated treatment areas and hydrotherapy zones.

Treatments at Asaya will feature indigenous and local ingredients

"We expect that the residential spaces offered within Asaya will be very popular among brides-to-be and their wedding parties, mother-daughter groups, and friends and families travelling together, but should they not be occupied by a group, the suites and villas will offer individuals an opportunity to experience Asaya in complete privacy," explains O'Connell. ●

Spas should be super-fun areas to socialise and learn

Inge Moore founder, Muse

Inge Moore is designing a spa resort in Goa and a new hotel in Ibiza

Interior designer Inge Moore has called on hospitality designers to incorporate fun, interactivity and individuality into spa and gym design. Moore is launching bespoke hospitality design studio Muse after leaving Hirsch Bedner Associates (HBA), who will invest in the new company. During her time with HBA, Moore designed a host of hospitality projects, including the renovation of London's Grosvenor House for JW Marriott, a luxury sleeper train for Belmond in Ireland and the Belmond Eagle Island Safari Lodge in Botswana.

With the new studio, Moore, co-founder Nathan Hutchins, and their team of 15 are working on a spa resort in Goa, a new hotel in Ibiza and another luxury train for Belmond. Individuality is the feature that unifies these projects, says Moore. The interior designer says that the whole way we're thinking about travel experiences is changing.

"These days, when we stay at a nice place, we expect there to be a great spa, gym, fitness facilities and yoga," she says. "The better you can deliver those spaces, the more special you make people's experience. They should be super-fun areas to socialise and learn.

"It's so, so important to stand out," she says. "Everywhere you go, there are three or four good hotels and countless Airbnbs, so yours needs to be special. People choose to stay at the more interesting spaces, especially now the world's become much more visual with social media, and everyone sending selfies immediately. That creates a huge opportunity for designers to make beautiful spaces that also make people feel good and have a 'wow factor.'"

> Our idea is you go to a hotel and you learn something or experience something new while you're there

But Moore says a truly great spa design has to do more than just look good. "For me, space has to make you *feel*," she says. "If you don't feel something about the space, you're not going to remember the space. Feel and look are intertwined. You can't take one away and just have the other, because it won't be remembered at all if you do that – it'll just be another pretty space."

Moore says the key to success is delivering a story, as well as allowing guests to have a fun experience. "People increasingly want to learn about health and wellbeing through spaces where you do interactive things together," she says. "Our idea is you go to a hotel and you learn something or experience something new while you're there. By presenting these experiences in a fun, interactive way that appeals to people across the age spectrum, you can create really interesting, memorable experiences." ●

Moore has worked on the ESPA spa at the Istanbul Edition

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> Linda rolls up her sleeves and comes out to the laboratory with me every week

Jules Zecchino, CTO of BioMimetic Laboratories, on working with supermodel **Linda Evangelista**

Hers is the face that launched a thousand campaigns, so it's by any measure a bit of a coup for BioMimetic Laboratories to have iconic supermodel Linda Evangelista involved in the creation of its Erasa XEP-30 skincare line.

BioMimetic Laboratories is a venture-backed startup from the portfolio of Skyler Brand Ventures, an R&D incubator in the cosmetics industry. Erasa, which launched last year, is a skincare concentrate with an anti-ageing formulation developed by chemists.

Erasa features an anti-ageing formulation developed by chemists

As vice president and creative director, Evangelista is a key member of the product innovation team, utilising her model status and knowledge of the fashion and beauty industries to help the Erasa scientific team create products that resonate with today's women.

Jules Zecchino, chief technical officer for BioMimetic Laboratories, believes that Evangelista's experience over the years maintaining her looks both on and off the runway gives her a unique perspective.

"We believe Linda will tremendously enhance the quality of the products in our pipeline, and expect her expertise to have an immediate impact on product creation," he says.

Evangelista and BioMimetic are working on two new moisturisers that will be available in mid-2017, as well as a new eye gel and lip renewal product set to launch by early 2018. BioMimetic is currently distributed in the US, but has immediate plans for expansion into Canada and the UK.

Zecchino, above left, says that Evangelista, above, brings a unique perspective to the skincare company

> Linda is a fully fledged member of the company, and directs all our creative elements

"Linda is a fully-fledged member of the company, and directs all our creative elements – from our website, to executing PR strategies with our business partners," says Zecchino. "She also rolls up her sleeves and comes out to the laboratory with me every week to provide insights into the type of new products we should be developing, as well as evaluating and giving comments on how to modify and perfect each product's aesthetics and performance as we go."

Evangelista explains that she's been an avid fan and user of Erasa since a friend gifted her the product, and that it is "wholeheartedly a product I believe in and stand behind.

"I aspire to elevate and bring awareness to the brand so that women everywhere can benefit from the outstanding results," Evangelista says. ●

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 by Rebecca Barnes, news editor, Spa Business

> Every property is individual, and we start with a blank canvas for each

Nichola Roche, group director of spa, Aman

With a background as a naturopath, ayurvedic specialist, and spa therapist, Nichola Roche, Aman's new group director of spa, has big plans for the luxury hotel's wellness offering. She plans to make it more comprehensive, by adopting a 360-degree approach to health, and to develop a lifestyle brand – incorporating herbal teas, spa products and cookbooks – to "enable our guests to take a piece of Aman home with them," she says.

"I want to create a more integrative approach at all Aman spas, which means ensuring all our health services and spa therapies are holistic, allowing a more in-depth and longer-lasting healing," says Roche.

Roche was previously regional spa director for Akasha, and before that was spa director for flagship spa ESPA Life at The Corinthia Hotel in London.

Having experienced a variety of cultures throughout her career, Roche says she's able to extract elements from her background and draw on healing methods from around the world, in order to position Aman as a true wellness brand. "Traditionally, Aman has been known for its incredible destinations, where guests can relax and rejuvenate. I want to create a more serious wellness offering, by building on and strengthening what's gone before," she says.

Roche is a trained naturopath, ayurvedic specialist and spa therapist

> I want to create a more integrative approach at all Aman spas

Retreats and wellness immersions – such as the new spa houses and immersions at coastal retreat Amanoi in Vietnam – will be a focus, as well as a new take on Aman's spa offerings. "I want to make our treatments more results-focused, so they deeply nourish, ground and purify our guests. We'll focus on providing health benefits rather than simply relaxation," Roche explains.

One of Aman's core concepts is that each location is different, and Roche plans to focus on that in developing spa programming, incorporating the local culture into offerings and focusing on indigenous healing. "We never repeat a concept; every property is individual, and we start with a blank canvas for each," she says.

Later this year, Roche will also concentrate on key destinations that are renowned for healing, such as Bhutan, drawing inspiration from the country's renowned measure of prosperity through happiness to create a ten-day Pursuit of Happiness retreat that will include oracle reading, meditation and yoga. ●

Roche has worked on new spa houses and immersions at Vietnam's Amanoi

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Hyatt acquires wellness destination Miraval for US$215m

"We know that wellness is an area that is becoming increasingly important to our guests"
Mark Hoplamazian

In a move that illustrates the growth of wellness tourism, Hyatt Hotels has acquired wellness resort provider Miraval Group for US$215m (€201m, £175m) from an affiliate of KSL Capital Partners.

"Miraval will spearhead a standalone wellness category within Hyatt's portfolio of brands, and as a best-in-class brand in the wellness space, will apply its expertise to Hyatt's portfolio," Mark Hoplamazian, president and CEO of Hyatt Hotels Corporation told *Spa Business*.

The deal includes Miraval's flagship property in Tucson, Arizona, as well as the Miraval Life in Balance Spa brand; Hyatt will also continue Miraval's plans to redevelop the recently acquired 220-acre Travaasa Resort in Austin, Texas and pursue the acquisition and redevelopment of the 380-acre Cranwell Spa & Golf Resort in Lenox, Massachusetts. Hyatt plans to invest a further US$160m (€150m, £130m) over the next two to three years on those projects as well as an expansion of the original Miraval Tucson.

Above: Miraval recently acquired Travaasa Resort. Left: The original Miraval

Hoplamazian says that Miraval will help Hyatt build a "greater depth of expertise in wellness and mindfulness."

Steven Rudnitsky, president and CEO of Miraval Group, will continue to drive the brand's strategy, working with the existing Miraval leadership team and associates.

More: http://lei.sr?a=b8D6p_B

Amanda Al-Masri to head up Equinox's spa division

Spa industry veteran Amanda Al-Masri has been named vice president of spa services for Equinox, an operator of upscale health clubs with ambitious plans to enter the hotel market.

Al-Masri was previously global director of spa operations and development for Starwood Hotels and Resorts, and has also held executive positions with Resense Spas.

"Equinox is in the business of changing lives, and their passion for boldly delivering wellness and regeneration to their members has always spoken to me on a personal and professional level," says Al-Masri.

Amanda Al-Masri previously worked for Starwood

"Equinox is in the business of changing lives"
Amanda Al-Masri

Equinox operates 82 upscale, full-service health clubs in the US, and also has clubs in London and Toronto. The company will open its first hotel in New York City's Hudson Yards in 2018, with plans to develop up to 74 more. The Equinox hotels will be focused around movement, nutrition and regeneration in an appeal to regular travellers who want to keep fit. Vice president Aaron Richter says the hotels will "take away all the barriers to fitness that come with travel" and will each feature a "very significant spa."

Equinox hopes to develop hotels in Los Angeles, San Francisco and "fitness oriented" cities. Outside of the US, the company is also in discussions to open a hotel in London.

More: http://lei.sr?a=H2C6v_B

Waldhaus Flims gets new spa with sauna 'landscape'

In the winter, an ice hole is made in the pond so guests can enjoy a naturally cold dip

The Swiss hotel Waldhaus Flims Alpine Grand Hotel & Spa has reopened after a four-month renovation, which includes a new 2,800sq m (30,139sq ft) spa.

The 11-treatment-room Waldhaus Spa includes an indoor swimming pool, heated outdoor pool, and a natural swimming pond, along with regional and traditional treatments. A sauna 'landscape' features various aroma and steam baths, a glass-encased Finnish sauna in a forest setting, waterfall showers, hammam steam bath, in-ground sauna, Swarovski infra-red Physotherm cabins and a women's sauna area.

In the winter, when the pond freezes, an ice hole is made in the jetty, so spa guests can combine an icy natural dip with the nearby in-ground sauna. Resting rooms with views of the swimming pond are available, along with a new fitness centre and a private spa suite with its own whirlpool, sauna and massage area.

The spa is part of a CHF40m (US$40m, €36m, £28m) renovation by Hong Kong-based interior design firm Peter Silling & Associates, which was designed to maintain the property's Belle Epoque heritage while enhancing the Waldhaus Flims with state-of-the-art technology.

More: http://leisr?a=U8g6B_B

"You simply won't find this variety of international influence and combination of amenities anywhere else in the area"
Atif Youssef

Eight-storey spa overlooking NYC skyline opens

A seasonal rooftop pool appears to cascade into the Hudson River

Situated overlooking the Hudson River and with sweeping views of Manhattan, urban spa resort and hotel SoJo Spa Club is now open.

The eight-storey, 240,000sq ft (22,297sq m) riverside retreat includes 60,000sq ft (5,574sq m) of wellness space spread over three floors, as well as 32 bedrooms for overnight facilities.

The spa itself, which features treatments from skincare brand ESPA, features 17 treatment rooms across 7,000sq ft (650sq m): two couple's rooms, two couple's suites, nine private treatment rooms, an open area massage room, foot massage room, manicure and pedicure stations.

Seven sauna rooms each have distinctive features, including Himalayan salt, red clay, white clay, far-infrared and charcoal. Specialty outdoor soaking experiences include hinoki wood, carbon-rich and silk baths incorporate healing natural minerals.

"We have taken some of the most coveted natural therapies from around the world and made it possible to experience them in one marvellous location," says general manager Atif Youssef.

More: http://lei.sr?a=D2y4Y_B

Global Wellness Institute launches new initiatives

The Global Wellness Institute has added three new initiatives, designed to solve key industry issues and further the global conversation about wellness in its many forms.

- **Wellness For Children** – chaired by **Christine Clinton**, president of International Spa & Salon Services – aims to create awareness of the need for children and young people to be actively involved in their own wellness, and aims to create a series of lesson plans for school programmes and youth services.

- The **Wellness in Low-Income Communities** Initiative will focus on how low-income communities can enhance their strengths and address their challenges through evidence-based best practices in health. Chaired by **Jennifer Cabe**, a US-based wellness communications leader.

- **Women in Leadership** aims to promote 'Lean In Circles' throughout the industry, helping to ensure that future female leaders have a framework of support and motivation. Chaired by **Sara Jones**, managing director of *Spa & Wellness Mexico* magazine.

More: http://lei.sr?a=G8T2N_B

Each location has a specific theme

Six Senses Bhutan to have five resorts

Wellness resort operator Six Senses has revealed details about its upcoming five-location Bhutan project, scheduled to open in the second half of 2017.

Each of the five satellite resorts are in separate locations, but packaged as a journey under one name: Six Senses Bhutan. With just 82 suites and villas distributed between five intimate lodges, the journey is designed to show guests the heritage and hospitality of the Kingdom.

Project architects Habita have created five locations, beginning in the capital of Thimpu, each with a specific and appropriate theme, so that as guests move between them, they experience a journey through all their senses.

More: http://lei.sr?a=X2W2S_B

Rosewood parent CTFE buys Baha Mar

Hong Kong-based global conglomerate Chow Tai Fook Enterprises Limited (CTFE) – parent company of Rosewood Hotel Group – has bought the troubled US$3.5bn Bahamian mega-resort Baha Mar, with plans to open it in phases, starting in April 2017.

Baha Mar was originally slated to be finished in 2014, but a series of hitches and legal battles led to numerous delays. CTFE is in discussions with several hospitality brands, including Grand Hyatt, SLS Hotels and Rosewood, to be hotel operators at the mega-resort.

More: http://lei.sr?a=h6s4M_B

> “We really wanted to create a beautiful extension of The Lanesborough Hotel”
> Louise Wicksteed

Louise Wicksteed is creative director and partner at 1508 London

Lanesborough Spa inspired by classic aesthetic

London’s The Lanesborough hotel, part of the luxury Oetker Collection, is set to open its new 18,000sq ft (1,672sq m) exclusive spa and wellness centre – billed as ‘a lifestyle club for the modern Londoner’ – and has partnered with experts across the fitness, beauty, spa and wellness communities to offer a holistic approach to wellbeing.

Spa consultant Neil Howard has overseen the project, working with interior designers 1508 London, fitness lifestyle expert James Duigan of Bodyism (see p 88), ‘super-therapist’ and facial expert Anastasia Achilleos, and massage trainer Beata Aleksandrowicz, founder of Pure Massage.

Louise Wicksteed, creative director and partner at 1508 London, has reimagined the classical aesthetic of the hotel, with British characteristics including silk wallpapers, wood panelling and leather upholstery.

“It’s such an iconic British hotel, and it has such an amazing quality to it,” she explains. “It’s an extension of your personal space, and it feels very personal, so that’s what we tried to bring into the spa design.”

Wicksteed says she’s brought the “amazing quality of design and depth of detail” from The Lanesborough into the spa, creating a hybrid of club, lounge, fitness and spa retreat.

More: http://lei.sr?a=P5d3g_B

The spa is billed as a ‘lifestyle club for the modern Londoner’

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“This is our first spa in America, and we are thrilled to find a partner whose philosophy fits hand-in-hand with ours”
Carole Bamford

Bamford opens first two US spas

British lifestyle and wellness brand Bamford has expanded internationally, opening its first Haybarn Spa outside the UK at 1 Hotel & Homes South Beach and a second at the 1 Hotels Brooklyn Bridge in New York.

Designed by hotel and spa designer Spencer Fung, the Miami Beach spa is a newly constructed 4,500sq ft (418sq m) space with 12 treatment rooms. Much like Bamford’s other Haybarn spas, the Miami outpost is rooted in a commitment to caring for the mind, body and spirit and is based around a strong connection to nature. The spa includes specialist treatments along with yoga, Pilates and meditation.

“This is our first spa in America, and we’re thrilled to find a partner in 1 Hotel & Homes whose philosophy fits hand-in-hand with ours,” says founder Carole Bamford.

Already in the Bamford portfolio are Haybarn spas in Gloucestershire, England, and in London, as well as a spa at London’s Fortnum & Mason. A Bamford spa carriage recently opened on the Belmond Royal Scotsman train.

More: http://lei.sr?a=A7Q7k_B

Clay Ridge is designed to be both social and creative and uses Australian clay

Peninsula Hot Springs creates social Clay Ridge body painting programme

The power of touch combined with the restorative energy of Australian earth has inspired a new wellness experience, Clay Ridge, at Peninsula Hot Springs on the Mornington Peninsula in Victoria, Australia.

Clay is applied and allowed to dry while the nutrients absorb into the skin, then is washed off under natural geothermal mineral showers.

Inspired by nature and global cultural traditions, Clay Ridge is designed to be social and fun, offering the chance to smooth and soften skin with mineral-rich clays selected by the ‘Clay Master.’ The clays are sourced from around Australia and combined with natural water from Peninsula’s hot springs.

Clay has a cooling effect when applied to the body, so is an ideal treatment for Australia’s hot climate.

Read more: http://lei.sr?a=Y6H4d_B

Comfort Zone awarded B Corp

“Companies can truly shape the world and - more than ever - they have a responsibility to do so”
Brian Brazeau

Skincare brand Comfort Zone’s parent company, Davines Group, has been awarded a B Corporation certification – an award given to companies that solve social and environmental problems.

There are currently almost 2,000 Certified B Corps in more than 130 industries and 50 countries united in one goal – to redefine success in business.

B Corp is a certification, like Fairtrade, but it goes to whole companies rather than individual products. To become B Corp-certified, companies have to meet certain standards when it comes to the environment and workers’ rights.

“We believe that business has a higher social purpose beyond simply profit,” says Comfort Zone general manager Brian Brazeau. “It’s a validation that Davines Group is doing something great and effective not just for us, but for all of our stakeholders. It’s a key step in certifying our long-term commitment in creating a 360-degree sustainable business model.”

More: http://lei.sr?a=B9f2u_B

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DIARY DATES

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World Spa & Wellness Convention
London, England
International spa figures convene for a two-day conference, networking opportunities and a trade show. Held alongside the World Spa Awards
www.professionalbeauty.com

6-7 March 2017
Healing Summit
Berlin, Germany
Two-day event hosted by the Healing Hotels of the World consortia, which includes inspirational talks for spa and wellness professionals.
www.healingsummit.org

16-17 March 2017
APSWC Roundtable
Bangkok, Thailand
The first annual Asia Pacific Spa and Wellness Coalition Roundtable.

20 March 2017
Washington Spa Alliance
The Watergate Hotel, Washington
Features the theme of connection and engagement. Deborah Szekely, founder of Rancho La Puerta, will be the keynote speaker.
www.washingtonspaalliance.com

17-20 March 2017
Cosmoprof Worldwide
Bologna, Italy
One of the world's biggest beauty trade fairs with 200,000-plus visitors. For the first time this year, The organisers have collaborated with ISPA to deliver a two-day conference.
www.cosmoprof.com

31 March-4 April 2017
Beauty Dusseldorf
Dusseldorf, Germany
Beauty show with brands from around 40 countries, plus workshops seminars and trend reports.
www.beauty.de

8-11 May 2017
Spatec Spring North America
Palm Beach, Florida, US
One-to-one meetings between spa operators and suppliers.
www.spatecevents.com

The spa has views of the spot where the port and city meet on the River Elbe

Babor spa debuts in shimmering Hamburg concert hall

A 1,300sq m (13,993sq ft) spa has opened on the sixth floor of the new Hamburg Elbphilharmonie concert hall, a shimmering, glass-covered building designed by Swiss architecture studio Herzog & de Meuron.

The elb spa features six treatment rooms on the upper floors of the Westin Hamburg. German skincare brand Babor has created exclusive treatments for the spa, and a Babor retail space is also on-site.

"Our mutual dedication to excellence was the foundation of this collaboration"
Norbert Rietfort

Norbert Rietfort, director of spa business for Babor, says: "Our mutual dedication to excellence was the foundation of this collaboration."

The spa also includes a fitness space and a 20m (66ft) indoor swimming pool said to be the largest hotel pool in Hamburg, as well as a sauna, sanarium and steam bath.
More: http://lei.sr?a=2F5C2_B

Rest named spa director at Watergate Hotel

Spa and wellness professional Stephanie Rest has been appointed spa & wellness director at the Watergate Hotel in Washington DC – the scene of the burglary that brought down Richard Nixon's administration – which has been given an extensive refit and re-design by Ron Arad Associates, and recently opened an Argentta spa.

"Argentta, meaning silver in Italian, is a healing and restorative place," says Rest. "We are returning a sense of community to the waterfront through our wellness programming." **More: http://lei.sr?a=2k5n9_B**

Stephanie Rest

Center Parcs to add forest bathing area

"Being amongst trees is proven to reduce stress levels"
Kay Pennington

Center Parcs' upcoming spa extension at its Sherwood Forest Aqua Sana location will include a forest bathing area inspired by the spa's woodland surroundings.

The spa is currently undergoing a £3m (US$3.7m, €3.5m) renovation. The new forest spa experiences will include a treetop sauna that offers panoramic views over the forest canopy, open-air walkways, and outdoor relaxation areas submerged in the forest.

"We've always treasured the beautiful forest settings of our spas, so it's great to have this recognised with the forest bathing trend," said Kay Pennington, group spa manager. "Being amongst trees is proven to reduce stress levels."
More: http://lei.sr?a=Z4D7K_B

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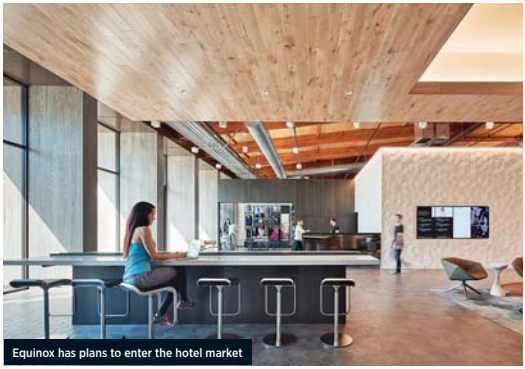
A bright future

Despite rising labour costs, hotel spa revenue is showing strong growth, according to the latest research from CBRE. Mark VanStekelenburg outlines the key findings



Equinox has plans to enter the hotel market

For the first time in ten years, hotel spa department revenue grew at a faster pace compared to other sources of hotel revenue, according to the recently released 2016 edition of CBRE's *Trends® in the Hotel Spa Industry*. The report shows that US hotel spa departments were able to increase their revenue by 5.6 per cent from 2014 to 2015. This compares favourably to a 3.3 per cent rise in rooms revenue for the properties in the survey sample, and a 5.5 per cent increase in total hotel revenue. This is the first time since the 2007 edition of the publication that spa revenue growth surpassed rooms revenue growth.

CBRE Hotels' Americas Research is projecting modest gains in rooms revenue for the next few years, as the US lodging industry operates at the top of the business cycle. Therefore, hotel operators will need to look at other operated departments – like spa – to accelerate total hotel revenue growth.

Health and wellness is also becoming an increasingly important component of everyday life. Though historically considered as an exclusively high-end hotel amenity, the integration of health and travel is now expected.

For example, Westin has recently partnered with both Fitbit and New Balance to help its guests continue their fitness routines when they travel, while Fairmont has teamed up with Reebok.

Hotel brands are racing to tie up with consumer fitness brands. Westin has partnered with FitBit and New Balance, while Fairmont has teamed up with Reebok

Intercontinental's new wellness-oriented brand, Even Hotels, has seven properties in the development pipeline, and health club Equinox is branching out into the luxury lifestyle hotel market, launching its first hotel in New York City in 2019.

Integrating health and wellness into a hotel operation is a distinguishing mark to consumers as they strive to seek balance in all aspects of life, including travel.

Spa catches up

During the Great Recession, spa department revenue was hit harder than other hotel revenues, extending the time needed for revenue to recover. It wasn't until 2015 that spa revenue growth exceeded the pace of rooms revenue growth, signalling that the spa department is catching up in its recovery following the 2008 recession. Spa profits have seen double-digit growth in every year since 2010, with the exception of more modest growth in 2012.

Strong Profit Growth

While hotel spa revenue is showing relatively strong growth, hotel spa department profits are increasing at an even greater pace. In 2015, hotel spa department managers were able to convert the 5.6 per cent increase in revenues into a strong 17.7 per cent boost in department profits. Spa managers were able to achieve such strong gains in profits because they controlled their expenses; from 2014 to 2015, the combination of cost of goods sold, labour costs, and other operating

Given the surge in labour costs in recent years, spa managers should be commended for growth in profits

HISTORICAL PERFORMANCE

For 2015, spa department revenue averaged US$4,284 per available room (PAR), surpassing the 2005 average of US$4,200 PAR, but still below the peak in 2007 of US$4,838. Spa department expenses averaged US$3,217 PAR, close to the 2005 average of US$3,220 PAR. The trend is similar for spa department profits, which averaged US$1,067 PAR, above 2005's average of US$980 PAR and close to 2006's average of US$1,090 PAR

CBRE's new report found **profits** in **hotel spas** INCREASED 17.7%

CBRE Hotels - Trends® in the Hotel Spa Industry

	Hotel spa revenue		Hotel spa expenses		Hotel spa profits	
Year	US$ PAR	Change	US$ PAR	Change	US$ PAR	Change
2015	$4,284	5.6%	$3,217	2.1%	$1,067	17.7%
2014	$4,057	5.1%	$3,150	3.6%	$907	10.5%
2013	$3,860	4.6%	$3,040	2.3%	$820	13.9%
2012	$3,690	5.0%	$2,970	5.2%	$720	4.2%
2011	$3,514	8.3%	$2,823	6.1%	$691	18.5%
2010	$3,245	-11.0%	$2,662	-6.4%	$583	-27.4%
2009	$3,646	-19.3%	$2,843	-19.4%	$803	-19.1%
2008	$4,518	-6.6%	$3,525	-4.3%	$993	-13.9%
2007	$4,838	5.0%	$3,684	4.8%	$1,154	5.8%
2006	$4,607	9.7%	$3,517	9.2%	$1,090	11.3%
2005	$4,200		$3,220		$980	

Source: CBREHotels

expenses increased by just 2.1 per cent. Labour costs comprise approximately three quarters of operating expenses for a hotel spa. Given the surge in hotel labour costs that we have seen in recent years, spa managers should be commended for achieving such strong flow-through within their departments. In fact, it was a reduction in other operating expenses that offset the 5.8 per cent increase in labour costs and allowed hotel spa departments to achieve the strong growth in profits.

A Bright Future

Recent economic reports have indicated increases in retail sales, car sales, building materials and health and beauty products. This is an indication that people are spending on themselves and bodes well for travel.

Additional research shows that travellers are mindful of their wellbeing when it comes to choosing their lodging. Hotels have an opportunity to take advantage of this trend, not just by promoting their spas, but also by offering other health and wellness amenities and services throughout the hotel.

As more people travel, the demographics of travellers are also changing, causing hotel companies to refocus their offerings to ensure they meet the needs of their guests. Leisure and group travel are growing, and hotels continue to strive to make sure that the health and wellness needs of these different guests are addressed. Hotel companies are creating programmes – and even entire brands – with a focus on providing the consumer with the basics of health and wellness. The future looks bright for the hotel spa industry.

Mark VanStekelenburg is managing director at CBRE Hotels Spa Consulting Practice
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McCarthy is the brains behind Mandarin Oriental's successful Silent Night programme

Mandarin Oriental's Digital Detox initiative made its debut in Las Vegas

Jeremy McCarthy

After receiving the first-ever Debra Simon Award for Leader in Furthering Mental Wellness, Mandarin Oriental's group director of spa and wellness talks to Jane Kitchen about positive psychology, our need for quiet reflection – and what role spas can play

Jeremy McCarthy might just be the picture of wellness: he swims, he surfs, he runs, he does yoga – and for the past two and a half years, he's headed up Mandarin Oriental's spa division, overseeing the company's 29 spas worldwide.

The blue-eyed California native got his start with Four Seasons more than 20 years ago as a student in Santa Barbara, when he took a job as a lifeguard. He soon became pool manager, then recreation manager, and when the hotel decided to put in a spa, he took that on too – which turned into a 14-year career opening Four Seasons spas around the world.

A stint at the iconic La Costa in California followed, then a move to Starwood – where McCarthy was corporate director of spa for eight years – before he joined Mandarin Oriental as group director of spa and wellness in 2014. During his time with Mandarin Oriental, he has launched some of the most innovative programming in the industry, tackling everything from our relationship with technology to our need for quiet reflection – and how spas can help us lead more psychologically fulfilling lives.

Now, the Global Wellness Institute has awarded him the first-ever Debra Simon Award for Leader in Furthering Mental Wellness. Here, he talks about technology, mental health, and the role that spas can play in the wider world of wellness.

When you first joined Mandarin Oriental, what appealed to you about the job?
Starwood was an amazing company with a diverse portfolio of different brands. But when the opportunity to join Mandarin came along, it was a very different opportunity to work with a small collection of less than 30 hotels – but the nicest hotels in the world, with the best spas. So it was moving from a job that was about quantity and managing diverse operations, to a very exclusive group of the highest quality spas in the world.

What do you think really makes Mandarin Oriental stand out from other spas?
We have a clear vision of what each of our spas should be, but at the same time, each is unique and true to the local environment. We also provide a lot of guidance and support. There's a balance to be found between having a concept that's very strong and very well-supported, but at the same time being very fluid and not being locked into a specific box.

Can you tell me a bit about your background in positive psychology?
I originally studied psychology as an undergraduate, but it wasn't covering what I was really interested in. In 2008, I learned about the field of positive psychology; it was really more about the elements of human performance: motivation, happiness, purpose and accomplishment. Almost immediately I went and applied to get my Master's degree at the University of Pennsylvania.

Even before discovering positive psychology, I'd always thought about the ▸

spa experience as being a psychological one, and I was always thinking about the things we're doing in our spas – about the impacts on people's mindsets, or the ways that people are feeling and the thoughts that they're having. It's not just around how you provide someone with a great experience that feels physically good.

Most people don't see psychology and spa as inherently going together, but I always have. If you think about how most spas market themselves, it's all very focused on the physical aspects of the experience. But really, our business is about how we make people feel when they leave the spa – how they feel about themselves and how at ease they are in their mind – not just in their body. Spa is one of the only healing institutions in our society that people actually look forward to going to, enjoy while they're there, and remember fondly afterwards.

> Spa is one of the only healing institutions in our society that people actually look forward to going to, enjoy while they're there, and remember fondly afterwards

Programmes like Mandarin Oriental's Silent Night or Digital Detox really seem to focus on how we wrestle with the modern world. Where did the inspiration for these programmes come from, and how successful have they been?

One of the greatest benefits of spa is just having a place to go to separate yourself from technology and spend some time in silence alone with your own mind. We decided that this kind of digital wellness concept was something the world really needs right now. To be clear, I don't have anything against technology – in fact, the problem with technology is not that it's bad, it's that it's too good. We love our technology, but we have to think about the sacrifices that we're making in exchange for all the benefits that we're getting. I think encouraging people to just reflect on the impact that technology may be having on their wellbeing, or how they can put some boundaries on their technology to help protect and maintain some of their non-digital humanity is something that we all need to think about right now.

Everybody that I come in contact with on some level is struggling with their relationship with technology: how to manage it in a healthy way, and how to balance the pace of modern life and the stress of hyperproductivity with the need to move your body, the need to rest your mind, and the need to connect with your closest relationships in real life.

For the first time in human history, there is no downtime built into our days. It's never happened before; there have always been moments where you just couldn't do anything – waiting in line or sitting on the bus – and you just had to sit and be with yourself. Today, we can fill every lull in our schedule with technology, and it's great – we have these opportunities to learn and to be productive and to be entertained, but I think there's also a growing awareness that we do need downtime, and that we do need to take breaks from processing too much information. I think that in the future, this could be a primary reason why people go to spas: to take a break from technology.

Digital Detox guests can access mindful activities such as writing in journals or colouring

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spa business uniting the world of wellness

Mandarin Oriental's Digital Detox initiative has guests surrender their cell phones to a safe, cocooning pouch

McCarthy received the Debra Simon Award at this year's Global Wellness Summit

The Silent Night programme plays into that as well, where it's not just a digital detox you're offering, but a night of absolute silence. How has that been received?

I don't for a minute think that everyone's going to line up to go to a spa just because it's going to be more quiet than normal, but I think that the message we're trying to send out is that we all need quiet time, and it's increasingly a scarcity or a luxury in modern life. And spas are a place that you can go to experience some of this quiet time. In that sense, Silent Night has been hugely successful – it makes people think, and it makes people appreciate what spas bring to our society. Spas are one of the last safe havens where people can go to have this quiet time away from technology, and the reaction we get from our guests is very positive.

You recently received the first-ever Debra Simon Award for Leadership in Furthering Mental Wellness – what do you hope to do in the future to continue to honour the memory of Debra Simon?

I'm part of the task force on mental wellness that is being organised under the umbrella of the Global Wellness Institute, to think about how we, in the wellness industry, can have the greatest impact in helping people live more psychologically fulfilling lives. I think there's still a lot of work that needs to be done, and a lot of thought to go into the kind of societies and communities that we create, and how we live with one another in a way that helps everybody to flourish.

> We all need quiet time, and it's increasingly a scarcity or a luxury in modern life

What are the future plans in spa at Mandarin Oriental?

We're focused on three things: first, helping our therapists to be the best that they can be by putting them front and centre of everything that we do; second, continuing to develop and evolve our Digital Wellness offerings; and third, expanding our wellness offerings, including developing innovative fitness concepts. We have new projects underway in Doha, Beijing, Bali and Dubai, and we've just announced an exciting new hotel development in Hawaii. Doha is our first property in the Middle East, and we hope to see more there in the future. I'd also like to see us continue to grow our resort portfolio. We're open to opportunities, but we are also very selective – it's always about finding the right location with the right partners that share our vision for quality, service and wellness.

What are you most proud of in your career?

I'm proud of bringing these ideas of mental wellness to the spa industry, and elevating that discussion. I also teach courses through the UC Irvine programme, and I enjoy working with the teams in our spas and watching people grow and develop in the industry. I'm very proud of the influence that I've had by mentoring and working with different people at different points in their careers, and helping the spa professionals of the future take our industry to the next level. I'd like to be teaching more, and I'd like to be writing more – eventually I'd like to write another book. But my philosophy is that I don't necessarily focus on specific long-term goals; I always focus on incremental improvement and getting better and doing more. That's what's gotten me where I am today, and that continues to be my approach to the future.

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Three days to rediscover wellness and shake up the industry

The 21st edition of Beautyworld Middle East, held in 2016, was a resounding success, with a 25 per cent increase in visitor numbers over the preceding show, highlighting the growing opportunities and interest in the Middle East market for beauty products, hair, fragrances and wellbeing.

The Middle East and Africa region is currently the world's fastest growing market for fragrances, hair care, colour cosmetics, skin care, men's grooming, spa and wellness, and its overall beauty and personal care market is expected to be worth US$34.7 billion by 2020.

The benefits of exhibiting at Beautyworld Middle East are immense. Being at the largest platform of its kind in the Middle East, you will be able to build alliances with new business partners, access new markets, optimise the sales cycle of your products and solutions, and boost the presence of your brand within the region and beyond.

The Global Wellness Institute estimates that the UAE will top spa growth, more than doubling wellness-focused trips from 2012-2017, with 993,352 trips added and 17.9 per cent annual growth.

The UAE forges ahead into the future of wellbeing tourism with an initiative inaugurated by Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Crown Prince of Dubai and chairman of the Dubai Executive Council, which set a target of more than 500,000 international medical tourists by 2020, building on a 12-15 per cent year-on-year growth in the past few years. They will enjoy world-class facilities for wellness, cosmetic and dental services and physiotherapy, to name few.

The Global Wellness Institute estimates that the UAE will top spa growth, more than doubling wellness-focused trips from 2012-2017

Beautyworld Middle East is at the forefront of the industry, attracting 37,184 visitors in 2016. Over 10 per cent of our professional visitors expressed their interest in meeting wellness spa exhibitors to initiate new business relations, discover the latest innovations and developments, and expand their specialist knowledge.

Spread across six product groups to provide a compelling visiting experience, the upcoming show will feature the Professional Equipment, Spa and Wellness area in a premium location of the Dubai World Trade Center: the Al Multaqua Ballroom. This location will provide a high visitor footfall, as well as an ideal setting to promote your products to your target audience.

This year the section will also welcome for the first time an innovative spa experience, exclusively at Beautyworld Middle East. It will offer visitors the opportunity to navigate through the spa journey using their five senses.

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spa business uniting the world of wellness

HEALTHY GROWTH

The global wellness economy has grown by 10.6 per cent, according to data from the latest Global Wellness Economy Monitor. Ophelia Yeung highlights the key findings in the study

The latest figures unveiled in the 2016 Global Wellness Economy Monitor show that the global spa and thermal/mineral springs industries continue to grow and evolve with consumer preferences in a dynamic wellness economy. The current and future state of the wellness economy is strong, propelled by consumer and demographic trends that are fuelling increased spending on both health and wellbeing.

Research study 1
THE SPA ECONOMY

The Global Wellness Institute estimates that there were 121,595 spas operating around the world in 2015, earning US$77.6bn (€70.1bn, £50.8bn) in revenue and employing more than 2.1 million workers. When measured in US dollars, industry revenue has expanded by only 2.3 per cent annually since 2013 (adding US$3.5bn over the period 2013-2015).

However, revenue growth was a phenomenal 11.9 per cent annually from 2013-2015 when the figure is reported in Euros (growing from €56.0bn to €70.1bn). The difference in these growth rates is due to the significant appreciation of the US dollar against the Euro during this time. So to grasp the scale of the industry's growth, it might be easier to note the addition of 16,005 spas to the global market and the 237,424 new workers who joined the industry since 2013.

The largest growth in the number of spas and revenues occurred in the hotel/resort spas category. This is because most 4-star properties and many 3-star properties have been adding spa services as they have quickly become an amenity expected by guests, even at the mid-tier level. In many of the mature spa markets, the growth in the number of spas reflects the addition of spas to existing hotel/resort properties as much or more than openings of entirely new properties. This trend is also decreasing the average size of a spa, as those targeting the mid-tier market tend to be smaller than the

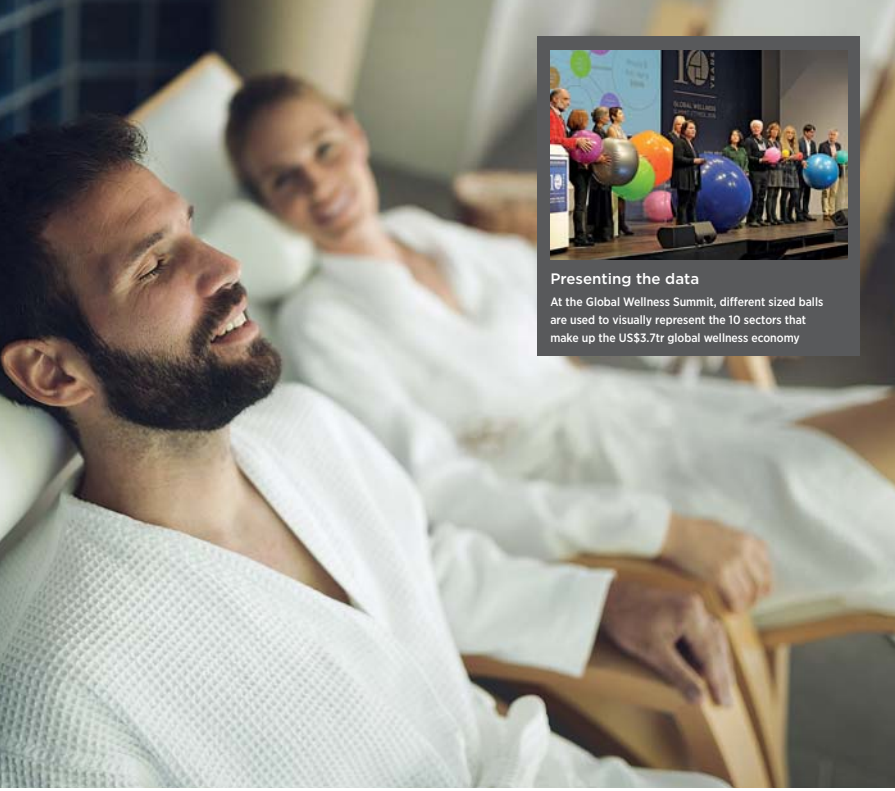
Rising disposable income and an emerging global middle class are helping to fuel the growth in spa and wellness

Spa Facilities by Region, 2013 and 2015

	Number of Spas		Revenues (US$ billions)		Employment (thousands)	
	2013	2015	2013	2015	2013	2015
Europe	32, 190	37, 420	*$29.8	*$27.5	678.9	745.6
Asia-Pacific	32, 451	38, 819	$18.8	$21.4	614.2	722.6
North America	26, 510	28, 306	$18.3	$20.6	397.4	424.2
Latin America-Caribbean	9, 007	10, 269	$4.7	$4.9	141.0	164.9
Middle East-North Africa	3, 889	4, 465	$1.7	$2.1	57.3	64.0
Sub-Saharan Africa	1, 544	2, 316	$0.8	$1.1	20.8	28.9
Total	**105,591**	**121,595**	**$74.1**	**$77.6**	**1,909.7**	**2,150.1**

Source: Global Wellness Institute. Numbers may not sum due to rounding.

* Note that the decline in US$ revenues for Europe from 2013-2015 is due to the significant appreciation of the US dollar against the Euro and other major European currencies, and not an actual decline in the market. When converted to Euros, Europe's spa revenues grew from €22.7b in 2013 to €24.9b in 2015.



Presenting the data

At the Global Wellness Summit, different sized balls are used to visually represent the 10 sectors that make up the US$3.7tr global wellness economy

flagship spas in higher-end properties.

While Europe continues to lead in overall spa revenues, Asia-Pacific boasts the greatest number of spa establishments and also added the most new spas from 2013-2015. Not surprisingly, China led the charge, while other emerging markets such as India, Indonesia, Vietnam, and Thailand continued to expand. In the mature markets in North America and Europe, spas have continued to grow in number and revenues (when expressed in local currencies). Meanwhile, Africa, the Middle East, and Latin America also showed robust growth, fuelled by a rising middle class with more disposable income. However, security concerns have put a damper on growth in several Middle Eastern and North African countries.

The solid spa market growth rates should not mask the challenges faced by many spas today. Even with an expanding customer base, existing spas are faced with rising operating costs, shortages of skilled labour, and competition from both new spas and non-spa entities.

> We project **spa facility revenues** will **rise** at a **6% annual rate** over the next few years, **reaching** an estimated **US$104bn**

At the same time, spas need to navigate a complex landscape in which consumers demand value, quality, specialisation, one-stop convenience, authenticity, differentiation, evidence, and results.

We project spa facility revenues will rise at a 6 per cent annual rate over the next few years, reaching an estimated US$104bn (€99.4bn, £84.7bn) by 2020. The industry is likely to employ 2.8 million workers by then, and will need an additional 400,000 trained spa therapists and 70,000 experienced spa managers and directors by that time in order to accommodate this growth.

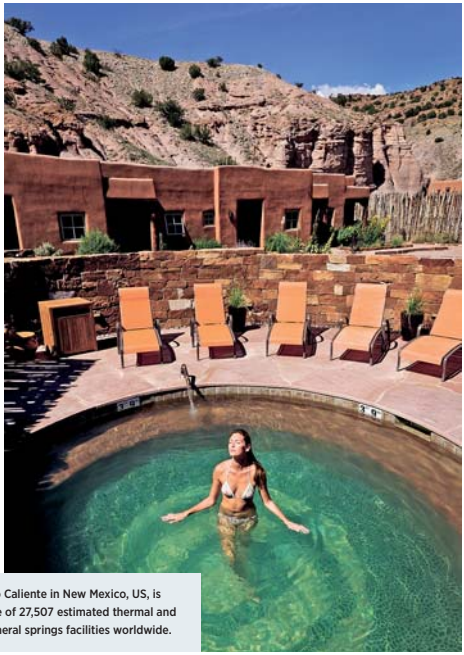
Spa growth also drives a broader spa economy, which encompasses not just spas themselves, but also other sectors that support and enable spa businesses, such as spa education, consulting, capital investment, associations, media, and events. These related sectors added US$21.0bn (€20bn, £17bn) on top of the US$77.6bn (€74.2bn, £63.2bn) spa revenues, to create a US$98.6bn (94.2bn, £80.3bn) global spa economy.

The **thermal/mineral springs** industry **grew** by a robust **10.4% annual growth** rate from 2013-2015

Research study 2
THERMAL/MINERAL SPRINGS

In 2015, we estimate there were 27,507 establishments built around thermal/mineral springs for wellness, recreational, and therapeutic purposes. These facilities are located in 109 countries and earned US$51.0bn (€46.1bn, £33.4bn) in revenues in 2015. Our research indicates that there is rapidly rising consumer, investor, and government interest in springs-based activities, with most establishments experiencing solid growth in both attendance and revenues. Measured in US dollars, the industry added $1bn in revenues from 2013-2015 (growing from US$50.0bn in 2013 to US$51.0bn in 2015); however, this modest growth trend is deceptive because it is dampened by the recent currency fluctuations. The areas with the largest thermal/mineral springs industries – especially Europe and Japan – saw major currency depreciation against the US dollar from 2013-2015, and so the revenue growth rates in these countries were much higher in local currency than in US dollars. Converting industry revenues to Euros, the thermal/mineral springs industry grew by a robust 10.4 per cent annually between 2013-2015 – from €37.9bn in 2013 to €46.1bn in 2015.

Most of the world's thermal/mineral springs industry is concentrated in Asia-Pacific and Europe (94 per cent of establishments and 96 per cent of industry revenues). Japan alone, with its estimated 17,328 onsen, is home to nearly two-thirds of all establishments. But because of their typically small size, they earn less revenues than China's hot springs resorts (numbering 2,200). Other top markets include many European countries with long-standing traditions of using thermal/mineral waters for therapeutic purposes. The decline in government subsidies for bathing as cure is driving many businesses to invest in better facilities to attract a younger, self-paying clientele.



Ojo Caliente in New Mexico, US, is one of 27,507 estimated thermal and mineral springs facilities worldwide.

Top Twenty Spa Markets, 2015

	Number of Spas	Spa Facility Employment	Spa Facility Revenues (US$ billions)	Rank for Revenues in 2015 (2013 Rank)
United States	24,421	378,783	$18.67	1 (1)
China	12,595	288,368	$7.09	2 (4)
Germany	6,488	143,134	$5.95	3 (2)
Japan	7,069	115,515	$5.08	4 (3)
France	4,011	77,297	$2.96	5 (5)
United Kingdom	3,185	55,342	$2.75	6 (8)
Italy	3,023	66,441	$2.46	7 (7)
Russia	3,010	105,461	$1.91	8 (6)
Canada	3,885	45,390	$1.91	9 (10)
Spain	2,672	48,756	$1.90	10 (9)
Austria	1,354	30,477	$1.60	11 (11)
Mexico	3,099	51,530	$1.48	12 (13)
South Korea	2,966	38,971	$1.48	13 (12)
India	4,734	55,862	$1.46	14 (14)
Switzerland	783	19,438	$1.15	15 (15)
Thailand	2,304	70,897	$1.01	16 (16)
Indonesia	2,070	60,682	$0.92	17 (17)
Australia	1,162	12,208	$0.79	18 (18)
United Arab Emirates	687	20,606	$0.74	19 (24)
Hong Kong	739	12,431	$0.68	20 (23)

Source: Global Wellness Institute

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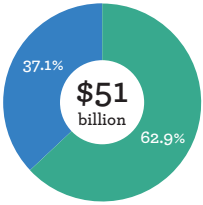
The thermal/mineral springs industry is positioned for rising investment and growth, as consumers seek out the healing properties of water

The world's thermal/mineral springs establishments include a mix of rustic, traditional bathing facilities; hot springs resorts; hotels with thermal water bathing; thermal waterparks; and thermal/mineral water-based sanatoria/health resorts. Not surprisingly, establishments that offer value-added spa services (eg, massage, facials, hydrotherapy, other treatments) earn much higher revenues than those that offer bathing only. Springs that offer such services (about a quarter of them) tend to be more developed and higher-end, and they account for nearly two-thirds of the industry's revenues.

Overall, the thermal/mineral springs industry is positioned for rising investment and growth, as consumers increasingly seek out the healing and relaxing properties of water and nature. We project industry revenues to grow at 4.8 per cent annually from 2015-2020, driven by rising consumer interest. We estimate that there are at least three dozen new international-scale thermal/mineral springs projects and major refurbishments/renovations slated to open over the next few years in multiple markets – Japan, New Zealand, Italy, Latvia, Morocco, Brazil, the United States, and many others. Many countries are also including thermal/mineral springs as a major pillar in their wellness tourism marketing and development strategies, such as Greece, Turkey, China, Japan, Chile, and Uruguay, among others.

Thermal/Mineral Springs
NO Spa Services
$18.9 billion
20,335 establishments



Thermal/Mineral Springs
WITH Spa Services
$32.1 billion
7,172 establishments

THE WELLNESS ECONOMY

The wellness economy encompasses industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives. In addition to spas and thermal/mineral springs, the GWI provides original data for the size of the global wellness tourism industry, workplace wellness, and wellness real estate. These five industries, combined with five other wellness sectors we measure using secondary sources, comprise the global wellness economy, a US$3.7tr (€3.5tr, £3.0tr) market in 2015.

The wellness economy now represents more than 5 per cent of global economic output, and it is almost half the size of global health expenditures, which reached US$7.6tr (€7.3tr, £6.2tr) in 2014. From 2013-2015, the wellness economy grew by 10.6 per cent (from US$3.4tr to US$3.7tr), while during the same period, the global economy shrank by -3.6 per cent.

Wellness economy growth is robust and resilient because it is positioned at the intersection of several major global trends: rising disposable incomes; the emerging global middle class; the mounting global health crisis; growing interest in travel, authenticity, and new experiences; and an emerging collective consciousness about the wellbeing of people and the planet.

Opportunities are particularly strong for businesses and sectors that aim to help people integrate wellness into their daily lives, instead of thinking of it as a luxury activity. As more people around the world turn to wellness-focused activities and lifestyles to mitigate their mounting stress and deteriorating health, we project that spas, thermal/mineral springs, and other wellness sectors will continue expanding at a healthy pace – faster than global GDP growth – in the coming years. ●

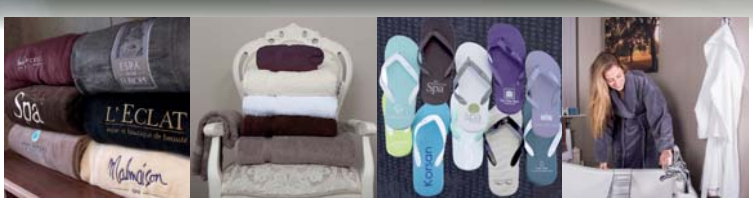
Thermal/Mineral Springs Facilities by Region, 2013 and 2015

	Number of Establishments		Revenues (US$ billions)		Employment
	2013	2015	2013	2015	2015
Asia-Pacific	20,298	20,146	$26.75	$29.23	901,509
Europe	5,035	5,613	*$21.65	*$19.74	416,705
Latin America-Caribbean	961	1,148	$0.87	$1.20	43,533
North America	203	237	$0.49	$0.57	8,455
Middle East-North Africa	315	324	$0.23	$0.24	15,023
Sub-Saharan Africa	35	39	$0.05	$0.06	868
Total	**26,847**	**27,507**	**$50.04**	**$51.04**	**1,386,093**

Source: Global Wellness Institute. Numbers may not sum due to rounding.

* Note that the decline in US$ revenues for Europe from 2013-2015 is due to the significant appreciation of the US dollar against the Euro and other major European currencies, and not an actual decline in the market. When converted to Euros, Europe's thermal/mineral springs revenues grew from €16.5 billion in 2013 to €17.9 billion in 2015.

Ophelia Yeung is a senior research fellow at the Global Wellness Institute
Twitter: @Global_GWI



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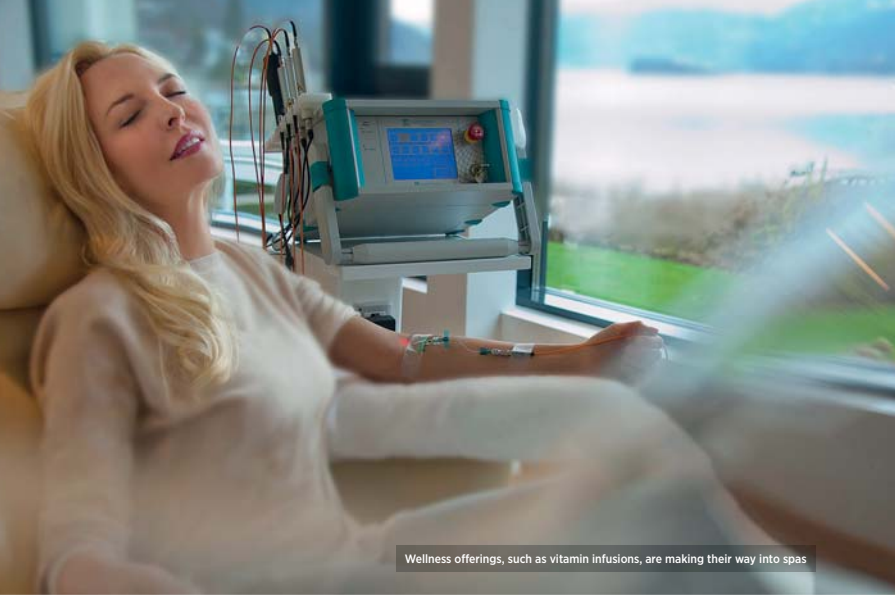


Wellness offerings, such as vitamin infusions, are making their way into spas

Ask an expert

Is adding wellness a viable option for spas?

The spa industry has seen a growing interest in wellness in recent years, but what does the concept actually mean, where do consumers go to get it – and do mainstream spas know what they're getting into? Kate Parker asks the experts

Within the last decade, there's been a growing trend for spas worldwide to focus on wellness. Recession-hit marketing departments – keen to move away from the connotations of unnecessary luxury that 'pampering' conveys – were eager to sell the idea of wellness-based treatments, as consumer interest gained pace.

Generally perceived to mean an offering combining a range of treatments and services that will improve health and balance the mind, body and spirit, wellness is a term that's not clearly defined, and the growth of all things 'wellness' in spas around the world has seen the offering interpreted in a variety of ways.

> 'Spas may not fully understand the challenges of adding wellness services'

From the delivery of spa staples like massage, to the inclusion of complementary therapies such as acupuncture, to full-on medical checks and diagnostics – consumers may be confused at the range of wellness options available to them.

Additionally, spas may not fully understand the challenges of adding wellness services. Aside from the cost of staff and equipment, there's also the matter of insurance and licences to consider – and that's before considering the challenge of having the specialist knowledge in place to select and build the right team.

Is there a distinction to be made between traditional medical wellness and an integrative wellness approach? If so, where do we draw the line, and how can spas navigate this complex field? We ask the experts...

Kate Parker is a regular contributor to *Spa Business*. kateparker@spabusiness.com

Susan Harmsworth Founder, ESPA

Wellness can mean many things to many people, depending on the type of facility, its geographical location and the wider culture. It's difficult for the consumer to differentiate between the many meanings of a word that is not clearly defined.

Historically, 'wellness' is a very Germanic word, which in Germany, Switzerland and Austria, is much more about the medical aspect of treatment. Today's consumers are educated, and their expectations are very high, so you can't afford to play around with wellness.

Consumer confusion is dangerous for the industry, and if you're going to deliver a product or a treatment, it has to be delivered with integrity. Personally, I prefer the word

'wellbeing': a combination of lifestyle and prevention delivered through traditional spa, health and beauty treatments, together with complementary therapies like acupuncture and ayurveda, and nutrition and fitness.

I think there's a distinction to be made between the offering of traditional wellness destinations with doctors on staff, as opposed to the integrative wellbeing approach that's growing within the spa

> If you can't do wellness well, then don't do it at all

industry. When working with complementary practitioners, it's important to define what modalities are accepted and insurable within each country of operation. Every geographic area of the world is different, so before you start putting together programmes that require specific practitioners, you need to know whether those practitioners can be licenced and insured there. The higher up the medical ladder you go, the harder it is to obtain the right insurance.

Another challenge is in having the management in place with the knowledge and experience to select and understand the various complementary practitioners' modalities. You'll need a spa director or lead therapist who has the capability to select and build the right team for your destination, as well as having the skillset to manage the knowledge and personalities involved.

My advice to mainstream spas looking to deliver a wellness offering is to really think about who you are, what you're trying to do, what your commercial equation is – and ultimately, if you can't do wellness well, then don't do it at all!

■ *Susan Harmsworth is the founder of the ESPA brand, with a portfolio of some 600 spas across 60 countries. Details: www.espaskincare.com*

Alfredo Bataller Pineda CEO, SHA Wellness Clinic

For us, the concept of wellness is when the body, mind, and spirit are in harmony. Health is not simply the absence of illness, but a person's optimal state of physical, mental and spiritual wellbeing.

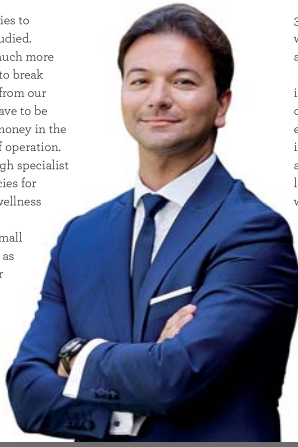
There is a growing interest in wellness in our industry, and while the impact of this on the individual is generally positive, it is a difficult journey for mainstream spas to take. It's hard to find expert professionals, especially when there's sometimes a disparity between Oriental and occidental medicine.

There can be problems in making East and West work together in harmony, with doctors and practitioners not used to accepting

> We significantly improve people's lives by addressing their complete, long-term health

alternative therapies to what they have studied.

It can also be much more difficult for a spa to break even in wellness; from our experience, you have to be prepared to lose money in the first three years of operation. There aren't enough specialist channels or agencies for this segment, so wellness destinations are competing for a small pool of top talent; as an example, at our clinic we have 93 suites, catered by a team of 300 experts from across



38 different nationalities, working to ensure guests achieve their health targets.

For us, wellbeing is individual – a holistic approach customised to the needs of each guest. We significantly improve people's lives by addressing their complete, long-term health – an approach with which mainstream spas may struggle.

■ *Alfredo Bataller Pineda joined the family company SHA in 2006, becoming CEO of SHA Wellness Clinic, a 5* medical wellness clinic in Alicante, Spain, in 2008. Details: www.shawellnessclinic.com*

Dr Harry F. König Head of medical care, Brenners Park Hotel & Spa

In the context of Brenners Medical Care, wellness reflects the idea that medical diagnostics and treatment can be performed in the ambience and quality of a 5-star grand hotel.

We believe that in order to be taken seriously in supplying such a medical wellness-orientated service, we need to perform to the highest level of quality. Dealing with lifestyle medicine, diagnostics and therapeutic medical procedures obviously requires specific skills and specialist knowledge, as well as meeting legal requirements and the understanding that medical treatments are not comparable to those offered in a spa surrounding.

Brenners has medical professionals who are self-employed, in their own premises, working closely together with a team of doctors

as well as staff from the hotel and spa. This requires a much smaller investment and financial risk for the hotel and spa than trying to build up a medical wellness service of which the hotel management has no solid knowledge.

Nevertheless, understanding the needs of all involved – as well as the exchange of necessary information and skills – is crucial for its success.

> There's a difference between medical wellness and giving wellness a 'medical touch'

Before considering a wellness service, mainstream spas must fully understand what the concept entails. I don't think that spas can deliver a combined approach if they don't have the required medical skills on-site. Neither can they achieve it if they don't have the specialist knowledge in place to select the right partner for the concept, or have the right location to be able to work together in structuring ideas and programmes.

I think there's a difference between medical wellness and giving wellness a 'medical touch.' For spas to be able to do the latter credibly – and also to a high level of competence – they will need to partner with medical services like physiotherapists and osteopathic-orientated therapists, and to include things like nutrition counselling and lifestyle management education, as well as programmes like yoga and Pilates. This will lift their wellness facilities into medical wellness institutions.

■ *Dr Harry F. König is head of medical care at Brenners Park Hotel & Spa, a renowned spa and healthcare destination in Baden-Baden, Germany, with a focus on preventative healthcare. Details: www.brenners.com*

Dr Harald Stossier Medical director, Vivamayr Medical Clinic

Wellness is a balance between the psychological, emotional, physical and social aspect of a person. Keeping all of these in balance paves the way to feeling and staying healthy. Facilities like ours strive to provide the surroundings to deliver this feeling of balance. We offer the traditional spa staples, but we are also able to diagnose and treat people's health problems within our medical facilities.

We're seeing a shift from a chemical stance within medicine, with its use of different drugs and orthomolecular substances, to the more physical side of treatments. In keeping with this, treatments and strategies like biofeedback and bio-resonance systems are increasingly available. I think it will take a few more years of research to establish such systems as standard in spas, as well as wellness institutions.

Wellness means much more than just the offering of a pampering treatment. Having the specialist knowledge and a thorough training in the philosophy of the approach is vitally important. In addition, the treatment environment and the wider facility have to be built around the philosophy of wellness.

Another challenge is the lack of enough qualified medical doctors prepared to head-up

> Most doctors are trained in treating disease, but not necessarily in its prevention

medical wellness facilities. Most doctors are trained in treating disease, but not necessarily in its prevention or with a holistic approach. The more we train doctors in preventative medicine, the more qualified medical wellness facilities we will see.

■ *Dr Harald Stossier is medical director at the Vivamayr Medical Clinic in Austria, combining Mayr medicine with advanced diagnostics, holistic medical treatments, orthomolecular medicine and meticulous diet plans. Details: www.vivamayr.com*

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COMING FULL CIRCLE

ESPA has been a leader in the field of therapeutic skincare and luxury spa design and management for 25 years. Here, founder Susan Harmsworth explains how the company's recent brand evolution will make ESPA even more relevant to the future of wellness

Founder Susan Harmsworth has been an industry pioneer for more than 40 years

This year ESPA celebrates its 25th anniversary. How do you feel the spa and wellness industry has evolved and changed over this time?

When I launched ESPA back in the early 90s, the concept of spas didn't really exist. There were beauty salons, there were hotels with swimming pools and gyms, and then there were health farms, which were often clinical and austere in their approach, and mainly focused on weight loss.

Also, skincare products at that time came mostly from department stores and were only addressing the skin in a superficial way, rather than also working beneath the skin's surface. Nobody was looking at skincare from a therapeutic point of view, as they hadn't realised the impact of health and wellness on beauty – until we launched ESPA.

We were the first company to incorporate all-natural products, using ingredients such as seaweed and aromatherapy oils. And while most products in the 80s and 90s were in unattractive packaging, we gave ESPA products a very sophisticated look with glass bottles and natural packaging.

ESPA creates unique Tri-Active™ blends of plant actives, marine actives and essential oils

ESPA products are made exclusively in the UK by the brand's scientists

Was the market back then ready for ESPA's products?

As I frequently say, ESPA was way ahead of its time, and even now it's at least five years ahead of the market in terms of many of its concepts and treatments.

We were the first company to incorporate head and foot massages to body treatments, to add scalp massages to facial treatments, and to create rituals. No-one else was taking a holistic approach at that time – it was the era of diets, weight loss and cosmetic machines.

Nevertheless, I could see a real need for what we were offering. Negative stress in the 80s became a huge factor – technology was starting to take over, air travel was increasing, women were back in the workplace and having to juggle families with careers – and nobody was addressing this.

Why have you chosen this time for brand evolution?

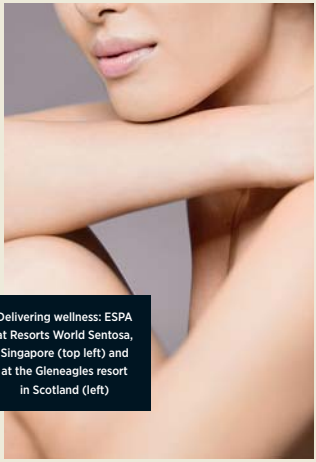
Evolving the brand, and the clarification of our message as we go forward with our brand evolution, is simply about coming full circle. We're touching base with our roots and core principles of holistic beauty and wellness, while preparing for the next exciting phase of our development.

What we did in the 90s is every bit as relevant today and much of it is now industry standard. What ESPA is working on today will almost certainly shape the spa and wellness market of the future.

For example, our mindfulness massages, sleep treatments and our cancer support programmes will be emulated and adopted by operators industry-wide.

We're also one of the few major skincare brands to manufacture our products exclusively in the UK, from our factory in the West Country. That's quite an achievement considering that we now export to 60 countries worldwide. We're also committed to keeping our products at least 98 to 99 per cent natural.

We've refocused on our original philosophy and taken cues from the simplicity and purity of the brand



Delivering wellness: ESPA at Resorts World Sentosa, Singapore (top left) and at the Gleneagles resort in Scotland (left)

when it first started. We've clarified, decluttered and restructured our brand communication, making it clearer, more confident and more engaging. We've distilled it from the vast amount of knowledge we have of the market and industry – and we're using that to move the brand forward.

What messages have you brought to the fore?

There's been a huge explosion in the discovery of natural ingredients, and the technology in harnessing their potency, and we continue to research the best ones and combine them in our formulas – so it was very important we highlighted this.

For example our newest product – Tri-Active™ Advanced Instant Facial – contains a number of ingredient 'firsts,' such as extracts of white truffle and microalgae cell.

But these ingredients aren't just there because they make a good marketing story. Our team of biochemists, dermatologists and aromatherapists create our unique blends and add in these ingredients at their most potent level, so that they not only deliver immediate topical results, but improve skin health and appearance over the longer term.

Another core quality of ESPA products is the sensory, olfactory experience they deliver. The power of smell is very grounding and its benefits are often overlooked. It's something I've always known, but now we have the research data to prove it – smell can positively impact a person's health and wellbeing.

We've also refreshed and modernised our product packaging, broadening the appeal and making it cleaner and easier to navigate, select and buy.

We've kept our beautiful glass bottles with textured caps that reflect the high-quality ingredients they contain. For example, for our face treatment oils, we've introduced dropper bottles to really emphasise how precious these oils are and to help and improve the ease of use.

> Each year, we deliver more than 5 million **treatments** and train up to 5,000 **therapists** WORLDWIDE

What do you see as ESPA's core strengths?

I see three main areas. First, our holistic approach to spa and wellness that's been there right from the beginning; second, our naturally active formulas that just keep getting better and better as our science advances; and finally, our immense expertise in the area of skills and training.

Each year, we deliver more than 5 million treatments and train up to 5,000 therapists worldwide. We really empower those therapists to be the absolute best they can be, and equip them with very advanced techniques that make a real difference to their clients.

When they progress to advanced status, they can deliver highly personalised experiences – for instance, they know ▸

about pressure points, lymphatic draining, manual lifting techniques, clinical aromatherapy, breath work, and more.

As a result, we have a huge and loyal team around the world who move with us and grow with us year-on-year. In our senior team, many of our employees have been with us for 15 to 20 years. That's a great accomplishment in an industry where there's traditionally a quick turnover of staff. The expertise we can offer our spas and clients is phenomenal, and I'm hugely proud of that.

What trends in wellness and skincare are you seeing at the moment?

When I started ESPA, the face was the focus of treatments, but over the years the body took over, and massage still represents 50 to 60 per cent of the market. But I see facials and holistic techniques now coming back in a big way.

It's not that offerings like fillers, Botox and other cosmetic procedures will diminish, but I do believe many will become disillusioned with them and start to seek more natural alternatives.

How can ESPA products help women?

Our products are designed to help women be the best they can be at all stages of their life – from when they're younger and in the maintenance phase, moving into the prevention phase in their 30s and 40s, and going on to address the specific ageing challenges of their skin post-menopause.

We've done a lot of work in recent years – and this is another key message of our rebranding – to make our product ranges complementary and interchangeable, so skincare becomes highly personal.

We're enabling clients to become their own mixologists, if you like. We don't have a specific fragrance linked to a certain skin-type range, so they all work harmoniously together and can be layered accordingly. Because of this personalised approach, one 40-year-old ESPA client's cosmetic bag could look completely different to another's.

In recent years, we've been pioneering our concept of Tri-Active™ ingredients – plants and marine actives combined with essential oils. Our products are not just natural, but highly complex in a way that many organic or natural brands aren't. They also feel very light and luxurious on the skin – which often surprises clients who may be trying one of our serums for the first time.

ESPA will reveal plans for a number of wellness-specific destinations later in the year

> Our **products** are not just **natural**, but **highly complex** in a way that **many** organic or natural brands aren't

ESPA treatments are focused on delivering tangible results and inner calm

How do you see the ESPA brand going forward?

We'll continue to develop pioneering products, launch new spa collaborations worldwide and we're also developing some new wellness-specific destinations that will be announced later this year.

But it's also important to note that the industry as a whole should not be devalued by this current preoccupation with wellbeing. Wellbeing, alternative therapies and integrative medicine are exciting areas – and areas I've been involved with for many decades – but I don't think they're ready or able to go mainstream.

The industry can train therapists to a very high standard, but wellness requires whole different skill sets – such as osteopathy, hypnotherapy and clinical nutrition, for example.

As an industry, we must be able to deliver what we say we're going to deliver – otherwise we risk disappointing clients and casting the industry in a negative light. It will take time, hard work and investment for the industry to deliver wellbeing in the way that it needs to.

That said, there are so many amazing therapies on offer at today's spas. When I first started, the industry was very exclusive and only available to the rich. Now there are all different price points, enabling everyone to experience the wonderful benefits of a spa.

In the same way the ESPA brand is able to touch the lives of all women, at all stages of their life – and through our potent skincare and protocols, they can enjoy life-enhancing benefits, tangible results and inner calm.

ESPA

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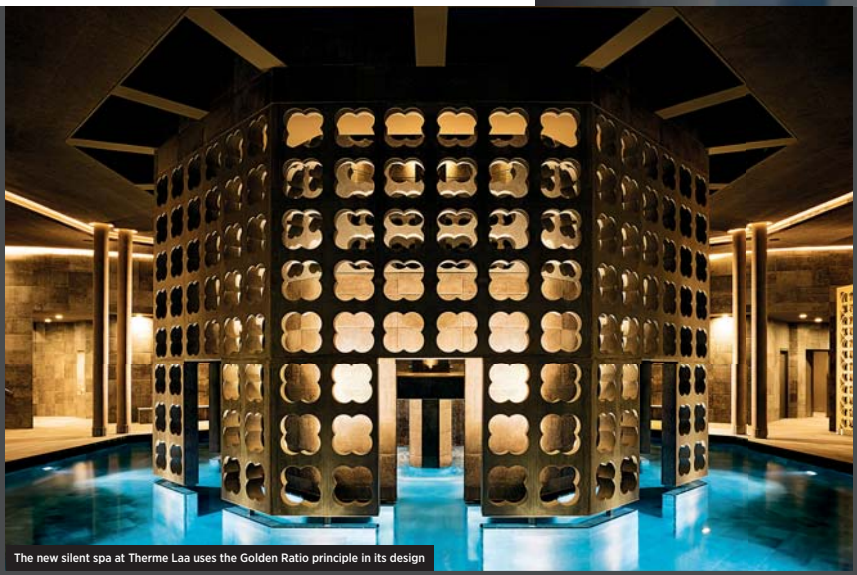
THE SOUND OF silence

Vamed Vitality World is one of the largest thermal resort operators in Austria. Now, with the opening of its latest spa, it's focusing on consumer demand for quiet reflection. Jane Kitchen finds out more



The new silent spa at Therme Laa uses the Golden Ratio principle in its design

Guests have said that they want to have space and time for contemplation

Austrian-based Vamed Vitality World has quietly captured the attention of the spa industry with the recent opening of a €14m (US$15m, £12m) stand-alone, silent spa. But the company has been working in the wellness space for more than 20 years, operating resorts that blend thermal waters with health, family fun with quiet contemplation, and luxury VIP treatments with affordable access to all.

It's a model that's proven highly successful for Vamed Vitality World, which operates nine facilities – eight in Austria, one in Budapest – and is one of the largest operators of thermal spas and health resorts in Austria, with more than three million people walking through its doors each year – an impressive number in a country that only has eight million inhabitants.

Tom Bauer is COO of Vamed Vitality World and its nine thermal resorts

A genesis in medicine

The company's wellness roots run deep: parent company Vamed is a global provider for hospitals, offering project development, planning, construction and management of healthcare facilities and hospitals. Publicly traded Vamed is a healthcare giant with a global reach; it boasts offices in 78 countries, has implemented 760 healthcare projects globally – including hospitals in far-flung corners of the world – and had an annual turnover of €1.118 bn (US$1.170bn, £948m) in 2015.

In addition to hospitals, Vamed also operates elderly care centres and rehabilitation centres, so it was an easy leap, 20 years ago, to get into the prevention side of things by branching out into health and medical spa resorts.

As a result, Vamed Vitality World's nine facilities all have a strong medical ethos, with each location combining balneological treatments with a specific medical focus. The resorts also offer traditional 'feel-good' spa treatments such as massage and facials, which help round out the business model, but it's the health and wellness aspect that set the resorts apart.

"The medical aspect of our offerings is of high importance to us," says Tom Bauer, COO of Vamed Vitality World. "[Vamed Vitality World] is founded by our medical company, and therefore, it's solid."

Everything from back pain, to psoriasis, to kidney and urinary tract conditions ▸

The Aqua Dome in Tirol, Austria, features outdoor thermal pools in a dramatic Alpine setting

We want to make sure everybody – even a family – can afford to come two to three times a month

Therme Laa is designed with four symmetrical rooms, each in the shape of an ellipse

is addressed through treatments at different Vamed Vitality World resorts (see facing page for more).

Each resort's location helps to dictate what medical issue it will focus on; for instance, at the Aqua Dome in Tirol – which is famed for its Alpine skiing – sports medicine and rehabilitation are a big part of the offering, and the resort works with local clinics.

Local involvement

Vamed Vitality World also works with local communities, creating public-private partnerships. At its St Martins location, for example, 13 neighbouring villages are actually part-owners of the resort, along with the Vamed parent company.

With up to 300 people employed at each spa resort and 80 per cent of the food and beverage sourced from the local community, a Vamed Vitality World resort can have a significant economic impact. "It's beneficial for everyone," says Bauer. "We're predominantly purchasing regionally, from the local baker or butcher. And we create facilities which are extremely beneficial for the city and the country in terms of job creation and taxes."

This local involvement extends to use of the facilities; it's important that locals have access to the spa and use it. "We have a holistic approach – we want to make sure that the inhabitants working in our property and who live in the villages see our spa as their spa and are proud of it," says Bauer. "We want to make sure everybody – even a family – can afford to come two to three times a month."

Continued investment

The company also regularly invests in its resorts, committing funding for new projects every five to seven years, "so we can do the latest thing people are asking

Vamed Vitality World locations

Aqua Dome Tirol Therme
Längenfeld, Austria

Features curative spa waters from 1,865ft below ground, 12 indoor and outdoor pools, equipment specially designed for back therapy, and seven saunas spread over 20,000sq ft.

Spa Resort Therme Geinberg, Austria

Supplied by one of Europe's hottest thermal springs, with five thermal, freshwater and saltwater pools.

Therme Laa - Hotel & Silent Spa, Austria

Health centre with holistic approach targets back and neck problems, digestive issues, poor posture and restricted mobility, supplemented by PH-balanced GourMED Cuisine and fasting programmes based on FX Mayr approach. Thermal waters rich in sodium, chloride and iodine. New 3,600sq m silent spa.

Aquaworld Resort, Budapest

Three-level Oriental spa and fitness centre, indoor and outdoor pools, waterslides. Includes immersion cures for psoriasis, eczema, rheumatism and joint degeneration.

La pura women's health resort Kamptal, Gars Am Kamp, Austria

Focus on the specific needs of female spa visitors, including FX Mayr cure especially for women and back-strengthening programme.

Therme Wien, Vienna

Everything from non-residential spa cures and physical medicine to rheumatism therapies and outpatient physio. Curative thermal springs with high sulphur content to treat musculoskeletal disorders and respiratory and pulmonary conditions.

St Martins Therme & Lodge
Frauenkirchen, Austria

Qualified kinesiology practitioners, preventative healthcare therapists and personal trainers, with treatments based on the five-pillars principle. Thermal mineral water containing sodium hydrogen carbonate and chloride, recommended for the treatment of chronic inflammatory rheumatic disorders and degenerative spinal and joint complaints.

Gesundheitszentrum, Bad Sauerbrunn, Austria

Three healing spas with curative spring waters. Focus on convalescent therapies for musculoskeletal disorders, metabolic conditions, cardiovascular disease, and kidney and urinary tract problems.

Tauern Spa Zell am See, Kaprun, Austria

Located in the Hohe Tauern National Park in the Austrian province of Salzburg. Offering healthy back programme with the Feldenkrais method, sporting activities with views of Kitzsteinhorn Mountain, and mineral waters rich in calcium, sodium, magnesium and sulfate used in both bathing and drinking cures.

We don't want to force contemplation, we only want to create a platform where you can experience it

for," says Bauer. The latest of these projects is the €14m (US$15m, £12m) stand-alone silent spa, which opened in December at the Therme Laa location in the Weinviertel region of northern Austria. The 3,600sq m (38,750sq ft) silent spa – which has a 160-guest capacity – is in addition to the extensive spa facilities already on offer at Therme Laa, and was created based on what guests were saying they wanted more of: time, space and room for reflection.

"Our body is perfectly taken care of – what we are lacking is for someone to take care of our souls as well," Bauer explains.

Entrance to the silent spa is offered both in hotel packages or for day rates. Bauer says guests are searching more and more to have the space and time for contemplation that the silent spa offers. And it seems he's been proven right; within the first week, the silent spa received several thousand bookings. "It really looks like we hit the nail on the head with this product, and we are kind of pleased, by having created a place that it seems like people are really looking for," says Bauer.

Creating sacred spaces

Vamed conceptualised the space and worked with architect Wolfgang Vanek of Holzbauer & Partner to realise the project. Together, they drew on elements of sacred architecture, such as 16th century cathedrals, to create a building that is designed to inspire. "If you go into a church, all of a sudden, something happens to you – you get calmer," says Bauer. "Architecture has an influence on that. We asked: 'What would be the right interpretation of that building that would translate into the 21st century?'"

The Silent Spa is linked to Therme Laa, but located in a separate building with its own entrance. The interior layout is formed by four symmetrical main rooms, each in the shape of an ellipse. These gravitate around a central tower, within which sits a three-storey cascade fountain. Natural thermal water flows into several pools throughout the space, creating a 500sq m (5,382sq ft) walk-in water landscape. Each of the four rooms provides a different function. Facilities include a saltwater pool, a salt chamber, spa suites, a steam bath and treatment facilities. There is also an exercise room, a bar and restaurant, and a 400sq m (4,306sq ft) sauna area for infusion ceremonies.

The spa is centred around a central tower and three-storey cascade fountain

The construction is based on the principle of the Golden Ratio – a mathematical ratio found in nature that has been used in architecture for thousands of years – and the geometrically pleasing format continues through the interior details. "There are no golden chandeliers – just marble, stone, wood, glass and water – it's very minimalistic," says Bauer. "We don't want to force contemplation, we only want to create a platform where you can experience it."

The spa features king-sized relaxation beds with rolls and pillows, giving guests space and privacy. Windows are carefully placed to encourage the reflection of sunlight on the water, which then reflects onto the stone walls, creating an atmosphere of tranquility.

On-trend for the future

Guests can also pre-book a fast check-in, along with personalised butler service, a special lounger and spa robe (in their choice of sizes), iPads supplied with a classical music selection and more than 250 newspapers, all through the Very Relaxed Person, or VRP, Check In – "so you can dive into contemplation," says Bauer. For guests preferring to stay offline, real games and a library are also available.

Vamed Vitality World appears to be right on trend at the moment; in the Global Wellness Summit's wellness trends for 2017, and both silence and sauna events are featured. Bauer says the secret is in listening to what customers are asking for, and looking at the world we're living in – both now, and in the future.

"We have to make sure we are going to take the next step with our products," says Bauer. "We have to ask the tough questions of, 'How do we want to balance our life? How are our children going to master theirs in ten, fifteen years?'" ●

Jane Kitchen is managing editor of *Spa Business*
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LIVING WELL

In the first in a series, Jane Kitchen looks at some of the biggest wellness communities being developed in Asia – and what the challenges and benefits are to a region that seems primed for growth

Wellness communities are on the rise; real estate firms, investors and the public are starting to see the benefits – both financial and physical – of creating and living in areas dedicated health. But what are the challenges faced in this budding industry, and how successful will these communities be?

The Global Wellness Institute (GWI) estimates that wellness real estate was a US$118.6bn (€107bn, £95bn) sector in 2015 – a healthy 19 per cent increase since 2013. In response to this, the GWI launched an initiative last year focused on wellness communities – defined, in part, as those developed with proactive health and wellness, ecological sensitivity and social connectivity in mind. "Models for wellness real estate are evolving from places we'd like to visit, to places we can now work, play, heal, learn – and ultimately – places we can live," says Mia Kyricos, who is chair of the initiative and founder of strategic advisory firm Kyricos & Associates.

> "Models for wellness real estate are evolving from places we'd like to visit, to places we can now work, play, heal, learn – and ultimately – places we can live"
>
> MIA KYRICOS

Ingo Schweder, CEO of GOCO Hospitality, which is developing several wellness communities, says the movement is becoming more mainstream. "The demand for wellness communities is growing worldwide, because individuals are now seeking a combination of healthy lifestyle, sustainable environments and dedicated service at their fingertips," he says. "We're witnessing an increase in health and wellness consciousness throughout the world, which is creating and supporting this change of mindset."

'Major market opportunity'

Kyricos says she too expects to see growth in the sector, as both the health benefits and business opportunities become more apparent. "For the first time in years, there is authentic consumer demand, and there's very little supply," says Kyricos. "This isn't just an under-served market for a select few; it's a major market opportunity that spans all income levels and geographies."

Wellness communities typically include facilities such as places to connect socially and outdoor fitness amenities, and are also usually built to environmental standards, but spa and wellness facilities still feature front-and-centre in every major development. "With the development of this market, spas and the spa lifestyle have the opportunity to serve at the heart of the community," explains Kyricos.

The pivotal nature of spa in wellness communities also means that these communities are an untapped area of growth for spa operators and suppliers.

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Wellness communities, such as GOCO's Retreat in Ubud, Bali, are often designed to green building standards

The Retreat will feature a substantial wellness centre with 45 treatment rooms

GOCO Retreat

UBUD, BALI

OPENING: **late 2017/early 2018**

With the aim of being "a pioneer in Indonesia's wellness hospitality industry," GOCO Retreat Ubud will be set on a 180,000sq m (1.9m sq ft) site, billed as Indonesia's first large-scale wellness community.

The retreat will have 76 wellness real estate properties ranging from single units to four-bedroom villas, as well as 83 retreat guestrooms. It will also include a substantial wellness centre with 45 treatment rooms, as well as consultation rooms, traditional Chinese medicine rooms, an ayurvedic centre, nursing facilities, a medi-spa, fitness studios, outdoor treatment areas and an extensive outdoor rainforest bathing area.

> "We want to create a village with seamless integration between hotel, F&B, retail, sustainability, cultural authenticity, fitness and spa"
>
> INGO SCHWEDER

A farm-to-table restaurant, cultural gallery and organic gardens are all part of the Retreat's wellness appeal

"We want to create a village with seamless integration between hotel, F&B, retail, sustainability, cultural authenticity, fitness and spa," says Ingo Schweder, CEO of GOCO Hospitality.

All the buildings will have circadian lighting and air purification systems, and be constructed in accordance with green building standards.

Masterplanning will encourage general physical activity and a wide range of facilities will be available, including F&B outlets such as a wellness restaurant, tea lounge, thermal bathing cafe, farm-to-table restaurant and food stalls.

The development will also have an aromatherapy distillery, an organic farm and gardens, artists' studios, an amphitheatre and a cultural gallery. Rounding out the development will be a cooking school, retail outlets, a kids' club and jogging and bike trails.

GOCO Retreat Ubud has plans to deliver integrative wellness programmes that are designed around the guest's personal wellness journey, and use professional consultations to prescribe specialty treatments, along with focused nutrition and exercise. Treatments will combine Asian traditions and knowledge with contemporary Western medical science.

> China has the same wellness drivers as the rest of the world – but on steroids
>
> SAMANTHA FOSTER

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And importantly, this is a way for spas to move from being special-occasion pampering for the few, to being places of daily healing and preventative health for an entire community. "(Spas) will serve a critical role in wellness communities, and without them, it will be hard for the community to deliver on its overall value proposition of holistic health and wellness," explains Kyricos.

A closer look at Asia

While there's widespread interest from around the world in wellness communities, each region has its own nuances – and challenges. We begin this multi-part series in Asia, where we take a look at some of the biggest projects in the works.

Samantha Foster, director at Bangkok-based Destination Spa Management, says in China, pollution problems and a high-stress business culture have created a strong demand for wellness communities.

"China has the same wellness drivers as the rest of the world – but on steroids," says Foster. But despite this demand, converting wellness communities from concept to reality is a slow process. "Developers feel that adding wellness to a development will provide them a competitive advantage in the increasingly tough real estate market," Foster says.

However, part of the problem in Asia may be that there is a lack of evidence proving the success of the concept. "Investors get cold feet when they see the greater expense and complexity relative to a normal development, and want to see proof of return on investment – which of course doesn't exist yet," Foster explains. "I believe that as soon as the market sees the first true wellness community in action, many will quickly follow. The region just needs one champion project, and it will be solid growth from there." ●

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PHOTO: SETH POWERS

Sangha

SUZHOU, CHINA

OPENING: **Q2 2017**

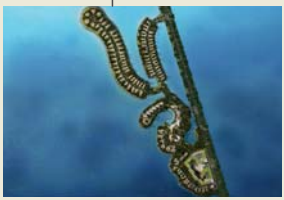
Architecture practice Tsao & McKown have designed Sangha, a 189,000sq m (2m sq ft) luxury wellness retreat along Yangcheng Lake outside of Suzhou, China, which includes a collection of four-bedroom residential villas and apartments as well as a 69-bedroom wellness hotel, a substantial spa and a "learning campus."

Sangha is being built by Octave – a development company dedicated to creating wellness communities, which is owned by Calvin Tsao, co-founder of Tsao & McKown. GOCO Hospitality did the initial consultancy work on the project. Tsao says he's interested in eventually bringing his work with Octave to other markets outside China, and has his eye on upstate New York.

Sangha's wellness hotel offers a platform for wellbeing works, including an integrated medicine assessment and treatment centre, mind-body practice, coaching and counselling, spa, medi-spa and mindful dining. The 6,000sq m (64,583sq ft) spa will include treatments from massages to colonics, as well as a hammam, wet spa, steam room, saunas and night walks.

CALVIN TSAO

Above: Octave has already built the Shanghai Living Room, a prototype and incubator for Sangha (below)



> Tsao plans to take his work to other markets outside China and has his eye on upstate New York

"Because the spa space is all about the environment and relocation and introspection, it's rather fantastical," says Tsao. "It's a subterranean space pierced with skylights – and the ceiling undulates."

Adjacent to the wellbeing hotel will be a village quarter that houses an executive education and learning complex, designed for deep group learning experiences. "In the design, the way we've organised spaces is meant to encourage congregation as well as individual contemplation, so there are quiet places, areas where people can retire for meditation and introspection," says Tsao.

The wellness retreat will offer a series of six wellness programmes, focused on everything from nutrition awareness to mindfulness to family harmony.

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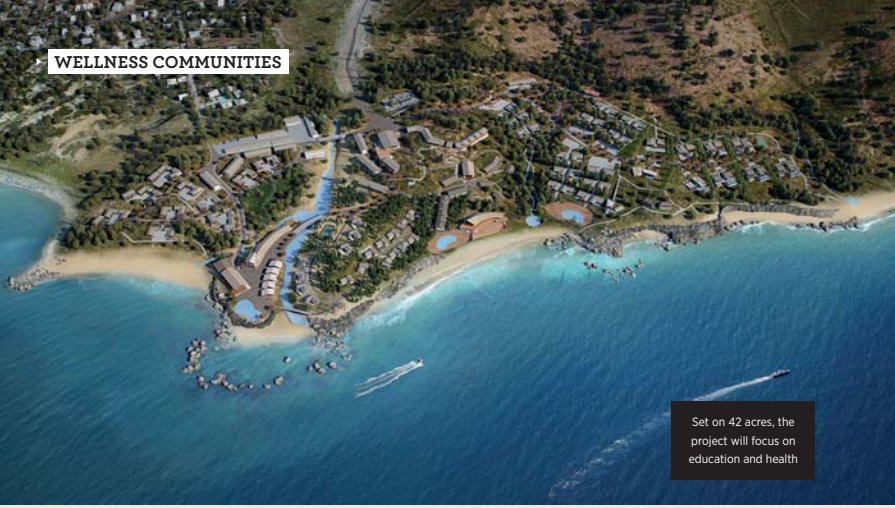

Set on 42 acres, the project will focus on education and health

Q'in will include 1,000 homes

Q'in Wellness

HAINAN, CHINA

OPENING: **late 2018**

Q'in Wellness will include 1,000 homes, a residents' club and a 110-bedroom destination spa resort, including 10,000sq m (108,000sq ft) of wellness facilities. Destination Spa Management (DSM) provided concept planning for the project, and will manage the destination spa.

Services at the spa will include diagnostics, holistic health, physiotherapy, fitness, spa, beauty, and non-invasive cosmetic procedures.

Samantha Foster, director at DSM, says that the wellness facilities will be available to residents and resort guests, and the next step is to work on the integration of wellness into the masterplan, with plans to add allotment gardens, running tracks, cycling paths and an organic cafe.

Unnamed project

HOA THANG, VIETNAM

OPENING: **2019**

Destination Spa Management is working on an unnamed project in Vietnam with a focus on both education and health. Owned by Sonia Nguyen, who grew up in the area, the project is set on 17 hectares (42 acres) over five beaches in Hoa Thang, and will include a detox retreat, an 80-room family resort, a school for village children (which will teach both English and hospitality skills) and 60 houses.

Central to the project is a town square where residents and guests can interact with the local community for retail, arts and crafts, dining, and workshops that provide a hands-on experience of traditional Vietnamese life. Other features include an on-site organic farm and a distillery for aromatherapy based on Vietnamese traditional medicine. The housing will use WELL building standards, and wellness facilities have been designed so that they can be accessed by residents but retain an element of privacy for the resort guests. "It's a magic, magic project," says Foster. "It's literally all about creating something for the good of the local people as well as the guest."

The DSM team, from left: Sharon Menzies, Joy Menzies, Samantha Foster

Avira Living in Wellness

MALAYSIA

OPENING: **unknown**

Avira – ancient Aramaic for 'air, atmosphere and spirit' – is billed as a 207-acre wellness community located within Medini, a fast-maturing enclave with easy access to Singapore.

Developed in part by Malaysian-based lifestyle property development group E&O, The community has "Living in Wellness" as its theme, and will feature homes, bungalows, condominiums, and serviced apartments peppered with green pockets, pedestrian-friendly walkways, and communal gardens. The wellness facility is currently being redesigned, and further details are not yet available.

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TOP TEAM

AccorHotels Luxury Brands

Following its acquisition of FRHI last year, Accor has created a wellbeing division for its luxury properties. Katie Barnes talks to the people driving the change

The end of 2015 saw the announcement of two major mergers in global hospitality as US hospitality brand Marriott revealed its intention to buy rival Starwood Hotels & Resorts for US$12.2bn, and soon after Paris-based AccorHotels Group confirmed its interest in acquiring FRHI Hotels & Resorts.

Accor was the first to complete its deal, buying FRHI in July 2016 for a reported US$2.7bn, making it one of the biggest hotel groups in the world.

Accor operates the Sofitel, Pullman, MGallery, Novotel and ibis brands, among others, and has around 3,800 properties, while the FRHI portfolio includes the brands Raffles, Fairmont and Swissôtel, with approximately 130 sites, plus more in development. While the merger represents an undeniably huge shake-up in hotel circles, it's also set to have an equally significant impact in spa terms – affecting more than 250 facilities globally – merging two international spa teams as well as numerous spa concepts, including Sofitel's SoSpa, Fairmont's Willow Stream Spas and Swissôtel's Pūrovel.

> The group has created not a spa, but a 'wellbeing' department, which will see a focus on wellness throughout all hotel departments

Moving forwards, the spa focus will be centred around the six main high-end brands of Sofitel, MGallery and Pullman, and Fairmont, Raffles and Swissôtel, which will all fall under the remit of the newly created AccorHotels Luxury Brands division. And in a particularly interesting and noteworthy move, the group has created not a spa, but a 'wellbeing' department, which will see a focus on wellness throughout all hotel departments – a shrewd move given the growing momentum behind the wellness hotel movement.

But why has Accor decided to go down this route, how will it implement a wider wellness strategy, who's behind it – and where will spas fit? *Spa Business* talks to those executing the changes to find out.

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Chris Cahill CEO, Accor Luxury

Cahill has worked in the hotel industry since his early twenties, with a focus on operations, multi-brand management, sales and marketing. Prior to joining Accor, he was with Las Vegas Sands Corp, but before that he spent nearly 20 years with FRHI. "Joining Accor, with its recent acquisition of FRHI, feels like a bit of a homecoming," he says.

> Wellbeing is now a concern that has been elevated to the attention of governments and international organisations

Why is Accor's acquisition of FRHI so significant?
The acquisition of FRHI instantly catapulted AccorHotels from being the largest and most experienced hotel group in Europe to being a global leader in the luxury hotel market. This is an enormous milestone for our group, to take on management of icons such as The Savoy in London, Raffles Singapore, and New York's The Plaza. The deal has also given Accor a sizeable foothold in North America, the world's largest consumer market.

Accor has introduced a wellbeing team - what is the rationale behind this?
Luxury is a high-touch business and our luxury brands require dedicated resources on key service touch points. Both Accor and FRHI already had a strong commitment to spa and wellbeing, and with such great talent in the company, it was an easy decision to continue to expand on this and establish it as one of the fundamentals for our Luxury Brands structure.

What's your vision for Accor's luxury division and how does wellbeing tie in with this?
Wellbeing is now a concern that has been elevated to the attention of governments and international organisations such as WHO and UNESCO. It's good business to include a level of expertise and a strategy towards wellbeing that arms our group with the resources to meet the demands – and future demands – of guests, and to help define our philosophy. If our guests leave our hotels feeling energised and healthier than when they arrived, we'll have done our job.

'If guests leave feeling healthier than when they arrived, we'll have done our job'

● Cahill says he'll be vigilant about factors contributing to an imperceptible sense of wellbeing

Typically wellbeing in hotels is restricted to spas. Why is Accor taking it a step further to include other hotel departments?
Wellness does not begin or end at the doors of the spa. A sense of wellbeing may be achieved through services within the classic spa environment, or through great fitness facilities, but also through less obvious areas. For example, we might include open kitchens where guests are welcome to engage with the chef, or more stimulating social areas, or more outdoor pursuits. We will be vigilant about factors contributing to an imperceptible sense of wellbeing, such as air, water, lighting and sound quality. These concepts all contribute to the achievement of guest wellbeing. ▸

Andrew Gibson vice president of wellbeing, Accor Luxury

Andrew Gibson has more than 30 years of experience in spa and wellness, fitness and resort development, and has worked with Six Senses, Mandarin Oriental, and Raison d'Etre, before he was vice president of spa and wellness for FRHI, and now VP of wellbeing for Accor.

Gibson will look at how to provide wellness throughout the hotel

What will your new role at Accor entail?

The title of VP of wellbeing is new to the hospitality industry and provides an insight to the forward-thinking approach Accor has towards providing hospitality for all. As VP of wellbeing, I'll be exploring how we provide wellness services and design processes throughout the hotel so that a guest can leave our hotels feeling energised and healthier than when they arrived – a concept of imperceptible wellness.

Wellbeing extends beyond fitness and spa, affecting the thought process behind the design and function of guestrooms, the interaction of food and beverage with spa and fitness, and the energy levels in public areas. I think the timing is right to move into the field of wellbeing. My career has evolved from fitness in a hotel to spa and now to wellbeing, which reflects how societies have evolved with the growing awareness and demand for wellness services.

The challenges remain remarkably similar at each paradigm shift in thought. We still have to convince the leaders in hospitality that change is coming, that it will be profitable to the brand, and it will reflect the demand from guests.

Wellbeing may seem a little abstract today, and many features will fail, but the successful features will become standard in all hotels within the next five years, and AccorHotels wants to be among the best providers of wellbeing. My job is to identify what we think will be successful, and then convince our teams to embrace the changes.

How challenging has it been to merge two spa teams?

We have two extremely talented teams with a depth of experience. Both Lindsay and Aldina are dedicated professionals who are well-respected throughout the industry and bring tremendous knowledge to the team. Our goals and objectives are remarkably similar, so the challenge is how to retain the unique identity for each brand and capitalise on the synergies and best practices we have within each group.

We should not expect a radical change in the look and feel of each of the luxury and upscale brands within Accor, but more of a natural transition that embraces many of the wellness concepts that are introduced.

> A guest can leave our hotels feeling healthier than when they arrived – a concept of imperceptible wellness

What are the challenges facing the wellbeing team?

The spa contributes towards a hotel's success in many ways. Society and governments are changing their attitudes towards maintaining healthy communities, which will require companies to adapt to systems that protect the wellness of their employees, as well as their guests.

Accor will be agile and well-positioned to adapt and change to meet these challenges. The biggest challenge for our wellbeing team is to convince hotel owners that they need to plan and invest for future shifts in demand and governance.

The spa contributes to a hotel's success in many ways

Duarte Ramos created Sofitel's SoSPA concept

Aldina Duarte Ramos director of wellbeing for Sofitel, Swissôtel and Pullman

After starting her career with Hôtel Le Bristol Paris, Aldina Duarte Ramos worked for skincare brand Anne Semonin, managing spa operations for the launch of the brand's flagship spa in Bangkok. She joined Accor in 2004 as spa product manager, building the LeSpa multi-brand concept and overseeing its international expansion, before creating Sofitel's SoFIT and SoSPA wellbeing concepts. She's just finalised Pullman's spa and fitness concepts.

How would you describe your new role?
When it comes to spa projects, wellness initiatives and implementations, I supervise activity for Sofitel Legend, SO Sofitel, Sofitel, Pullman and will now add Swissôtel and the brand's Pürovel concept to my scope on the global scale. A key focus will be to integrate the work processes of our merged companies and adapt and harmonise the workflow.

How crucial will spas be to the overall wellbeing strategy?
The current strategy goes beyond spa philosophy and targets accessible wellness as an optional service. Spa is the fourth pillar of our wellbeing strategy, alongside sleep, food and sport. We conducted a five-month pilot across the world in order to challenge and adapt all the wellness initiatives for each brand. This input fuelled our brand guidelines as we monitored best practices, and assessed cost and implementation challenges. I created training modules and an e-learning platform so our team members could share experiences, tools and advice. We also recently launched a spa management programme, and I attended all sessions to make sure that our guidelines and brand collateral material translated into the respective actions plans.

> Spa is the fourth pillar of our wellbeing strategy, alongside sleep, food and sport

How are you going to create a point of difference for each of the Accor Luxury brands?
Our wellbeing strategy is adapted to each brand's DNA. For Sofitel, we started a collaboration with the fashion model and actress Marisa Berenson. Marisa has a beautiful approach of wellbeing and lifestyle; she is a SoSPA muse and the symbol of effortless wellbeing. For Pullman, we worked with Sarah Hoey, who is a coach, yoga instructor and nutritionist, and also a millennial driven by the motto 'work hard, play hard.'

Duarte Ramos will design integrated wellness experiences for Sofitel, Pullman and Swissôtel

What's your goal for 2017?
I'll focus on spa concepts, logistics, business plans, and wellbeing execution and implementation, working closely with architects and designers. I'll also provide support to general managers on how to drive their wellness operations, optimise resources, develop talent, leverage strategic partnerships, and achieve relevant KPIs. And I'll design integrated wellness experiences, enhancing guest satisfaction through improved client flow, treatment quality, luxury service standards, and effective menu engineering.

Lindsay Madden-Nadeau
director of wellbeing, Fairmont, Raffles, MGallery

Madden-Nadeau will help define what wellbeing means for Fairmont, Raffles and MGallery

Lindsay Madden-Nadeau began her career with Fairmont in Bermuda, helping to open the Willow Stream Spa. She spent 12 years working for FRHI before leaving to work with Madinat Jumeirah at the Talise Spa, and then for Minor Hotels, before returning to FRHI almost three years ago, where she was global director of spa operations and integration.

How would you describe your new role?
As director of wellbeing for Fairmont, Raffles and MGallery, I'll assist in defining what 'wellbeing' means to each of these brands. The biggest change in my role is moving away from operations and financials and focusing on the refinement and positioning of our spa brands. We'll have regional supports who focus on operational excellence, which will free up more time for me to evolve our brands.

What's the wellbeing strategy for each of the hotel brands?
Raffles Spa is a smaller, more refined offer of spa and fitness, and is unique in each destination. It focuses on space, privacy and time in a truly luxurious environment.

Fairmont wellbeing will focus more on a selection of lifestyle choices, expanding our current offering and tying loose ends together. For MGallery, wellbeing will be quirky and memorable and directed to each region, but with a common thread; we will really be thinking outside the box in setting future trends.

We don't want to rush this; we really want to get it right, from the brand ethos to the guest experience, all the way down to the design, so the entire experience speaks to the guests individually. Our goal is not just to create a great platform and tick the boxes, but to actually live it through each guest experience. We want to create an adaptable platform that owners and guests can choose from that's feasible for our properties.

What are going to be your biggest challenges moving forward?
As with any large company, creating consistency is the toughest job. The solution will be to set up a regional structure and mentor these regional teams, which will support our operations and brand recognition. We also need to ensure that communication is strong and we connect with the teams.

> As with any large company, creating consistency is the toughest job

What's the most exciting thing about this acquisition for you?
Everything is exciting – there isn't anything that is unappealing right now. We have a larger portfolio of hotels, which means more exposure and more learning day-to-day. I'm passionate about teaching our Accor colleagues more about the FRHI brands, so they have a better understanding of the luxury division they've inherited. For Fairmont and MGallery – the potential is limitless and the opportunities often keep me up at night! ●

Thalassa locations use seawater therapy

THALASSOTHERAPY ANOTHER WELLNESS COMPONENT FOR ACCOR

Accor operates 14 seawater spas under the Thalassa Sea & Spas brands, with locations in France, Italy, Morocco and Bahrain.

Thalassa locations use seawater therapy to boost respiratory and circulatory systems, and include body treatments, exercise and nutrition. While thalassotherapy has a strong wellness component, the Thalassa Sea & Spas brand has its own specialised team, which is separate from Accor's Luxury Wellbeing division.

"Thalassotherapy is a very specific wellness service, which is mainly found in the French and Spanish markets," Gibson explains.

Cahill says that Accor currently has a dedicated team supporting its thalassotherapy services and there are no plans to change that for now. That said, he says, "As our wellbeing initiatives evolve, we are certain to find ways to integrate the benefits of this treatment with other facets of our guest services."

[comfort zone]

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With three medical spas, a site acquired for a fourth, and plans in place to expand to the UK, Lanserhof aims to become the world's leading medical spa brand. CMO Nils Behrens talks to Kath Hudson

THE MISSING LINK

Lanserhof Lans has undergone a renovation and expansion by architect Christoph Ingenhoven

Above: the relaxation room at Lanserhof Lans; above right: Lanserhof Hamburg specialises in sports medicine; right: chief marketing officer Nils Behrens

"What we offer is the future of medicine," says Nils Behrens, chief marketing officer of European medical spa Lanserhof, on the company's approach to health. "At the moment, there's a link missing in the medical chain. People can get a diagnosis, but then they have to piece the treatment together themselves, with different therapists who often give different advice. No one looks at the whole picture. Here we have everything under one roof, with all of the medical professionals working together. We can make the diagnosis and we can also offer the treatment."

The process is known as the LANS Med Concept – based on the Mayr method – a holistic health concept that combines traditional naturopathy methods with modern medical know-how through a combination of detox treatments, mental training, movement therapy, and programmes for beauty and aesthetics, as well as traditional massage treatments. Vital Aging – developed at Lanserhof and part of the LANS Med Concept – is a detoxification and deacidification process designed to cleanse the body, and looks at everything from nutrition to psychosocial factors to environmental pollution.

Lanserhof currently operates three medical spas: the original, Lans, in the Tyrol region of Austria; Lanserhof Hamburg; and Lanserhof Tegernsee, in the ▸

Physiotherapy treatments are offered at Lanserhof Hamburg

Bavarian district of Miesbach – but there are plans for several more locations.

The original Lans opened as a hotel in 1974 and became a medical spa, specialising in the Mayr method, in 1984. It was acquired by the Lanserhof team in 1998, who invested heavily in the infrastructure to take it to its current success. The 97,000sq ft (9,000 sq m) site has 67 bedrooms. In January, Lanserhof Lans unveiled the results of a major six-month renovation and expansion – the work of architect Christoph Ingenhoven, who also designed Lanserhof Tegernsee and is a regular Lanserhof guest. Ingenhoven's aim was to integrate the architecture with the Alpine landscape, and the results include a striking new oval building with a wooden façade and a grass roof. Sixteen new suites with rooftop terraces and views stretching across the Nordkette mountains have been added, as well as a new sauna complex; indoor-outdoor saltwater swimming pool; a medical cold chamber; and advanced medical facilities for yoga, shiatsu, therapies, LANS Derma (the company's own skincare treatments) and exercise.

The Hamburg location features an outpatient centre in addition to the medical spa, and is situated in the splendidly restored former regional post office headquarters in the heart of the city at Stephansplatz. Launched in October 2012, it specialises in sports medicine, orthopaedics and cardiology.

> "Lanserhof has achieved an impressive occupancy rate of more than 90 per cent, with a minimum recommended stay of seven days

The third site, the 70-bedroom Lanserhof Tegernsee, sits on Lake Tegern in Germany, and opened its doors in 2014. Wellness architecture – spearheaded by Ingenhoven – has been central to the offering at Tegernsee, with a minimalist three-colour palette, which give guests the opportunity for clutter-free surroundings that are conducive to mental healing.

"When you are detoxing, you must have a visual detox as well," explains Behrens. "There are no pictures on the wall, there are just big glass windows looking out to the mountains. Nature is the best artwork. It is a very soothing environment, because when you are receiving treatment as an inpatient, it is also very important that you are in beautiful surroundings."

Life-changing experience

"Guests are usually surprised that we don't offer alcohol or coffee, but they go away feeling so much better. For almost everyone it's a life changer," says Behrens. "It takes a few months for them to return to their old habits, which is why they come every year to refresh what they've learned. We are improving all the time, so regularly have something new to offer them."

Tegernsee attracts a slightly younger demographic than Lans – the average age is 47, as opposed to 53 – and a more sporty clientele. The location also lends itself to physical activity: hiking or running in the mountains, cycling, cross country skiing or playing golf. Most of the people who choose to come to Lanserhof are suffering from stress-related issues, such as sleeping problems, headaches, sexual dysfunction, or inability to lose weight. "Most guests run their own businesses or

Wellness architecture and a minimalist palette at Lanserhof Tegernsee give guests the opportunity for clutter-free surroundings central to mental healing

There are no pictures at Tegernsee, just glass windows looking out on the mountains

A new indoor-outdoor saltwater swimming pool is part of the expansion of Lanserhof Lans

are self-employed – entrepreneurs, actors or (people who) work in the media," says Behrens. "They've often made a good career, but at the expense of their health: they have exhausted themselves. Once they've made the decision to come here, they want to book in straight away."

Lanserhof has achieved an impressive occupancy rate of more than 90 per cent, with a minimum recommended stay of seven days – and ideally two weeks – and an average of 10 days. The split between men and women is almost even: 55 per cent women to 45 per cent men. Seventy per cent of guests come on their own – and frequently make long-standing friendships – and 68 per cent return every year.

> People can usually guarantee they'll be treated by the same people each visit, and might even see the same guests, so there is a sense of homecoming

The newly refurbished Lanserhof Lans now has a cryochamber, which helps with pain relief, weight loss and skin appearance

But it's not only the guests at Lanserhof who are loyal to the concept; staff at Lans have been there an average of 11 years, which makes for an enviable continuity. "People can usually guarantee they'll be treated by the same people each visit, and might even see the same guests, so there is a sense of homecoming," says Behrens.

Continued investment

To get the business to where it is today, there has been ongoing investment in research and development. For example, in place of an unpleasant and invasive colonoscopy, Lanserhof offers a pill cam – a pill with a camera on each side that can perform the same function. The newly refurbished Lans Lanserhof now has a cryochamber, which helps with pain relief, weight loss and skin appearance.

Behrens says much of Lanserhof's success comes from the expertise of the 100-year-old Mayr method, combined with pushing ahead with new treatments and diagnostics, and continual investment and refurbishment. Five years ago, he says, all of the doctors were general physicians; today, there has been a widening of the medical services offering, with an increase in the number of specialists on the team.

The team is now looking ahead to the next location, a €100m (US$105m, £85m) project on the German island of Sylt, located near Denmark in the North Sea. Ingenhoven will also be the architect for the site, which will be comparable to Tegernsee with 70 bedrooms, and an anticipated opening at the end of 2019.

"The future of Lanserhof is to have more sites around the world, so we are always looking ahead," explains Behrens.

The UK is also on Lanserhof's expansion list, and the team is already looking for sites within 90 minutes of London, with an aim to launch by 2021. "Our primary goal is to have a spa in the UK, which is the fastest-growing market in Europe," says Behrens. "It makes sense to open here, especially because of Brexit. If we want to be the leading medical spa brand in the world, we need to be in the UK."

With robust bookings, a loyal clientele and a development pipeline that will take it into several new markets, Behrens is feeling confident about the company achieving the vision of becoming the world's premier medical spa brand. ●

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Movement as medicine

Lifestyle brand Bodyism is blurring the lines between fitness and spa in the ultra-luxury sector. Jane Kitchen talks to founder James Duigan about his loyal tribe of followers

James Duigan is bringing his lifestyle brand Bodyism to fitness and wellness centres around the world

 ©CYBERTREK 2017

Duigan and his wife, Christiane, who oversees Bodyism's supplement and activewear business

AMONG OTHERS, BODYISM HAS PARTNERSHIPS WITH FAIRMONT IN DUBAI, THE CAPRI PALACE IN ITALY AND AMILLA FUSHI IN THE MALDIVES

Ten years ago, Australian-born personal trainer James Duigan founded Bodyism – billed today as a global wellness and lifestyle company – with a mission to spread his catchy 'Clean and Lean' philosophy to as many people as he could.

Duigan's Bodyism is a holistic approach to fitness, and blends traditional workouts with supplements, branded merchandise, and mindful eating. Today, it has a flagship fitness centre in London's Notting Hill neighbourhood – complete with purified oxygen and Vitamin D-emitting lights – and a series of partnerships with some of the hottest new hotel wellness centres around the world, including the upcoming new wellness centre at The Lanesborough in London, The Raleigh Hotel in Miami Beach, and Amilla Fushi in the Maldives.

Partnering for growth

Bodyism is blurring the line between fitness and spa, nestling into a comfortable space under the luxury wellness umbrella. Duigan says partnerships with hotels and spas mean that Bodyism devotees discover new places – and the hotels benefit from the brand's devoted following. Another part of the success is Bodyism's merchandise, and the branding, which Duigan says means customers spend both more time and more money.

Actor Hugh Grant is a Bodyism devotee

These partnerships involve both a brand fee and a revenue share, but Duigan says "every time we've done a partnership, everybody's done really well – it's just always been very successful, and revenue's jumped...It's a huge value for all of our hotel partners. People will choose a hotel because they can train with Bodyism; it's a great symbiotic relationship."

Bodyism's most recent partnership is with Oetker Hotel's London outpost, The Lanesborough, which is opening an 18,000sq ft (1,672sq m) spa and wellness centre designed to be "one of London's most exclusive private members fitness and health clubs." Bodyism is managing the fitness portion of the club, and creating programmes for club members. It will also bring a number of its signature programmes to the centre, as well as its holistic therapy, which incorporates yoga, personal training and nutrition.

Nutrition includes menus developed around unprocessed, seasonal food with a focus on quality

"I think what we bring is something completely unique in terms of how we take care of people at Bodyism, by truly listening and transforming lives; that's our 'why' – that's our purpose," says Duigan.

Duigan has worked closely with Beata Alexandrowicz, founder of Pure Massage, who has overseen the therapists' training at The Lanesborough, to create a more seamless link between spa and fitness. "Therapists will be in communication with trainers," Duigan explains. "This gives the personalisation that clients want."

The next frontier

The brand also has partnerships with the Fairmont on The Palm Jumeriah in Dubai, the Capri Palace Hotel in Italy, and the D-Hotel Maris in Turkey. Bodyism's work with the Amilla Fushi resort in the Maldives at its Javvu Spa again saw the lines between spa and fitness blurred.

There are upcoming plans for a location in Greece, as well as a significant project underway at The Raleigh Hotel in Miami Beach, which "will be like nothing else," Duigan says. Duigan and his wife, Christiane – who oversees the supplement and activewear portion of the business – will move to Los Angeles in July, 2017, to focus on the brand's expansion in the US, which Duigan calls "our next frontier."

Still, he says, they'll take on that frontier slowly and deliberately. "We've chosen very carefully in terms of where we are, and continue to be very discerning," he says. "There's never going to be a thousand Bodyisms around the world."

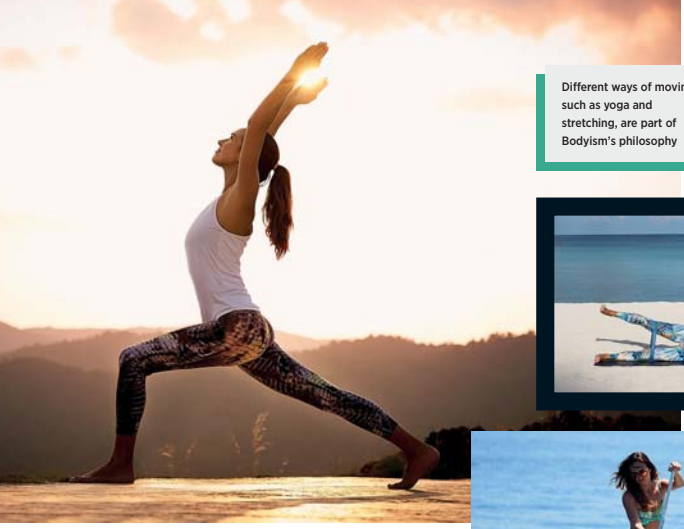
'Clean and Lean'

Bodyism's 'Clean and Lean' philosophy refers to the body being 'clean' of toxins and 'lean' as a result of nourishing food and regular exercise – not necessarily groundbreaking health and fitness concepts, but all packaged up in neat, easy-to-digest packages and beautifully branded merchandise that devotees can take with them on the go. The brand has a following – both celebrity and otherwise (actor Hugh Grant and model Lara Stone are both devotees) – due in large part to this easy-to-understand lifestyle approach. "Over the years we've worked with many high-profile people who make their living by how they look, and happily we've understood and found that what works fastest and best is focusing on your health," explains Duigan. "So we do movement very differently – we look at movement in terms of it nourishing your body and building your body up, as opposed to depleting it and breaking it down. It's really a completely different way of looking at how the human body moves and why we're doing exercise."

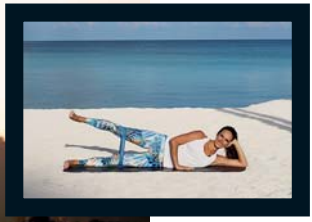
Bodyism's clientele is often globally minded, spreading time between London, New York, Paris and LA, so it's important to create a programme that can move with them wherever they go. Clients don't work with one trainer, but rather with a team of

Bodyism is partnering with Miami Beach's Raleigh Hotel for a project that will be 'like nothing else,' says Duigan

AMERICA IS THE NEXT FRONTIER FOR BODYISM. DUIGAN MOVES TO LA IN JULY TO FOCUS ON US EXPANSION



Different ways of moving, such as yoga and stretching, are part of Bodyism's philosophy



people, which can include yoga experts, ballet teachers, boxing coaches, fascial stretch therapists, nutrition coaches, holistic healers or massage therapists.

A holistic lifestyle

With Bodyism, a 'Body Oracle' assessment takes a close look at clients' lifestyles in order to match them with the right combination of trainers and experts. "It's a very holistic approach, with a team of people working with one person," explains Duigan. "We work on the hope that life is long, and you only have one body."

Founded on the belief that movement is medicine, the fitness part of the programme incorporates a wide variety of techniques focused on alignment, posture, intelligent weight training, functional movement, stretching and Pilates, and features programmes like Bodyism Acroyoga – which combines acrobatics and yoga – and Bodyism Ballet, which focuses on attaining graceful posture and maximising core strength.

Nutrition includes menus developed around unprocessed, seasonal food, with a focus on quality of ingredients rather than calorie-counting. Clean and Lean supplements are tailored to specific needs or problems, such as getting a good night's sleep, improving digestion, increasing energy or improving complexion – and are the fastest-growing part of the business. They enable busy people "to gain a huge amount of health benefits without the stress or pressure," says Duigan. "Each supplement was created with a single pillar of health in mind. I looked at what people needed and worked backwards from that."

The lifestyle aspect spills over into merchandise, with Clean and Lean cookbooks, pregnancy books, fitness equipment, activewear clothing, and a range of herbal teas. "It's a mindset – a philosophy," says Duigan. "There's a lot around the brand – it really tells a story."

And that mindset has helped fuel a growing tribe of devoted followers. But Duigan also attributes much of his success to the reasons he founded the company in the first place. "We always focused on why we were doing what we're doing," he explains. "Our 'why' was to change people's lives. It brought more depth and gravitas to what we did. I'm a bit old-fashioned in that I believe that if you do a really good job and add value to people's lives, then you'll have a good business." ●

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TARGETED MARKETING

Kate Parker looks at how the latest software marketing tools are transforming the way spas do business

Technology is revolutionising the spa industry, creating new user experiences and ways of doing business, but perhaps nowhere is this more relevant than in marketing, where next-generation tools offer complete automation, targeted communications and detailed tracking.

TAKING AIM: TARGETED MARKETING

Spa software makes it much easier to deliver targeted marketing campaigns. By analysing customer data and learning the trends, operators can easily define their markets, understand guests' spending habits and patterns, and direct their communications accordingly.

Software company Booker joined forces with marketing automation platform Frederick last year, adding features for customer feedback, online reviews and referrals for spas – and boosting clients' targeted marketing in the process.

"Frederick levels the playing field for spas by automatically designing and executing the marketing strategies typically implemented by large brands, but without the large investment of time and money," says Corey Kossack, Frederick's CEO. "This enables spas to bring back customers more frequently, maximise efficiency and grow their revenues."

Leiah Scheibel, co-founder of The Sparkle Bar in Arizona, US, says she and her business partner, Angela Bradberry, had been looking for a convenient way to reach out to customers for feedback on visits, and to promote special offers. "We use Frederick to rescue lost clients and to fill slow days," explains Scheibel. "We have seen success in reaching a large number of clients in a short amount of time."

Scheibel says she's also seen an increase in referral business through the software.

Such targeted, automated marketing software allows the right message to get to the right people, leading to increased personalisation. Offering attractive, direct incentives also increases the feeling of rapport and close contact a customer has with their spa of choice.

SOCIABLE MEDIA

Spas can also take an even more direct, personal approach by using social media – often where busy customers are looking to connect. Software company The Assistant Company (TAC) has a Facebook app that allows users to book and purchase directly from a spa's Facebook page.

"Your spa software should be able to handle different online bookings, automatically transfer them into the software and avoid double-bookings,"

The ability to book directly through social media creates a word-of-mouth marketing initiative driven by the guests themselves – your best references

Frank Pitsikalis, founder and CEO ResortSuite

Today's technology means that tablets can be used for consultations instead of paper-and-pencil forms

 ©CYBERTREK 2017

As technology has progressed, luxury travellers have come to expect a level of personalisation in their lives

Technology aids us in learning about our guests, and provides us with the opportunity to personalise each experience with them

Gaylen Brown, spa director, Mandarin Oriental New York

explains Guenther Poellabauer, managing director of The Assistant Company.

ResortSuite Social integrates a real-time web booking engine directly with a spa's Facebook fan page – a useful tool for capturing customers where they spend time, and for expanding their fan base. "The ability to book services, treatments and classes directly through social media, and share it to a personal page, creates a word-of-mouth marketing initiative driven by the guests themselves – your best references," says Frank Pitsikalis, founder and CEO of ResortSuite.

Software also helps build a positive reputation through reviews and ratings – most of which are on social media and third-party review sites. Put simply: "Online is how and where people discover your business," says Saritha Katikaneni, vice president of marketing and co-founder of spa software company Zenoti.

DATA GOLDMINE

The features of a spa software solution should support marketing activities at little extra cost, but with great impact. These marketing tools provide spa operators with years of customer data and information, which can be captured in a central database. "Basically, it's a goldmine of all of the data that spa operators need to be able to market effectively and target guests," explains Amanda Wisell, marketing manager for SpaSoft. Once captured, guest information and customer demographics can be drilled down to reveal increased detail, and guests can be targeted by attributes such as demographics, purchase history, spending history, or top return guests.

Gaylen Brown, spa director at the Mandarin Oriental in New York, says that she's used SpaSoft's tools to generate a history of each guest and gain a better understanding of their preferences – including details like their preferred therapist or treatment room, or even if they enjoy listening to classical music during their spa experience.

"We can also reference their history to make educated recommendations in terms of treatments, skincare regimens or diet or nutrition," says Brown. "Essentially, technology aids ▸

TAC's software allows users to book from a spa's Facebook page

us in learning about our guests, and provides us with the opportunity to personalise each experience for them."

ResortSuite's software enables operators to access guest information across the entire resort, including things like how long they stay at the hotel or how much they spend at the restaurant – and how often they use the spa.

St. Anne's spa in Ontario, Canada, uses ResortSuite to manage its accommodations, facilities, customer relationships and activities, and owner Jim Corcoran says using the system has meant an improved customer experience. "Having all the information regarding their stay – at our fingertips – allows us to respond quickly and appropriately to our customer's needs," explains Corcoran.

AUTOMATING COMMUNICATIONS

For most spas, the days of pencil and paper bookings are long-gone, and traditional print marketing campaigns now take a back seat to software solutions offering comprehensive marketing tools that automate the whole process.

Mark van Santvoort, general manager of IT at Hamilton Island in Australia, says his company moved from pencil-and-paper bookings to using SpaSoft, part of Springer-Miller Systems, about a year ago.

"Technology has become a big part of our business," says van Santvoort. "iPads were also brought in instead of paper consultation forms, decreasing time and effort. We used to write all the guests' details in manually, and now SpaSoft automatically saves them in the system for future records."

Cloud-based software is the new norm. If you're not on property and need to quickly run a report, you have visibility of the entire operation

Roger Sholanki, CEO book4time

The ability to have automated email and text communications with customers has also had a profound impact on customer relations, changing the way spas interact with their guests after they visit.

"Current software affords the ability to nurture relationships with existing customers, promote ongoing conversations and connections with customers – and therefore fuel a larger imprint on lifestyle," explains Katikaneni.

The Sparkle Bar's Leiah Scheibel (left) and Angela Bradberry use Frederick to reach clients

IN THE CLOUD

For spas that use cloud-based software, managers don't even need to be on-site to access information. One of the greatest impacts of this technology upon operators and customers alike is the freedom and flexibility it offers. Operators are able to access their spa application through the Internet instead of running software downloaded on a physical computer – giving them an instant overview of their business anytime, anywhere.

"Cloud-based software is the new norm," explains Roger Sholanki, CEO of software company book4time. "If you're not on-property and need to quickly run a report for multiple locations or send an email directly from the system, you have visibility of the entire operation."

ONLINE BOOKING

Pitsikalis says that consumers expect personalisation in every area of their lives. "The spa consumer of today expects to be able to go online or on their mobile device anytime, day or night, and book a treatment, service, class, or personal training session in real-time, without having to pick up the phone and call the spa," he says. "And your guest will actually feel better-served having this option." ●

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Product innovation

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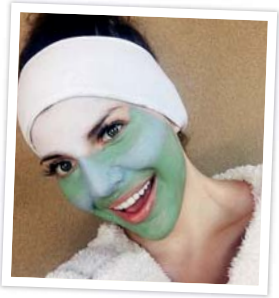
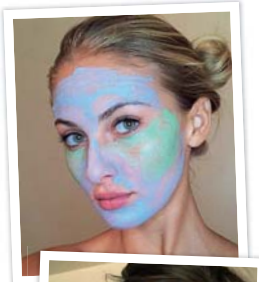
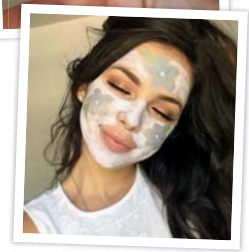
Kate Corney, product editor

Sunny Griffin explains why Astara masks are a hit with Millennial consumers







The masks come in vibrant pigments and are popular with the selfie generation, says founder Sunny Griffin, below

Astara Skin Care has launched a new retail display, designed by TouchAmerica, featuring its collection of six masks, which have become popular with Millennials. The masks come in vibrant pigments made from 100 per cent natural ingredients.

The new countertop display has been designed for retailing at checkout or in the retail boutique, and features a "shelf-talking" display, which outlines which mask is appropriate for which skin type. A new trend of 'multi-masking' uses different masks – and therefore different pigments – on different parts of the face, creating a colourful collage.

Astara's founder, Sunny Griffin, is a 72-year-old former model and raw food advocate. "The multi-masking trend has gained popularity among this segment, as they love to take selfies after applying the masks in creative and quirky ways to share on Instagram, Snapchat or YouTube," she says.

Griffin says spas can use Astara Masks to educate their clients on the best way to customise their skin care routine in a fun and entertaining way. "By getting people to understand that all areas of our face are different and should be treated as such, spas can get more involved with their clients in helping them create their own skin remedy solution," she explains.

Because of the nature of the masks, they lend themselves to being used outside of the treatment room in creative ways, such as during a manicure or pedicure.

"Taking the masks outside the treatment room generates awareness for full-service facials, and encourages retail sales," says Griffin.

Spa-kit keyword: Astara

Tracey Woodward introduces Aromatherapy Associates' new Wellbeing Experts

Skincare brand Aromatherapy Associates has launched a panel of six Wellbeing Experts, each of whom specialises in enhancing and nurturing life balance, supporting self-belief, and encouraging healthy living.

Each of the experts has a specialism and represents an Aromatherapy Associates collection that is aligned to their skills. Areas of expertise include psychotherapy, somatics, exercise, communication, nutrition, yoga and laughter. Tracey Woodward, CEO of Aromatherapy Associates, says that consumers are looking for products that nurture, improve and provide added benefits, rather than just beauty.

"These days, beauty products are not only designed to change how you look, but also how you feel, physically and mentally," she explains.

The Wellbeing Experts are designed to help create that added benefit, and will offer 'top tips' on 21st century living, as well as practical tools on how to destress, find inner strength, relax and revive – linking each back to a specific Aromatherapy Associates product range.

"We want to create a positively charged message through our social media channels – we want to be the non-judgemental brand on social media," says Woodward. "We want to empower our customers and create a tribe around our brand."

Woodward says she wants to create an empowered 'tribe'

Wellbeing Experts, from top left: Janet Tarasofsky, Jonathan Ward, Yvonne Wake, Nicola Addison, Karuna, Julie Whitehead

Spa-kit keywords:
Aromatherapy Associates

Ilan Azouri wants to make your water aspirational

Azouri plans to grow the brand within luxury hotels and spas

Need a little clarity to help keep you hydrated? Conscious Water is a new wellness brand that offers 100 per cent natural water enhancers made with flower essences, designed to add some fresh flavour to the standard tap or bottled variety.

"While health and wellness is becoming more top-of-mind with consumers than ever before, there's no getting away from the fact that we live in an 'always on' culture, with busy, sometimes chaotic lifestyles," says founder and CEO Ilan Azouri. "Conscious Water was created as a tangible way to encourage mindfulness and inspire people to take that necessary pause from their busy day as a time to reflect on themselves."

Available in six 'aspirations' – Clarity, Happiness, Serenity, Rejuvenation, Love and Sweet Dreams – the flower essences contain the essential energies of handpicked flowers, and are free from any artificial colours, synthetic chemicals or preservatives. They give water just a hint of natural flavour, and come in individual, easy-to-use packets.

"When it comes to the spa experience, Conscious Water is a wonderful way to cut through the noise when guests arrive," says Azouri. "Simply pausing, with a glass of water, and contemplating an aspiration they desire in that moment – Love? Serenity? Rejuvenation? – the natural flower essences in Conscious Water bring a sense of awareness to their spa experience, and therefore greater enjoyment."

Azouri plans to grow the brand within luxury hotels and spas, and has initially launched in The Langham and Blakes Hotel in London.

Spa-kit keywords:
Conscious Water

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PROMOTION

RICE FORCE is set to unveil its first full treatment menu for spas. Nao Kikushima explains

Rice Force is set to make further inroads into the spa market in 2017 with the launch of its new aromatic oils and treatment protocols.

"In March, Rice Force will launch its first full treatment menu for spas. Until now we've only offered facial treatments,' says Nao Kikushima, senior manager of international affairs.

With a base of 100 per cent Japanese rice bran oil, the four new treatment oils are Qi, Ryu, Sei and Ku (fragrance-free). Qi (energy) offers a blend of cypress, cedar and hiba, which Kikushima says imparts "a woody, uplifting fragrance evocative of Japanese temples."

Ryu (for muscles) contains refreshing Japanese mint and citrus, which are ideal for a sports or restorative massage, while Sei (relaxation) contains the Japanese citrus fruit yuzu and neroli, and is suitable for a wide range of massage applications.

Rice Force's new spa menu will offer three facials, two body treatments and six enhancements. Kikushima says all treatments will start with a 5-minute ritual of a sake foot bath and end with a closing ritual.

Kikushima says the new treatments will start and end with exclusive Japanese rituals

The Anti Aging Facial is a deeply moisturising treatment using Rice Force's Rice Power® Extract No. 11, which has been certified by the Japanese government for its unique moisture retention properties.

The second is the Customized Facial using a prescriptive approach to Rice Force products, and finally the RICE FORCE Lifting Massage facial offers visible anti-ageing benefits.

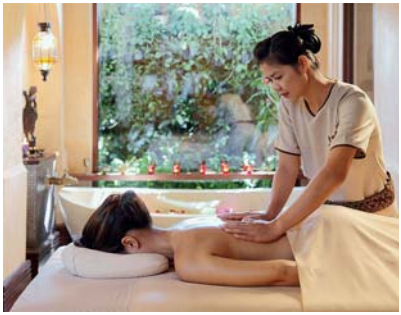
RICE FORCE

For the body, there is a RICE FORCE Massage using any of the new oils, and an exfoliation treatment using the brand's special rice green tea powder.

Finally, the six new enhancements are: Exclusive Eye; Premium Perfect (a rejuvenating face mask); Lip Smoother; Hand and Arm Ritual; Deep Conditioning Ritual (for the hair); and a Green Tea Herbal Steam.

All Rice Force products contain the patented Rice Power® Extract – a natural ingredient high in amino acids produced by the fermentation process – developed by the Yushin sake brewery in Kagawa, Japan.

With its expanded spa treatment menu in 2017, Kikushima says Rice Force will be further spreading its own style of Omotenashi – a traditional and exclusive Japanese approach to hospitality – to make spa clients feel extra special while also delivering visible results.



The new range includes two body treatments, three facials and six enhancements

Spa-kit keywords: RICE FORCE

Heinrich Unbescheiden introduces the Medyjet Evolution

Unbescheiden has created a dry hydro massage bed designed to offer a quick, refreshing solution for wellness sessions. The Medyjet Evolution positions the customer on a rubber cover on top of a tub filled with heated water; water nozzles then move below the cover, applying a relaxing massage. As there is no direct water contact, the customer is able to stay dry and dressed.

Heinrich Unbescheiden

The Medyjet Evolution can be adjusted for body height, massage zones, massage pressure, duration of treatment and water temperature, while individualised massage programmes can be saved. The massage automatically continues from feet to shoulders and is designed to be quiet.

Heinrich Unbescheiden, sales director for the company, explains that the dry hydro bed can be used as a standalone massage treatment or to complement treatment protocols.

Unbescheiden says: "In many discussions with our international customers, we found out about a growing demand for reliable dry hydro massage beds that deliver cost-effective, high-quality treatments. Medyjet Evolution can be operated very efficiently. Institutions can offer excellent treatments and treatment protocols at an attractive consumer price level, while costs can be kept comparatively low."

Additionally, there is not much time needed for preparations between treatments, which means that more treatments can be performed each day.

Spa-kit keyword: Unbescheiden

The Medyjet Evolution can be used alone or in conjunction with other treatments

Matteo Brusaferri talks about Lemi and Camylle's new collaboration

Spa equipment manufacturer Lemi has partnered with scent experts Camylle to create an aromatherapy table with a sensory difference. Designed to provide a 'wow' experience, the Lemi Aromatherapy incorporates the latest scent technology by Camylle – the Perles de Parfum.

The scented pearls are set inside a diffuser within the table, close to the headrest. With five essences available, the experience can be customised to the client, with scents creating different effects, such as energising, relaxing or detoxing.

"The 'wow effect' is part of our philosophy of wellness, and in 2017 we'll be launching more products designed to 'wow,'" says Matteo Brusaferri, account manager at Lemi. "Camylle's pearls of pure aroma are 100 per cent natural, and the Lemi diffusor balances the fragrance intensity."

Marc Massing, CEO of Laboratoires Camylle, calls the technology an "intelligent" use of the Perles de Parfum, which are newly available on the market in 19 different fragrances.

Brusaferri says: "Cooperation is always a good way to improve business and also to learn a new approach and point of view. The Lemi Aromatherapy completes a range of options designed to involve all the senses in a complete wellness experience."

Spa-kit keyword: Lemi

Scented pearls are set inside a diffuser within the table

Brusaferri says the aromatherapy table is designed to use all the senses

PROMOTION

Dafne Berlanga reveals Oakworks' new Masters' Collection

Oakworks' new Masters' Collection range, which will consist of over 15 models by the end of 2017, has been designed to offer spa operators the ultimate in modern styling, with solutions and functionality that address each spa's practical needs.

Each table is compatible with the Studio by Oakworks Spa – the company's interactive visual online tool that gives clients complete flexibility with the products. The Studio tool enables clients to design and customise their own massage tables – choosing from thousands of combinations of styles, materials, finishes and features – and see their creations come to life on-screen.

The tool has five design spaces – Euro Chic, Highlands, Pacific Rim, Industrial and Contemporary – allowing customers to create a highly individual look for their treatment rooms.

The first Masters' Collection model to be introduced is Icon – which can be customised in all five Studio design spaces. It's described as a robust table that can be tailored to become a true design statement for a spa.

Second is Maia, which is offered in Contemporary, Euro Chic and Pacific Rim. Maia offers a combination of style and functionality, with beautiful undulating curves for a softer, more feminine look. Maia can also come with storage, so therapists are able to discreetly keep their supplies close at hand, using the sliding doors, which offer a convenient 24-inch opening.

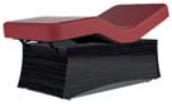
Berlanga says the MC tables create a bold design statement for any spa

Finally, there's Talise, which is designed to be elegant yet masculine, with simple lines and robust curves (available in Contemporary, Euro Chic, Highlands and Pacific Rim).

In Studio, clients can add their own touches, such as a splash of colour or texture to highlight the corners, making the table model unique to them and their spa décor.

VP of international business development Dafne Berlanga says: "The Masters' Collection is creating new possibilities for spa designers.

"Consultants were waiting for true statement tables that could bring life to the treatment room without compromising on comfort and technology. Oakworks did it with this new collection and now you can incorporate bold design with unusual luxurious finishes into your space."



Models in the Masters' Collection can be customised via the Studio tool

STUDIO by OAKWORKS Spa

Options for heated tops and warming drawers will soon be available, and all tables are also available with Oakworks' Adjustable Body Comfort (ABC) system, which allows therapists to customise a client's comfort level through a powered system without disturbing them. A platform can be raised for head support or lowered for breast comfort, which works especially well for clients with breast sensitivity due to augmentation or mastectomy.

Oakworks offers a lifetime limited warranty and can also provide a quick turnaround of 2-3 weeks, even for customised models. All models are ETL Listed and CE Marked, giving assurance of the highest safety standards.

Spa-kit keyword: Oakworks

Catherine Mühlethaler introduces Yon-Ka's new Boosters

Mühlethaler (below) says each Booster has been formulated to support skin in a specific way

Parisian skincare brand Yon-ka has added four targeted treatments designed to boost day cream routines for specific needs. Yon-Ka Boosters include Nutri+, Hydra+, Lift+ and Defense+, and can be mixed in with daily skincare as the need arises – Nutri for added nutrition and energy; Hyrda for hydration; Lift for reinforced firmness; and defense for protection.

Catherine Mühlethaler, CEO of the company, says: "Most women are impressed with the results of their day cream and loyally use it with confidence as part of their daily routine. Yet knowing the needs of the skin can change, they want to also be able to adapt the routine when the skin may need it the most, such as when they're fatigued, during seasonal changes, or when they're exposed to UV rays, pollution or smoke."

The four Boosters can be mixed with daily skincare

Nutri+ is a vitamin-packed cocktail that includes cereal germ oils; Hydra+ includes vegetable glycerin and blackcurrant extract to battle thirsty, taut skin; Lift+ features core ingredients from 20 plants, including rosemary; and Defense+ uses antioxidant pine bark polyphenols to enhance skin's resistance to external aggressions.

The Boosters also include Yon-Ka's five Quintessence essential oils: lavender from Provence, Egyptian geranium, Moroccan rosemary, cypress from Provence and thyme from Spain.

Spa-kit keywords: Yon-Ka

Joe Bazzinotti of Xeros explains why bead-washing is better for spa laundry

UK-based laundry machine manufacturer Xeros has created a compact, low-water, 35lb (16kg) capacity washer for spas and smaller hotels.

The device uses a patented polymer-bead cleaning technology designed to reduce water consumption, energy and detergent use. The beads are added to the drum, along with a special detergent and a small amount of cold water, to agitate the linen and attract and absorb aromatherapy oils and other stains.

Features of the machine include a soft-mount design; a colour, seven-inch touch screen programmable controller that's capable of multiple languages; intuitive operation; high-speed extract; all electric valves (no air supply required); and large, easy-to-load drum.

Joe Bazzinotti, global commercial laundry president at Xeros, says the Xeros SM35, a smaller version of the award-winning Xeros SMV90 Commercial Washer, can reduce water consumption by up to 80 per cent, and reduce energy and detergent usage by up to 50 per cent.

"We now have a solution for customers where machine size has been a concern, and who want superior, gentle cleaning that is eco-friendly," he says.

"For the customer, the Xeros system is operated just like any conventional washer, so there is no extra training; the cycle times are similar, so it will not negatively impact labour; and it delivers sustainability and performance."

Spa-kit keyword: Xeros

The device uses a patented polymer-bead cleaning technology, says Bazzinotti (left)

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Vital Tech's small sauna is perfectly formed, says Alexandra Gavsevitch

The compact Nomad sauna bed uses infrared technology and can be very profitable to run, says Gavsevitch, right

Paris-based spa manufacturer Vital Tech has used its research on far infrared rays and their benefits to design a compact, folding sauna-bed for hotels and small spas.

The Nomad sauna bed uses infrared technology to create a cocoon of heat around the user, with four carbon panel heating zones (back, chest, legs and feet) and a heated mattress. It takes seven minutes, without preheating, to reach sauna temperature.

Operators can use the Nomad to offer a personalised, in-room sauna with 36 programmes to choose from – including relaxation, weight loss and cell regeneration – and they also have the option to create tailored protocols.

Designed to accommodate all body types and manoeuvrable on a wheeled trolley, the bed's small footprint measures 115cm x 130cm x 73 cm when closed, and can be moved and operated by a single person. It also includes a compartment underneath for housing towels or care products.

Vital Tech president Alexandra Gavsevitch says the Nomad answers any space problems hotels or spas may have and offers individual care in the customer's room.

"We had the idea to create a portable, compact infrared sauna to differentiate ourselves from the competition," she says. "This hands-free machine allows a high level of profitability for professionals and customer attendance after even the first treatment."

Spa-kit keyword: Vital Tech

Maritza Rodriguez says Pevonia's at-home for men range is on-trend

Men have different skincare needs, says Rodriguez, right

Pevonia has introduced a new retail line of anti-ageing products especially for men. New Collagen Boost For Him Face Balm and Eye Contour products are supported by spa treatments and designed to be incorporated into a daily grooming routine. The balm includes antioxidants, as well as plumping and toning marine collagen and elastin and vitamins C and E.

Collagen Boost Eye Contour is designed to smooth eye wrinkles with slow-release hyaluronic acid for hydration and protection. The Collagen Boost Face Balm and Collagen Boost Eye Contour are part of the Pevonia Spa Care For Him Line, which also includes Aqua Gel Foaming Cleanser, Easy Glide Shaving Emulsion, and Soothing After Shaving Balm.

Maritza Rodriguez, global vice president of marketing, says: "Since our primary sales channel is the spa, it is important that we offer men at-home products and services that will meet and exceed their expectations.

"The men's at-home collection and recommended treatments will ensure spas around the world remain on-trend with in-demand offerings and services."

Rodriguez explains that due to the hormone androgen, men have different skincare needs compared to women.

Spa-kit keyword: Pevonia

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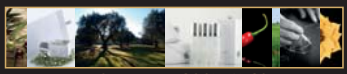

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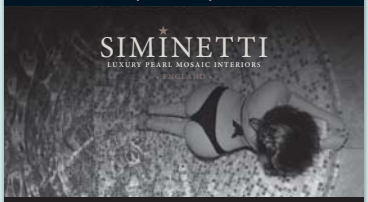

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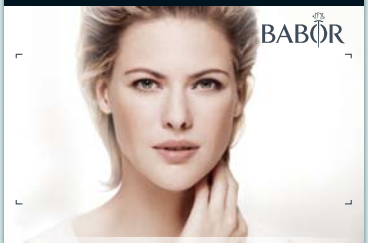

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HEATING THINGS UP

A new Finnish study suggests that frequent sauna bathing can reduce the risk of dementia. Jane Kitchen finds out more

Saunas may do more than make you sweat; a new study from the University of Eastern Finland suggests that regular sauna bathing is good for the mind as well.

The effects of sauna bathing on the risk of Alzheimer's disease and other forms of dementia were studied in the Kuopio Ischaemic Heart Disease Risk Factor Study (KIHD). The 20-year study followed more than 2,000 middle-aged men (aged 42 to 60 years) living in Finland.

Based on their sauna-bathing habits, the study participants were divided into three groups: those taking a sauna once a week, those taking a sauna 2-3 times a week, and those taking a sauna 4-7 times a week.

Strikingly, the more frequently saunas were taken, the lower the risk of dementia was. And lower by significant margins: among those taking a sauna 4-7 times a week, the risk of any form of dementia was 66 per cent lower, and the risk of Alzheimer's disease 65 per cent lower than among those taking a sauna just once a week. The study's findings were published recently in the *Age and Ageing* journal.

The association between sauna bathing and dementia risk has not been previously investigated, but previous results from the KIHD study have shown that frequent sauna bathing also significantly reduces the risk of sudden cardiac death and the risk of death due to coronary artery disease and other cardiac events. That study also found a correlation between the number of saunas taken and a decreased risk of the health issues studied.

> **Strikingly, the more frequently saunas were taken, the lower the risk of dementia was**

ROBERT KONSCHKE/SHUTTERSTOCK

The study suggests that sauna bathing may be good for the mind as well as the body

Rita Redberg, MD, of the University of California, San Francisco, and editor-in-chief of *JAMA Internal Medicine*, says: "Although we don't know why the men who took saunas more frequently had greater longevity (whether it is the time spent in the hot room, the relaxation time, the leisure of a life that allows for more relaxation time or the camaraderie of the sauna), clearly time spent in the sauna is time well spent."

According to Professor Jari Laukkanen, the study's leader, it's possible sauna bathing may protect both the heart and memory to some extent via similar, but still poorly understood mechanisms. "However, it is known that cardiovascular health affects the brain as well," Laukkanen says. "The sense of wellbeing and relaxation experienced during sauna bathing may also play a role." ●

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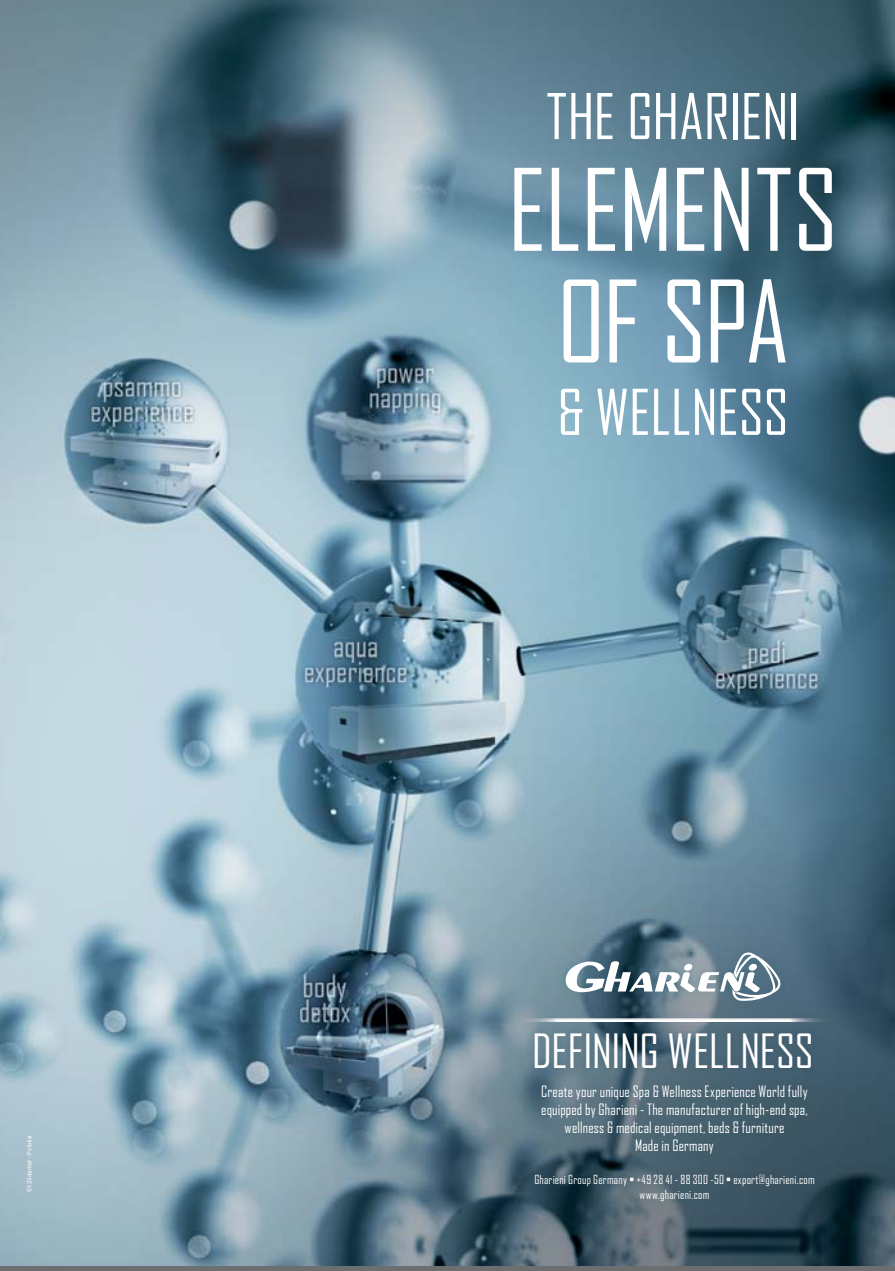
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