

spa business

A portrait of Anna Bjurstam, a woman with short, wavy blonde hair and blue eyes, smiling slightly. She is wearing a dark top, a blue beaded necklace, and large hoop earrings. The background is a dark, textured grey.

Anna Bjurstam


*leads a host of industry experts in celebrating
Spa Business' 20th birthday and the
evolution of our inspirational sector*


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Reflection point

As *Spa Business* celebrates its 20th birthday, it's time to pause for thought and rejoice in the industry's evolution and greatest achievements

I can hardly believe this issue marks the 20th birthday of *Spa Business*. I also feel incredibly grateful to have been involved with this special magazine for 19.5 of those 20 years – joining Leisure Media as a fledgling beauty journalist and being part of a talented team which has produced more than 10,000 spa news stories, 2,000 in-depth features and no less than 8 million ezines.

Spa Business was the first global spa magazine. Liz Terry, our editorial director, launched it with the intention of uniting the world of spa and wellness, helping it to forge a powerful identity through collaboration and with a vision of globalising the spa and wellness market.

In celebration of our milestone, we've handed this issue over to the thought leaders of our sector. Starting on page 16, a host of experts share their career highlights, reflect on the industry's pivotal moments and tell us what they think we'll be writing about in the years to come.

On page 76, Andrew Gibson nails it when he says "the real growth of our sector is the result of a global collaboration by a dedicated group of passionate leaders who wanted to elevate the industry into a serious and relevant contributor to personal and societal health".

This is an important thing to acknowledge, as our industry has been blessed with caring, inspirational and driven individuals who have been key to its transformation.

Since *Spa Business*' inception in 2003, spas have undergone a seismic shift in purpose from places of pampering to providers of wellness. They heal people with the modalities they offer, educate them about healthy lifestyle and change their quality of life, making our work rewarding and meaningful.

Spas have become significant players in the much wider global wellness economy. An economy that, according to

PHOTOGRAPH BY



The *Spa Business* team. From top left: Jane Kitchen, Liz Terry, Megan Whitby. Seated: Astrid Ros and Katie Barnes

“Caring, inspirational and driven individuals have been key to our industry's transformation”

the Global Wellness Institute, is worth US\$4.4 trillion (€4.1 trillion, £3.6 trillion) today and that's forecast to reach a staggering US\$7 trillion (€6.6 trillion, £5.7 trillion) by 2025.

That date isn't far away and we're excited to see where this dynamic industry goes next.

Thank you to everyone who has supported us on our own journey – particularly our clients and writers, past and present, and Leisure Media colleagues behind the scenes. And a special mention to the core *Spa Business* team: Liz Terry, Astrid Ros, Megan Whitby and Jane Kitchen – you make the magazine what it is. ●

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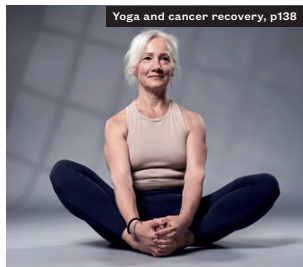
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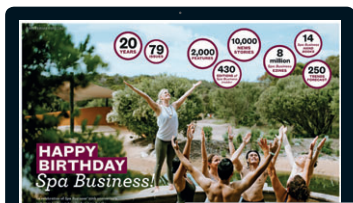
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Our vision in launching Spa Business was to globalise the spa market

THE STORY OF *Spa Business*

Spa Business editorial director, Liz Terry, tells the story of how a promise made in the 1980s led to the founding of the magazine in 2003



These days, the *Spa Business* team spend the year travelling the world, (increasingly by train) talking to industry experts to bring you the 30 *Spa Business* and *Spa Business Insider* magazines we produce every 12 months, as well as the annual *Spa Business Handbook*, our website and news and social feeds.

But this vast scope of work has taken decades to develop and we've had the privilege of having grown up with the industry from very small beginnings.

As we celebrate 40 years of writing about spa and wellness and 20 years of *Spa Business* as a dedicated title, it's an opportunity to look back at how all these wonderful and useful products came to be.

SMALL BEGINNINGS

I started work for Leisure Media as a junior business reporter in 1983. These were days before desktop computing, mobile phones, the internet, social media and AI. We worked on typewriters until the magical day in 1990 when desktop publishing on Apple Macs changed our lives forever.

We had been a complete leisure publisher from launch in 1980 and my brief covered all sectors – sport, spa, health and fitness, tourism, hospitality, attractions, commercial leisure – anything (legal) you could do in your spare time.

It was thin pickings in those days, restaurants were a rare indulgence, pubs and bars were male-dominated, short break holidays had yet to be invented, gyms were for weight lifters and sport was 'PE'. Spas were ancient thermal baths or 'health farms' where the wealthy went to lose weight or get dry.

Demographics told us leisure would grow and diversify, but we had no idea how world events, technology and politics would define its future.

The plan was to cover it all in one magazine – *Leisure Management* – until the vertical markets could support dedicated titles.

Health and fitness was the first to boom in the mid 80s, so we spun off a magazine called *Health Club Management* – now *HCM* – and today we're the main global media for that sector (www.HCMmag.com).

Spa came a little later, but to tell that story I need to go back to the beginning.

FIRST JOB

I lucked out with my first assignments covering the 1984 Los Angeles Olympics and going on a series of educational press trips around Switzerland, Italy, Austria, France and Germany, visiting spas.

These trips were organised by a formidable woman called Erna Low, an Austrian who had



The *Spa Business* team. From top left: Jane Kitchen, Liz Terry, Megan Whitby. Seated: Astrid Ros and Katie Barnes

come to England as a student in 1930, working as a code breaker during WW2 at the top secret Bletchley Park, home of the Enigma Machine and where Alan Turing invented the computer.

Low had launched one of the first travel agencies in the 1930s, firstly focusing on ski breaks and then later on the spa market, representing key operators across Europe.

She was passionate about upskilling journalists and led educational trips for groups of reporters from national media and business press.

We travelled with Low to take mud baths in St Moritz, mineral baths in Baden in Zurich, salt inhalation treatments in Bolzano and contrast therapy and cold wading in La Plagne, among many others.

We took the mountain train over the Alps to visit Clinique La Prairie in Switzerland, at a time when it was housed in one small building – a far cry from the extensive facilities that exist today – and to be hosted by the glorious Le Mirador Hotel (now Resort & Spa) in Vevey.



Spa and travel pioneer, Erna Low, was instrumental to the establishment of *Spa Business*

- Low was already in her 80s when we first met and although she could no longer ski, would tackle mountains by snowplough, appearing over the crest of snow-covered slopes like something out of an action movie.

Although it was mainly based on traditional thermal bathing, I was convinced one day spa would broaden and take off as a sector and started to dream about launching a dedicated magazine.

Low was also clear about the opportunity and said "you must promise me one day you'll launch a magazine for the spa market - I won't be around, but you'll know when the time is right".

It was a promise I was happy to make, but although we were writing about spa in *Leisure Management*, we would have to wait 20 years for the launch of *Spa Business*.

I've always felt that my meeting Low was very serendipitous, as it gave me the confidence to take the team into the spa market when the time came.

FIRST SIGNS OF LIFE

The first exciting hints a market was emerging came in the early 90s, when we became aware of the founding of a number of representative associations.

In the US, the world of fitness and spa was coming together - encouraged by Deborah and Alex Szekely of Rancho la Puerta, who championed

the launch of a fitness and spa organisation in 1991 that would grow to become ISPA.

The British Spas Foundation had also been established in 1991 and the European Spas Association in the mid-90s.

Work by people such as Sonu and Eva Shivdasani, Anne McCall Wilson and Sue Harmsworth was also driving meaningful change in the hotel market, where spa was moving from being an amenity and cost centre to a compelling lifestyle offering.

The final catalyst for the launch was an awareness that people in related sectors simply didn't know each other. We would meet contacts around the world and be astonished they'd never met (nor were aware of) companies that were a perfect fit for them in terms of collaboration. There was clearly a need to connect them.

THE FIRST STEPS

In 1999 we gathered a team under launch editor, Rhianon Howells, to lay out plans for *Spa Business*, its website, product search engine (www.spa-kit.net), ezine and news alert service.

The first task was to gather contacts globally for every type of spa - hotel, resort, thermal, destination and medical etc - while developing our editorial purpose, tone of voice and advertising and marketing product roster.



Love what you do: the *Spa Business* team enjoying each other's company

Spa Business - TIMELINE

2003 Spa Business magazine
www.spabusiness.com
www.spa-kit.net

2004 Spa Business ezine & news alerts
www.spabusiness.com/signup

2005 Spa Opportunities
www.spaopportunities.com

2009 Spa Business Handbook
www.spa handbook.com

2010 Spa Business social
[@spabusinessmag](https://twitter.com/spabusinessmag)
www.facebook.com/spabusiness
www.linkedin.com/showcase/spa-business-magazine

2013 Spa Foresight
www.spaforesight.com

2022 Spa Business insider
www.spabusiness.com



The first issue (L) and most recent (R) with Sonu Shivdasani, Susie Ellis and Nerio Alessandri and Deborah Szekely, in between

I admit we were ambitious and our shared team vision for *Spa Business* was nothing less than to globalise the spa market and unite the industry to enable collaboration, so people could do business. That purpose endures to this day.

We wanted to bring *Spa Business* to market fully-formed and hit the ground running, rather than doing a tentative launch and building slowly.

The decision was also made to target decision-makers at the very top of the sector, so we could support the people driving the industry forward.

Our editorial process was developed at the same time, based on a matrix covering every key spa sector and every geographical region in every issue, making sure we captured the hottest content in each.

We also committed to a focus on business reporting, drilling down to ensure key numbers were fact-checked and we covered research from day one.

LAUNCH DAY DAWNS

Publishing our first edition in 2003 – with Mandarin Oriental on the cover – was a euphoric day and once it hit desks, it was as though a shockwave had gone around the world and people had seen – perhaps in some cases for the first time – that spa was one global industry and they now had a means by which they could communicate with each other.

Emails, phone calls and correspondence flooded in asking for introductions, coverage and marketing. It felt as though we'd caught a tiger by the tail.

The years since have been fast-moving, delightful, fascinating and personally rewarding for the whole team, as we've played our part in the incredible growth of the sector, from the early, pioneering days when passionate trailblazers such as Susie Ellis at the GWS and GWI put themselves on the line to drive the industry forward, to today, when the sector is recognised worldwide as one of the main growth markets of the future.

Erna Low died in 2002 aged 92, just a year before we launched, so – as she had predicted – didn't live to see the promise fulfilled, but we owe her a debt of gratitude for her invaluable support.

“

*The creativity of leaders
in spa and wellness
has seen the industry
grow far beyond our
original expectations*

WHAT DO WE SEE GOING FORWARD?

Trends have always been a passion for the *Spa Business* team and we launched an annual trends report called *Spa Foresight* 10 years ago, tracking and sharing trends each year in the *Spa Business Handbook* (www.spahandbook.com) and in *Spa Business* (www.spabusiness.com/archive).

Among our first predictions were hospital spas, surge pricing, wearable tech, online reviews and fitness in spas, all of which have come to pass and we've gone on to write 250 trend updates since.

The creativity of leaders in spa and wellness has seen the industry grow far beyond our original expectations of health, complementary and alternative medicine, exercise, sport, hospitality, nutrition and tourism, with the sector also finding synergies with fit tech, residential communities, medicine, mental health, the arts and retail, among others.

To highlight the incredible diversity of the sector in 2023, we've invited industry innovators and thought leaders to celebrate our 20th birthday by sharing their thoughts about the future of the sector and their career highlights (p16). It's been a labour of love for all involved and we hope you enjoy this special souvenir edition and all the wisdom and insight it contains. ●

More: www.spabusiness.com

ANNIVERSARY SPECIAL

20
YEARS

79
ISSUES

HAPPY BIRTHDAY *Spa Business!*

In celebration of *Spa Business*' 20th anniversary, industry leaders take a look at how far the sector has come since the magazine's inception in 2003, share personal career highlights and reveal their plans and ideas for the future

PHOTO: PENINSULA HOT SPRINGS

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When I graduated with a master's degree in finance and joined the industry, my father thought I'd thrown away my education and career

PHOTO: LILY DUNN



It's an amazing time to work in the sector, says Bjurstam

Anna Bjurstam

Raison d'Etre and Six Senses

What's been your biggest life lesson?

The first is to never rely on a contract or ethics. I was naive and unaware of this in the early days when setting up a Raison d'Etre spa at a resort in the Maldives. It went so well the owner ripped up our contract, took down our sign, poached our staff, concept and products, gave it a new name and ran it himself. He was able to do that because he had more money and power.

The second is to never give up. During the financial crisis in 2009, Raison d'Etre almost didn't make it. We hung in, got creative and founded LivNordic, a brand based on Nordic health traditions, which is now highly profitable. What you can do with a dedicated, talented and passionate team when everyone feels part of the whole is fantastic and many are still with us today.

The third is not to be afraid to take risks – you either succeed or you fail and learn a valuable lesson. When I was given a blank canvas to turn Six Senses into a wellness company, there were a lot of non-believers in the initiatives we created. However, we walked the road less travelled and it paid off.



BIRTHDAY MESSAGE

I always look forward to reading Spa Business. It educates, inspires, questions and connects the industry. I'm incredibly grateful to Liz Terry and the team behind it

How has the industry evolved since 2003?

Back then, most people didn't even know what the word 'spa' meant and doctors certainly didn't acknowledge it. When I graduated with a master's degree in finance in 1997 and joined the fitness industry, my father thought I'd thrown away my education and career.

I was a founding board member of the Global Spa Summit in 2007, which is now known as the Global Wellness Summit and gradually this organisation, led by Susie Ellis, has helped our industry earn the respect of doctors and scientists. Just about everyone is interested in wellness and it's an amazing time to work in this sector right now.

Who have been the biggest industry influencers?

Susie Ellis, founder of the Global Wellness Institute, definitely, as well as Alberto Villoldo and his work in energy medicine, neo-shamanism and the connection with the non-visible realm.

Also Dave Asprey, the father of biohacking. Mark Hyman, a pioneer in functional medicine and Deepak Chopra for the way he's spread the knowledge of ayurveda – for me, personally, this is the most important healing method in the world today and it would be my 'go-to' if I ever got seriously sick.

More recently, there are neuroscientist Andrew Huberman, longevity expert Peter Attia, genetics professor David Sinclair, fitness, nutrition and health coach Ben Greenfield and many more.

What innovations have made a difference?

I have to mention tech and the wearable market and how we can use both to understand more

► about our health. When I started, it was all about touch and technology was looked upon as a disturbance of wellness. Today it's part of the solution and AI is opening up a whole new world of personalised wellness and medicine.

Also biohacking. I stumbled across Dave Asprey 10 years ago and realised what an opportunity it presented – interventions are typically not labour intensive, are low risk and offer a high ROI.

I use a cryotherapy chamber as well as a red light bed a couple of times a week and truly feel the difference.

What societal trends are impacting the market?

One of the biggest trends right now is that just about everyone is interested in wellness. Before it was only the early adopters and those who encountered some kind of health problem that wellness helped them solve.

A more feminine era is raising consciences and people are choosing differently for themselves, others and our earth.



A more feminine era is raising consciences and people are choosing differently for themselves and others

The LivNordic concept helped Raison d'Etre survive the financial crisis in 2009



PIERRE HENRIOT



Having been initiated as a shaman and working in the non-visible realm has shown me that the world is much more than what we can see

The quest for not being lonely is another driver. We need to find new ways to meet 'our tribe' and wellness will play a big part.

The need for mental health and people seeking spiritual development is fuelling the psychedelic market. It's booming and is not going away – it's built up too much momentum. It's also driving a market for indigenous therapies, shamanism and the invisible realm.

What business models will be the most exciting?

The combination of medical, wellness, mental and spiritual modalities under one roof in tandem with an online presence, wearables and real-time health and lifestyle advice 24/7 is what excites me most.

What do you wish had been invented but hasn't yet?

I've always dreamt of walking through a portal at a spa reception, that scans all your vitals

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Bjurstam experiencing shirodhara in Bhutan. She feels ayurveda is the most crucial healing method

and tells me exactly what I need for that day. What type of exercise I should do when I go to the gym, what kind of massage I should have or what foods I need to eat. It would only take a minute, be accurate and easy to understand. It could also write up a week's wellness programme, a month's lifestyle advice or a yearly plan to reach my goals. I'm sure this is coming and can't wait to experience it.

What's holding the global spa industry back?

It's too fragmented and a bit 'wild west' right now. False claims are everywhere. There are products that don't deliver what they say they will and influencers who don't know what they're talking about.

As we become more mature, standards will form and those products and services that hold true to their promise will emerge. But, at the moment, my biggest fear is that powerful, large profit-hungry companies with questionable

values will infiltrate the wellness sector – just as they have the food industry – and destroy it.

What do you still hope to accomplish?

So much! I've always seen my purpose to be a bridge builder, to help people cross into a more healthy world where they can live better for longer. And there's so much coming down the line in terms of personalised wellness, stem cells, exosomes, peptides and biohacking.

At the same time, having been initiated as a shaman and working in the non-visible realm has shown me that the world is much more than what we can see. Spiritual wellbeing, connection, purpose, love, creativity, quantum physics, psychedelics and learning from nature and ancient practices are equally important as the new science.

In fact, the two go hand in hand. I'm determined to help create a world where there's less judgement and more curiosity and where doctors, healers, scientists and spiritual masters work together.

True wellness real

estate communities are

extremely exciting



Susie Ellis

*Global Wellness Summit and
Global Wellness Institute*

How has the industry evolved?

In 2003, wellness wasn't a word used in the spa arena frequently. Facilities were seen as elitist and the medical arena, workplaces and governments didn't understand what they were about. Our organisations (GWI and GWS) started using the term 'wellness' in 2010 and now that it's part of the industry landscape everything has changed.

Who have been the biggest industry influencers?

Deborah Szekely, Mel Zuckerman, Nerio Alessandri, Rick Stollmeyer, Liz Terry, organisations such as our own, ISPA, Biologique Recherche and Global Wellness Day.

What business models are the most exciting?

True wellness real estate communities where you can live alone or as a family and be assured of a healthy life are extremely exciting. Today, that only really exists at Serenbe in Atlanta, Georgia, however there are more in the works.

I also love affordable and meaningful wellness. These days, some of the thermal resorts, such as Terme Bucharest, charge as little as US\$35 a day to access many of its experiences.

BIRTHDAY MESSAGE

With its trusted, high-quality and unbiased communications, Spa Business has been a very uniting factor in our sector. In fact, there was no global spa and wellness industry until Spa Business began and helped aggregate the various players

Finally, there are evidence-based medical wellness models which offer true preventative diagnostics and work with people to avoid becoming ill in the first place.

What societal trends are having the biggest impact on spas globally?

Since COVID, it's the recognition of the profound effect connection, community and gathering can have on mental and physical health. It's something the industry should be more cognisant of and embrace and engage with because we have the opportunity to truly 'own' that space.

■ Read more: www.spabusiness.com/GWS22

Emlyn Brown

Accor

What have been the most pivotal moments in your career?

In 2002, I moved to Dubai to work at the Burj al Arab and this was the start of my journey in the spa, wellness and luxury hospitality space. It was a steep learning curve but the knowledge I accrued still serves me well.

Joining Accor in 2018 was also a significant milestone that has seen me work globally in the wellness realm.

Who have been the biggest industry influencers?

We should remember the positive impact ESPA had on our industry in its early days, as well as the foundations laid by Mandarin Oriental spas, started by Ingo Schweder and Fairmont's Willow Stream spas led by Anne McCall.

Six Senses, which I was fortunate enough to work for, was a passionate advocate of wellness and sustainability well before it became mainstream in hospitality and should be congratulated for what it's achieved.

What spa models are coming down the track?

I'm really excited by the interface of technology and spa. Nothing will replace the power of human interaction and touch therapists, but the advances in medi-tech over the past 20 years have been incredible and I truly believe it will have a dramatic role in helping people live better for longer.



Spas still lag in terms of sales and marketing planning and execution

How can the industry realise its true potential?

We still lag in terms of sales and marketing planning and execution. We also need to see better commercial education of future leaders as they develop and enter the workforce.

Meanwhile, the current boom in social bathing is a great example of how we can embrace a business model that's more affordable and that's understood by and accessible to a broader demographic.

■ Read more: www.spabusiness.com/emlynbrown



Brown praises the foundation laid by Willow Stream spas

Children and young adults will
drive growth in our sector



Kenneth Ryan

Marriott International

What key industry innovations can you identify?

Technology. Most notably, spa software systems, which are the heartbeat of operations. Around 10 years ago we started to see advancements in spa technology including the introduction of online booking. Initially, this was received with resistance but today it's become mainstream. All Marriott spas offer it and see upwards of 40 per cent of their appointments made online. Many spas now also have mobile apps to engage with their members.

In addition, spas are now using data analytics to track guest demographics, spending habits, treatment preferences and feedback. This information helps them make informed decisions about everything from marketing and hyper-personalised experiences, to yield pricing.

In the future, AI will play a significant role – automating administrative tasks, advancing customer service and even delivering treatments autonomously. Spas must be prepared to adopt these innovations and be more open to change. At the same time, it's our responsibility to safeguard the personalised, high-touch wellness experiences our customers expect.

What's going to impact spas the most?

Over the next two decades, kids and young adults will be the driving force behind the global growth of spa and wellness. Younger generations are known to be trendsetters and highly influential across multi-generations. ▶



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A black and white photograph of a beach scene. In the foreground, a person is sitting on the sand, facing away from the camera, looking out at the ocean. A surfboard is lying on the sand next to them. In the background, waves are breaking, and a small boat is visible on the water. The sky is overcast.

BIRTHDAY MESSAGE

Spa Business plays a crucial role in the ongoing success of our sector.

Over the past 20 years, it has covered every major event, serving as a historical archive of the industry.

Sharing and collaboration help us all become the best we can and I'm proud to be a part of this spa and wellness family

Younger generations
are trendsetters
and highly influential

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► I'm encouraged by the increasing rise of wellness among our youth and engagement on multiple fronts, including schools. From starting the day with mindful moments, incorporating social and emotional learning alongside academics and promoting both physical and mental health, we see strong signals that wellness will be deeply embedded in our youth. Especially as it continues onto higher education with colleges investing in wellness facilities and services too.

In my 20 years in the industry, I've never seen such a high level of awareness, interest and demand for what we do. I believe this is only the beginning for us, as the next generation will demand wellness in all forms and spas will play a significant role.

What's the most radical change you foresee?

Preventive medicine is undeniably the future and spas will be critical in this transformative journey.

Already, medical breakthroughs are revolutionising preventative care and early detection of health issues, promising to enhance our quality of life and longevity.

What makes this shift even more remarkable is that many of these cutting-edge medical treatments are most effective when integrated with the wellness services spas offer.

Awareness, interest and demand for spas is at an all-time high, says Ryan

Spas must be prepared to adopt technological innovations and be open to change

As our services are increasingly recognised as legitimate and potent forms of preventive medicine, spas will swiftly transition from being perceived solely as a luxury amenity to an investment in one's wellbeing.

With this in mind, our services are steadily gaining acceptance within the healthcare system, extending to medical insurance. This pivotal development not only fosters greater accessibility to spa treatments but also ignites a surge in demand, signifying an incredibly promising future.

■ Read more: www.spabusiness.com/kennethryan

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I've yet to see a wellbeing application of VR that's taken off

Jeremy McCarthy

Mandarin Oriental

How has the industry evolved?

The biggest change I've observed is the rise of awareness around mental wellbeing. I came to the spa industry with an academic background in psychology and was always thinking about the psychological and emotional impact of the spa experience. But it's only in the last 15 years or so, as a consequence of our deepening relationship with technology, the increasing pace of change and the gradual erosion of traditional family and social networks, that mental wellbeing has taken a prominent place in the minds of consumers.

What do you wish had been invented?

In college, over 30 years ago, I had a chance to try one of the first experimental virtual reality systems. I was excited about what this technology could do, but it's now three decades later and I've not really seen a wellbeing application of VR that's taken off.

What will have the biggest impact on spas?

Technology will continue to be the largest disruptor of human wellbeing – interfering

Awareness around mental wellbeing has been a huge change



PHOTO: MANDARIN ORIENTAL

BIRTHDAY MESSAGE

Spa Business is an incredible resource. I turn to it again and again for ideas, education and inspiration

with sleep, relationships, safety, work-life balance, physical movement and mindfulness. As that continues, the need and demand for quintessentially non-digital experiences will also grow.

Spas play an important role in the age of technology, giving people a place to disconnect, indulge in silence and receive touch and nurturing interactions with caring human beings. The increasing scarcity of these kinds of experiences makes them luxuries of the modern era.

What's your hope for the industry?

I'm a big believer in the timeless aspects of spas so I'd say the spa of the future should look much like the spas of the past – a place that's soothing and serves as an escape from the stresses of daily life, a multisensory experience. It will be somewhere that offers therapeutic modalities using heat, water and other natural elements, that provides a sense of slowness enabling guests to regather energy and that has nurturing, empathetic healers who guide people on their own path to wholeness.



20
YEARS

Helping people to disconnect is a rare luxury in the modern era, says McCarthy

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Creating ESPA Life, one of the first integrative hotel spas, is a highlight for Harmsworth

Sue Harmsworth

Integrative health, wellness and spa expert

What are your career highlights?

There are so many – I've been in the industry for over 50 years. Having built one of the first spa, hair and beauty businesses in North America in the 70s, I returned to the UK and my inaugural wake-up moment was working at Grayshott Hall in Surrey in the early 80s.

Spas didn't exist. This was the era of 'health farms' and my first experience of the medical integrative approach. There were three doctors, 13 nurses, eight osteopaths and separate departments for beauty, fitness and nutrition. We ended up with 200 practitioners of various skills. We treated guests with issues ranging from weight, alcohol and drug addiction to cancer and lifestyle issues that the National Health Service wasn't dealing with. It was eye-opening because I realised how even a week – it was a minimum seven-day stay – could change someone's life.

In the late 80s, I started a consultancy and my inaugural project was creating the first proper five-star hotel spa for Turnberry in Scotland which had seasonality issues. Back then there were no hotel spas and I drew on my experience



to create a facility to address stress which was the main concern of the time. This softer approach, focusing on relaxation and escapism, combined holistic treatments, fitness, beauty, hydrotherapy and thermal experiences. The supportive owners also invested heavily in training which made a huge difference to the quality and long-term reputation of that spa.

Any other pivotal moments?

Getting my MBE from the Queen for services to the spa and beauty industry in 2010. Training thousands of therapists globally in post-graduate work. Designing over 500 award-winning spas!

The idea for ESPA was born at Turnberry. I'd done a short stint designing and managing over 100 spas on cruise liners and knew that the multi-brand approach – separate product houses for skin, body, hydrotherapy, aromatherapy etc – was too confusing for the customers and therapists and required too much stock and training. So I developed a range of products that covered all these key elements, naturally. The products flew off the shelves from day one and by 1993 ESPA had launched and the rest is history.

My next pivotal moment was launching ESPA Life at Corinthia London, one of the first integrative hotel spas in the world at a time when operators were focusing on massage, beauty and relaxation. That was 12 years ago.



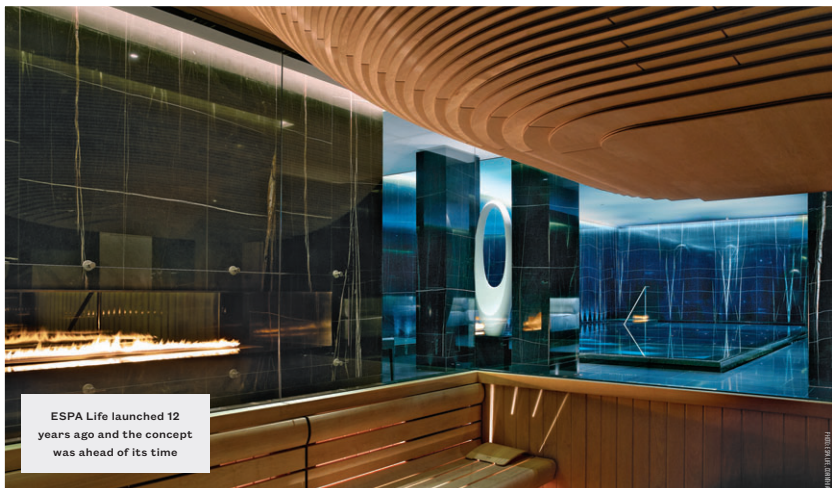
By 2050 the term spa, and possibly even wellness, won't exist

We had great success financially, however, it's only now that the market is really ready for the integrative and more medical aspects that I had envisioned years previously.

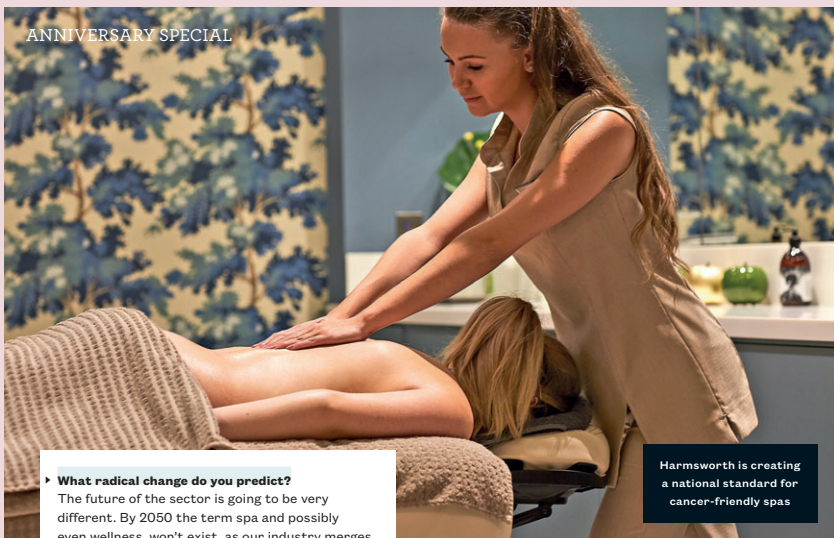
What do you still hope to accomplish?

I sold ESPA in 2017 and am now focusing on health, prevention, wellness and bringing the spa, beauty, medical, fitness and complementary worlds together.

I've also launched the Standards Authority for Touch in Cancer Care (SATCC), a charity to train qualified therapists to really help those touched by cancer and for the patients to find a trusted practitioner. There are now 400 spas with SATCC-certified staff in the UK.



ESPA Life launched 12 years ago and the concept was ahead of its time



► What radical change do you predict?

The future of the sector is going to be very different. By 2050 the term spa and possibly even wellness, won't exist, as our industry merges with public health and other industries under a broad prevention umbrella. The best of traditional medicine will come together with complementary and preventative approaches in a new model. I foresee destinations that have a certain number of rooms set aside for recuperation, pre- and post-rehabilitation and diagnostics where guests will be able to go pre- and post-surgery and then transition into the integrative side for longer-term recovery. They will have all the facilities of modern-day wellness destinations, enabling guests to make lifestyle changes. These will be supplemented by city centre hubs for ongoing maintenance.

Harmsworth is creating a national standard for cancer-friendly spas

There are now 400 UK spas certified by SATCC to help those touched by cancer

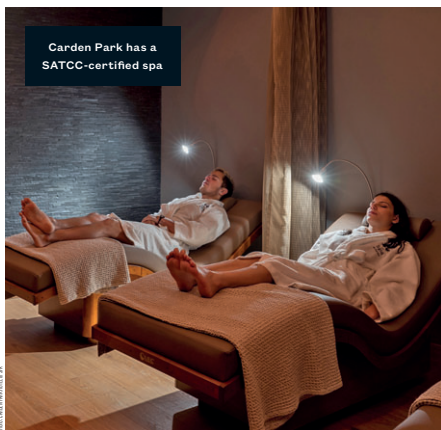
What's holding the industry back?

The lack of qualified staff. Especially at the advanced levels. Educational courses have got shorter – six months versus a minimum of two years – and many therapists and practitioners are younger, with few or no life skills.

As we morph from spa to wellness/wellbeing/integrative health and medical, we'll need more advanced practitioners. We must go back to training and creating a career pathway that enables therapists to hone and advance their skills and to explore additional roles in the wellness arena, such as those in health coaching, nutrition, mental health and many more. We also need to reimburse them according to their skill set, experience and qualifications. This is the only way the industry will retain and grow its talent and continue to thrive and flourish.

■ Read more: www.spabusiness.com/SATCC

Carden Park has a SATCC-certified spa





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PHOTO: JAMES HARRIS



Mark Hennebry

Ensana

What have been your career highlights?

During a dire recession in Ireland, is it the day I saw a vacancy for a job in Hong Kong and was on a plane three weeks later becoming an economic migrant like millions of others? Or is it the day I went for an interview in Phuket and on walking into the hotel, knowing with absolute certainty that I'd found my 'home'?

There have been many other such inflexion points when I needed to make career decisions. I subscribe to the concept that there's no such thing as a right/ wrong choice – just a different one.

Who have been the biggest influencers?

Banyan Tree opened its flagship site in Phuket in 1994 and was one of the first to design a spa concept as an integral part of the hotel offering, rather than just as an afterthought. Many brands have followed suit to varying degrees of success. Today



Ensana manages 27 health-focused properties and the plan is to double this number



Models targeting a much wider market segment at accessible price points will have a long-term sustainable future

Banyan Tree remains a phenomenal force and it has also added complementary brands that segment the market.

What will have the greatest impact on spas?

The democratisation of health will be hugely influential. Ultra-luxury spas are wonderful. However, spas that build their business model around a much wider and deeper market segment at accessible price points, will, I believe, develop a long-term sustainable future.

What do you still hope to accomplish?

The creation of Ensana just four years ago laid the foundations for a new brand in Europe based on integrative health – fusing local natural resources such as thermal water and mud with expert medical knowledge to offer treatments that support people's health. We're only at the start of this journey and doubling the size of the business in the next 10 years is an achievable goal.

■ Read more: www.spabusiness.com/markhennebray

Tertiary education courses on thermal bathing are launching in Australia and China

Charles Davidson

Peninsula Hot Springs Group

How is the spa industry evolving?

In the hot springs sector, a key change has been internationalisation – a collaboration of events, research, staff exchange/development and guest education around the world.

Organisations such as the Global Wellness Institute and its Hot Springs Initiative and the World Federation of Hydrotherapy and Climatotherapy are spearheading cross-continent cohesion in the sector. Examples of powerful and joyful events include Soakember, World Bathing Day and World Wellness Weekend.

Inroads have been made in education. Hezhou University in Guangxi, China has established a Hot Springs College and is now enrolling students and the Chisholm Institute in Australia is creating a diploma-level course for thermal bathing – it will run a trial for students in 2024 and the full course will be available in 2025.

These have been developed in partnership with the industry and are the first formal tertiary education programmes to focus on hot springs.

Building careers and happy lives for people working in our sector is the responsibility and obligation of our leaders. The culture and opportunities they create enable employees to ultimately deliver the best possible experiences.





Hot springs are exciting businesses because they're universally popular

What business models are most exciting?

Those which benefit society, the environment and the economy.

Wellness communities built around thermal bathing, for example, actively enable connections. My favourite view is seeing four generations of the same family 'taking to the waters', it's a testament to the universality of the experience.

At the same time, hot springs are regional magnets. They attract guests of all cultures, who then partake in other local activities such as horse riding, sailing and wine tasting.

In China, they call this 'hot springs plus' and thermal waters are the universal connector.

Excitingly, some facilities are also evolving into cultural centres offering arts, music, education and performances as well as healing and wellness. Traditionally hot springs have been at the heart of cultural and musical celebration and we're now seeing a reawakening of this across the globe.

What trends are having the greatest impact?

Increasingly we're seeing guests follow health practitioner-assisted learning with self-guided wellness habits and the industry is leaning into this 'healthcare to self-care' movement.

There's a 'healthcare to self care movement' where guests top up medically-taught lifestyle interventions with self-guided wellness habits

Recreational hot spring facilities currently being built, for example, are integrating healthcare design features and programmes so that they can support guests/patients following intensive stays at more medically focused thermal facilities such as those in Europe.

They're working in a symbiotic and proactive way with hot spring clinics/hospitals, where medical staff teach bathing and lifestyle interventions over three- to four-week stays, to develop ongoing healthy habits. This co-creation and collaboration of services is a long-term trend for the hot springs spa sector.

The industry would greatly benefit from a national, streamlined education model



US spa franchises perform 30 million services a year

CG Funk

Massage Heights

What's been your biggest life lesson?

In 2016, I stepped down from an executive position at US franchise chain Massage Envy, to spend more time with my ageing mother. After 20-plus years of being fully immersed in my career, I felt it was time to take a break. This decision turned out to be eye-opening. There's growth and learning that comes when we slow down, reassess and reconnect with our true selves and loved ones. Today, I'm back in my career but with more confidence, clarity and boundaries.

What do you still hope to accomplish?

There's a great need for professional, talented therapists to meet the ever-growing consumer demand for massage and bodywork services. I hope to be a part of the movement and efforts that build and drive positive public awareness and understanding of massage careers to increase interest and grow our workforce.

How has the industry evolved?

In 2003, spa services were mainly available to an elite clientele. In the past 20 years, we've experienced unprecedented growth in local day spas through the franchise model. These models offer affordable monthly memberships of US\$79-89 (€70-80 £60-68), which include a 60-minute massage, in thousands of locations in suburban communities meaning they target

a more diverse consumer. US franchise spa and massage businesses are now collectively performing 30 million services annually.

What do you wish had been invented?

The spa industry could greatly benefit from a national, streamlined education model for therapists, aestheticians and management candidates.

How do you hope the industry will look in 2050?

I'd like to see spa services as a part of everyone's wellness and health routines. They are so beneficial in managing hundreds of physical and emotional challenges that we all face in today's world. It would be amazing to see the availability of them spread across all demographics. Heal the body, heal the planet.

BIRTHDAY MESSAGE

The world of spa and wellness is ever-evolving and Spa Business has been at the forefront of these changes. I've always valued its content and how it leads the charge with thought-provoking articles

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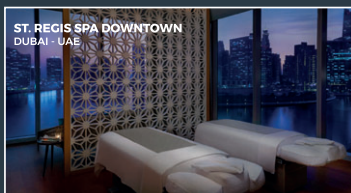
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A portrait of Deborah Szekely, an elderly woman with short, wavy white hair. She is wearing a white long-sleeved shirt and a colorful, patterned scarf with geometric and abstract designs in shades of orange, blue, green, and grey. She is leaning against a thick, textured tree trunk on the left side of the frame. The background is a soft-focus view of a forest with green foliage.

Deborah Szekely

Rancho La Puerta

What do you consider to be your greatest achievement?

My daughter. But beyond that, it's the role I've had in politics. I've always been involved and when I was in my 60s, I ran for Congress. I didn't make it, so I moved to Washington and ran a federal agency and created the *Congressional Management Manual* – a 300-page book about how to run a congressional office which is now in its 17th edition. Nothing like it existed at the time and I'm very proud of the impact it's had.

And of course I'm very proud of The Ranch, because my husband and I started it from scratch. We actually came up with the idea of the fitness spa – there was no such thing at the time. We had a mountain, fresh air, a river and a creek and guests had to bring their own tent and paid US\$17.50 (£13.30, €15.80) a week to pitch it.

No one should ever be lonely, says Szekely, and spas can help address that



And we had lectures – my husband spoke every day at 4pm under the big tree and everyone attended. Then we'd all have dinner later under that same tree. So the importance of the mind and the wisdom of the elders was always key.

How can the industry realise its true potential?

To go outward, we first have to go inward. Staff have to be given time for massages and exercise classes for themselves, so they know what they're talking about.

We have a whole wellness programme for our employees that includes access to treatments, a doctor, family counsellor, psychologist and nutritionist. Being involved with staff creates a sense of loyalty. In our case, we have those whose grandmothers were employed by Rancho la Puerta and they're happy and proud to work for us.

Spas also need to reach out to become part of the community, which is another way to focus first inwards, then outwards. As it all spills over into the guest experience.

How do you hope the industry will look in 2050?

I hope spas will be out of business because everybody is living the right way! I hope they'll work better together, support one another, train each other's staff and share new ideas. I also hope there'll be less of a separation between spa life and everyday life.



I might be 101, but I'm still campaigning for the food industry to clean up

Is there anything you still hope to accomplish?

At my age of 101, no. But I still contribute through the Center for Science and Public Interest. The most important thing is for the food industry to clean up. We have a right to eat food that's good for us and not full of chemicals.

Any further words of wisdom?

Throughout my life my friends have been my most important support system. Nobody should be lonely and we must help those who are, especially later in life. Here at the Ranch, everybody makes new and soon-to-be permanent pals and they often come back together at the same time. We change people's lives – we offer so much to learn it's like a week of college. You'll experience things to think about long after you go home. And then, when that begins to fade, it's time to come back again.

■ Read more: www.spabusiness.com/deborahszekely

The spa of the future will
be readily available to
people of all ages, abilities
and backgrounds

Diana Mestre

Mestre & Mestre Spa Consulting

What have been the biggest industry disruptors?

Global warming and COVID-19. Both have led to a shift towards health, wellness, transformative and regenerative tourism which impact every aspect of spa development and operations.

What key innovations can you identify?

The most significant change has been the integration of technology. From wearable tech and biohacking as a shortcut to wellness to the explosion of meditation, breathwork and yoga apps and online wellbeing tutorials and courses.

The next step is to incorporate virtual reality, augmented reality and artificial intelligence into spa offerings to enhance the customer experience.

What do you wish had been invented?

Advanced modalities that can enhance the quality of life in old age, perhaps driven by our understanding of epigenetics and telomeres and using vibrational medicine and advanced frequency-sound capsules that bring about cellular renovation and age reversal.

What's holding spas back?

While high-tech services will shape our future, the success of spas will only be guaranteed if we maintain our caring human approach. A therapist's biggest asset is their healing hands, ability to serve from the heart, empathy, intention and whole-person approach, ensuring that each client's needs and concerns are understood and addressed.



BIRTHDAY MESSAGE

Spa Business is the most important wellness publication on the planet! It was the first magazine to take an interest in the spa industry in Mexico, Latin America and the Caribbean, it gave us a voice and placed us on the world map. It informs and inspires global professionals with its visionary articles



The industry runs the risk of packaging practices into commercial products, driven by greed and profit, rather than focusing on the actual value of wellbeing so treatments lose their true significance and profound importance.

What will the industry look like in 2050?

I hope it will focus on human values and empowerment and that wellness is readily available to children, health providers, blue-collar workers and corporate employees – people of all ages, abilities and backgrounds.

swiss line

BY DERMALAB

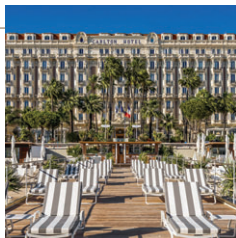


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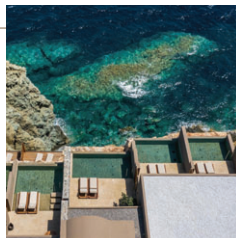
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Daide Bollati

Comfort Zone and Davines Group

What societal trends are having the greatest impact on the market?

The lack of time along with the expectation of immediate, visible results is at the core of a revolution in our industry. It's led to the creation of combo services happening alongside intensive manual and high-tech support. This convergence and dynamism are so intrinsically distant from the tranquil, meditative approach of the initial concept of spa. Consumers still need to escape, but what they look for today goes far beyond that.

Younger generations live in the public eye and require less disconnection – they want experiences that suit their frantic, intensive lifestyles.

What radical industry changes can we expect?

We'll see the creation and development of hyper-customised services which merge skincare, high-tech injectables and medical components. We think this

PIRELLA GÖTTSCHE LOWE



Bollati's uber-green, purpose-built headquarters opened in 2018



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20
YEARS

Sourcing ingredients
sustainably must be
a priority

We'll see a convergence of
skincare, high-tech injectables
and medical components

convergence will be fully accepted for its efficacy and multilayer benefits and, we hope, for its focus on sustainability.

What do you still hope to accomplish?

Our aim is to do our best for the world by creating a good life for all, through beauty, ethics and sustainability. As a B Corp company, we strive to embrace regeneration and revolutionise the way we formulate, select ingredients and design our lines. We hope many more spa businesses will share this goal in the future.

We strive to restore the resources of our planet that have been exploited for too long. That's why in 2021, in partnership with the Rodale Institute, we founded the European Regenerative Organic Center (EROC) near our headquarters in Parma, Italy.

One of the goals of the centre is to study ingredients grown according to the principles of regenerative organic agriculture for our formulas. Working with EROC, we also hope to create a new supply chain in the beauty industry – and eventually other arenas such as the food sector – that positively impacts social and environmental practices.

■ Read more: www.spabusiness.com/davinesvillage

At last, investors
are realising the
value of spas

Neighbourhood
destination spas are the
most exciting business
model of the future

Régis Boudon-Doris

Bbspa_Group

What's been your biggest life lesson?

Definitely the pandemic. On the one hand, it gave me the time for introspection and I felt good about myself, which is not trivial for me, on the other hand, it radically changed the perception and importance of wellness for our clients, investors, hotel and spa managers, along with that of their clients, the end users of our projects.

How has the industry changed?

At last, many entrepreneurs/investors have realised that the wellness industry and especially spas are absolutely profitable as well as strategic investments for any hospitality business.

What business models are exciting?

Neighbourhood destination spas. Large 10,000sq m spas located near major urban centres, which are easily accessible because they're already located in commercial hubs that have the infrastructure to accommodate vast numbers of customers.

I'm not talking about wellness-themed playgrounds, but actual spas, which are designed to be multifaceted. Investment won't be cheap, but they'll have two fundamental characteristics now lacking in many projects that will justify the cost. Firstly, you'll have speed of implementation which is attractive to large institutional investors. Secondly, these facilities will be designed to be able to quickly adapt to new market trends, with plug-and-play modules to keep offers fresh and exciting.

What trends are impacting spas?

The number of potential wellness clients has greatly widened, enabling us to move out of the niche we were once confined to. We're no longer obliged to design in the standard features - sauna, steamroom, hydromassages and emotional showers plus a few treatment rooms. We can create projects to satisfy every segment of clientele across all age groups and income brackets.

This does not mean 'all spas for everyone' but instead 'a spa for each of us'. Hyper-personalised facilities, tailored to specific locations, which will be sure to meet the audience where they're at and lead to success.

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BIRTHDAY MESSAGE

I'm a regular reader and fan of Spa Business. It's the go-to magazine for spa professionals. It ventures past the superficial to help us all stay attuned to global happenings and wider sector movements



Ingo Schweder

GOCO Hospitality

What are your pivotal career moments?

I was diagnosed with stage four lung cancer in 1993. The wellness industry was still in its infancy, but I turned to yoga, meditation, detoxing and macrobiotic cuisine/targeted supplements in my two-year survival battle. I travelled the globe meeting academics such as Marc Cohen, Gerry Bodeker and Robert Thurman, learnt about the vast cosmos of complementary alternative modalities and experienced environments such as banyas, rasuls, hammams and bathhouses. The cancer-related downtime and healing regimes ultimately changed the direction of my career – for which I'm grateful.

What key innovations can you identify?

There are so many! Those focused on mind and emotional health, tapping into binaural and solfeggio therapies, are particularly interesting. Examples include Mindsync, the Biohacking Orb, Sensync's Vessel and Gharleni's Welnamis.

What do you wish had been invented?

The use and application of technology for diagnostics is already having a tremendous impact on personalised healing journeys. These often enable consumers to take charge of their own health. However, there's a gap for devices

Residences at Glen Ivy Hot Springs are an example of the flourishing wellness real estate movement



and wearables to offer real-time advice to counterbalance the strains of everyday life – ‘your stress levels are too high, you need to take 10 minutes out to meditate’, ‘cut down on your carbs today, you’re not doing enough to burn them’.

Who are the biggest industry influencers?

Gen Z continues to have a profound impact on wellness and leisure travel. They’re more concerned about sustainability in travel, accommodation and products than others.

They want elevated experiences off the beaten track and they’re big advocates of social wellness, shirking traditional spa experiences centred around solo, quiet-based activities.

What business models are the most exciting?

Wellness real estate ventures, centred around healthy lifestyles, are prospering and influencing the wider communities around them. Our project in Appenzell, Switzerland, for example, will open early next year.

Traditional spas are being disrupted with the rise of social wellness clubs such as



There’s a gap for wearables to offer real-time advice to counteract daily stressors

Remedy Place, Next Health, The Well and the one we’re developing in Four Seasons Bangkok. Based in cities, they’re leading the charge in making preventative medicine more accessible with their biohacking and high-tech modalities such as hyperbaric oxygen, cryotherapy, IV infusions, photobiomodulation and pulsed electromagnetic field therapy.

How can the industry realise its true potential?

I applaud a more democratised global wellness economy. But I would like to see operators offering ‘sister’ models with a more accessible price point to ultimately offer wellness to all.

At-home health tests will lead
to more effective aftercare
and create longer-term
spa/client relationships

Inge Theron

Inge Theron & Associates

What are your pivotal career moments?

Failures are valuable lessons. For me, a sleep crisis at a tumultuous time led me to Rishikesh, India, to learn to meditate. That led to a silent retreat, which in turn opened the door to a new passion for wellbeing and writing a column in the *Financial Times* called Spa Junkie. I realised my dreams and have been in the industry for more than 15 years.

What industry innovations can you identify?

The greatest period of innovation is upon us, we are living it. Testing and diagnostic tools enable us to truly customise experiences. At-home testing, such as glucose trackers, will lead to more targeted and effective aftercare and create deeper, longer-term relationships between spas and clients.

There's no denying the impact AI chatbots will have. However, I'm most excited about AI-assisted data analysis and screening in preventative health.

Plant medicine, including the use of psilocybin and ayahuasca, is becoming mainstream. Although still in the early stages of research and regulation, they show promise in addressing mental health challenges and promoting overall wellbeing.

FaceGym franchises are
rolling out worldwide



What business models are the most exciting?

We're seeing great success with fast beauty franchises and have started rolling out FaceGym in hotels worldwide.

On the other side of the coin, we're co-designing human optimisation centres with some of the biggest scientists and innovators in the space. We're taking age reversal technologies and longevity protocols and plugging them into uber high-end wellbeing clubs and hotel suites.

What do you still hope to accomplish?

I'm very excited about our new own-brand skincare, bodycare and hotel amenity division.



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Spas have the potential to replace hospitals, says Ibrahim

Spas will be life centres
for social interaction
from children to adults

Mohammed Ibrahim

The Wellness

When did you learn your biggest life lesson?

Without a doubt, it was during the early part of the pandemic – both personally and professionally. When everything paused, people got to see things from a different perspective. It was a golden opportunity to review, analyse and improve, which resulted in so many positives that I still observe. It forced us to step out of our comfort zone, leading to great success and it's now our norm to think outside the box.

How has our sector evolved?

The global spa industry has witnessed many changes from both a technological and operational perspective, however, I believe the biggest change has been embracing wellness. It's not only about a spa treatment any more, the focus is on supporting an individual's wellbeing and enhancing their lifestyle.



PHOTO BY LINDBERGH

What radical changes do you foresee?

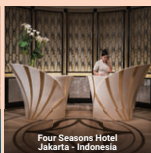
Spas will replace hospitals. People will no longer go to a doctor to treat diseases, they'll get advice at spas about how to prevent them. I also believe spas will become life centres for social interaction, from children to adults. They'll be a force for innovation and enhanced lifestyle.



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BIRTHDAY MESSAGE

Spa Business is an invaluable resource. It covers the many elements of running a spa – design, building, fit-out, operation, finance and management – allowing companies specialising in any of these stages to share experiences and connect

Barr+Wray counts the Karl Lagerfeld hotel as one of its clients

Derek Barton

Barr+Wray

What's your biggest life lesson?

Always listen to your customer. And position your business so that you're able to take advantage of opportunities which present themselves. But we have multiple clients – from the people who pay for our designs and installations, to the bathers using the facilities who highlight their experiences on social media. The world has become a very small place indeed.

How has the industry evolved?

The way in which spa has changed from an elite service and is no longer a pursuit of only the wealthy. Spa is now a mainstream business. Physical, mental and emotional care is within the public mainstay – a part of everyday life – and more important than ever.

Masters' Collection Britta



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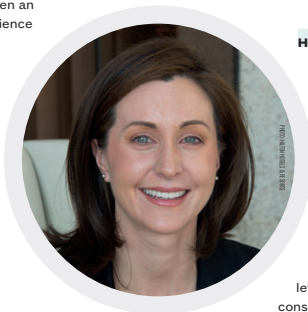
Amanda Al-Masri

Hilton Hotels & Resorts

What have your career highlights been so far?

Getting Hilton's newly-created role of global vice president of wellness is truly the job of my dreams. However, there's been an accumulation of skills and experience that brought me to this point.

Being ambitious, there were times I was tempted to shortcut my way to what I perceived were bigger or newer things. But as I knew – or sometimes learned the hard way – there's no replacement for hard work. While I have no illusions that I still have much to learn, especially in an industry as dynamic and diverse as ours, I'm so proud of what I've achieved so far.

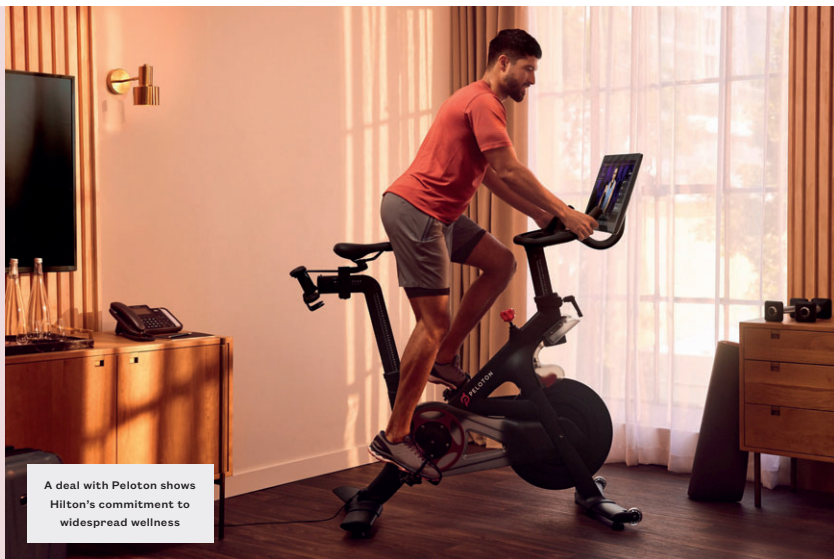


At times, I was tempted
to shortcut my way to
bigger things... but there's no
replacement for hard work

How has the industry evolved?

Hilton's 2023 global trends report shows that more than half of the 8,000 people surveyed are looking to engage with wellness experiences when they travel. The audience has become increasingly diverse and their expectations are expanding too.

Most hoteliers now engage with wellness in some way at the full-service and luxury level. However, areas once considered "cutting edge" – luxury



A deal with Peloton shows
Hilton's commitment to
widespread wellness



Hilton's latest trends report highlights a hunger for cultural experiences

spas and well-equipped gyms – are now table stakes. There's a need to provide a sensible, comprehensive and cross-functional approach to wellness across the entire stay experience and portfolio – from focused service to luxury.

What consumer trends are driving change?

Our trends report also showed a hunger for authentic, cultural experiences and our teams are doing a wonderful job creating this programming for guests worldwide. For example, workshops highlighting local healing herbs in Thailand which are then used in treatment compresses, or a wellness wildlife sabbatical in the Galapagos Islands.

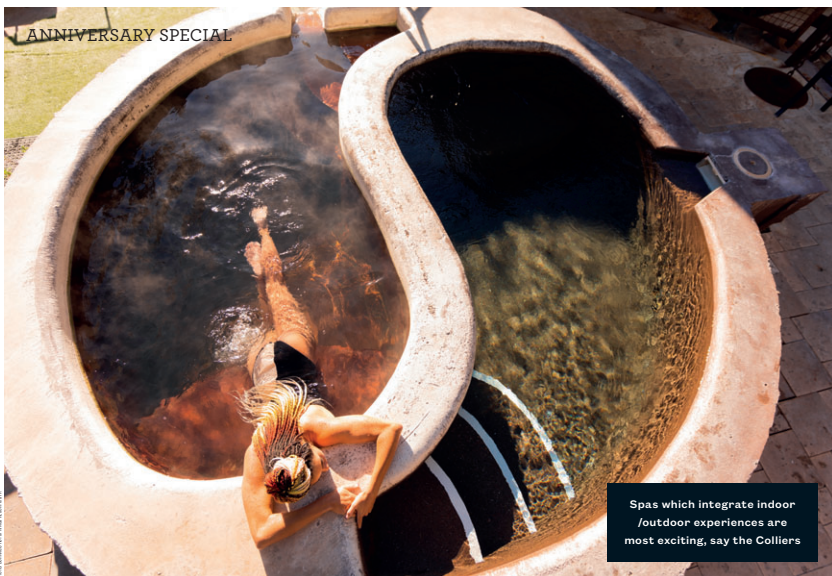
Meeting the diverse and ever-changing needs of our guests within this new wellness paradigm means deepening our existing areas

of wellness expertise – namely fitness and spa – while we also move into other areas such as sleep, nourishment and mindfulness. But it also requires consistent brand, marketing and communications support to ensure we shine a light on the incredible work happening within our portfolio.

What do you still hope to accomplish?

One of the things that attracted me most to my new role at Hilton was how it aligned with my own vision of democratising wellness. As the wellness consumer diversifies, our goal is to reach as many people as possible – not just guests in our luxury or full-service properties, but across our entire portfolio of 22 brands and 1.1 million guestrooms in 123 countries.

■ Read more: www.spabusiness.com/hiltontopteam



Spas which integrate indoor /outdoor experiences are most exciting, say the Colliers



BIRTHDAY MESSAGE

Spa Business is our most relied-upon resource for global wellness and spa news, education and connections. The people behind it are incredibly talented and wonderful humans



Kim and Cary Collier

Blu Spas and Collier Concepts

What are your career highlights?

We were blessed to live and work in Java and Bali in the 90s. We learned about living in beautiful cultures, nature, community and family. We didn't believe we'd have children until the Balinese helped us think otherwise... thankfully

It completely changed our thinking about designing spas and inspired us beyond words.



What major innovations can you identify?

There have been so many, thank goodness! Integrating indoor/outdoor spa experiences (learned in Bali and Thailand) has been key. And we're starting to see communal bathing models making a comeback - clients thought we were nuts when we suggested these 10 years ago!

What do you wish had been invented?

Biosuit: an organic material for bathing that disintegrates after four hours. It would save laundry costs, be functional but also amusing and look fantastic. Issue: spontaneous nudity may occur after those four hours!



*Living in Java and
Bali in the 90s inspired
us beyond words*

PHOTO: DARRIN KUTY/SHUTTERSTOCK.COM



Thermal bathing facilities,
such as Durango, are
making a comeback

Joerg Demuth

ZeroWaste Global

What trends are impacting spas?

The spa industry is making considerable strides towards sustainability in response to growing environmental concerns. This shift is not just about meeting customer demands but also about adapting to new regulatory landscapes.

A key aspect of this transformation is the adoption of sustainable design and eco-friendly materials. Many spas are opting for reclaimed wood, energy-efficient lighting and moving towards paperless operations.



The shift towards sustainability is not just about meeting consumer demands, but also about adapting to new regulations

Soneva in the Maldives is a leading example of sustainability

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Many spas are now using eco-friendly materials in their designs



BIRTHDAY MESSAGE

The success stories Spa Business highlights not only celebrate excellence but also inspire others. The unity and shared purpose it champions have contributed to the overall growth and development of our sector

Additionally, traditional cotton linens, which contribute significantly to pesticide use, are being replaced with more sustainable fabrics made from modal or lyocell.

How has the industry evolved?

One of the most significant is the move away from single-use plastics and with almost all countries tightening restrictions on plastic use, businesses are finding themselves compelled to adapt. As a result, spas are increasingly using refillable toiletries and plastic-free, sustainable and compostable amenities.

What's holding the industry back?

Despite these positive steps, challenges remain. Many spas continue to prioritise short-term returns over long-term sustainable practices, leading to unviable operations.

As regulations around the world tighten and awareness grows, spas that prioritise sustainability will stand out and flourish.

And the transition to sustainable practices doesn't just benefit the environment, it enhances brand image, satisfies consumer demands and improves overall business performance.



Refillable toiletries are increasingly being used

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I started Salt Chamber at the age of 52. There's real power in 'intentionally choosing' and making things happen

Leo Tonkin

Salt Chamber

What's been your most pivotal career moment?

After a 35-year consultancy career steeped in organisational culture, strategy and leadership development, I started Salt Chamber at the age of 52. We all have visions, ideas and possibilities ... but nothing gets done without action. There's real power in 'intentionally choosing' and making things happen.

What do you still hope to accomplish?

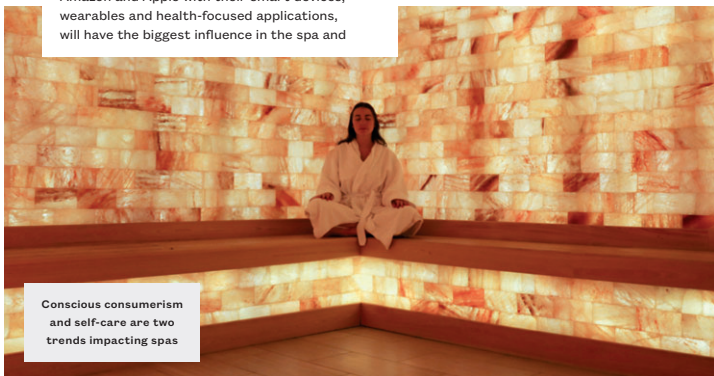
To raise awareness about respiratory wellness so individuals, communities and societies take action to impact the quality of the air we breathe and how we affect climate change.

Who will disrupt our industry the most?

Technology companies such as Google, Amazon and Apple with their smart devices, wearables and health-focused applications, will have the biggest influence in the spa and



PHOTOGRAPH BY JAMES TONKIN



Conscious consumerism and self-care are two trends impacting spas

PHOTOGRAPH BY JAMES TONKIN



New tech will drive spas to engage with guests regardless of physical location

wellness space. They'll drive spas to engage with their guests, track their wellness and deliver personalised recommendations, regardless of their physical location.

Furthermore, advancements in telehealth and telemedicine will enable spas to extend their reach and provide virtual consultations and treatments.

What trends are impacting spas?

Conscious consumerism will play a role as spa-goers seek authentic offerings that have integrity and are socially responsible.

There's an increased focus on self-care and wellbeing, as well as therapies that help mental wellness - intentional music therapy, mindfulness and breathwork rituals and psychedelic retreats.

What radical changes do you foresee?

The integration of artificial intelligence (AI) and virtual reality (VR) technologies into spa experiences. Biohacking and creating evidence-based multisensory and personalised offerings will be key.

AI will revolutionise the way spas operate. Through machine-learning algorithms, spas will be able to analyse vast amounts of customer data to truly tailor treatments. Meanwhile, AI-powered chatbots and virtual assistants

Tonkin's goal is to raise awareness of respiratory wellness



will enhance customer service, providing 24/7 support and customised recommendations.

Additionally, VR will play a pivotal role in transforming the spa experience. It can transport guests to breathtaking environments, enabling them to escape from their daily routines and immerse themselves in serene and rejuvenating settings. Customers will have the opportunity to explore virtual worlds and engage in guided meditations, mindfulness exercises and virtual fitness classes, all within the spa environment.

Overall, the spa of the future will be a blend of technology and human touch, offering unparalleled levels of personalisation, convenience and holistic wellness.

Sammy Gharieni

Gharieni Group

What keeps you motivated?

I'm inspired by finding solutions and new ways of doing things. If you want to continue to grow, you must innovate and think outside the box.

What's been your biggest life lesson?

Over the years, the main thing I've come to realise is that, for me, having a purpose in life and work is completely integrated.

How has the sector evolved?

The biggest leap for Gharieni has been introducing technologies into traditional treatment beds – from binaural acoustic and vibrational frequencies and far infrared to chromatherapy and plasma light therapy. Most recently, music and sound systems in treatment tables can now even respond in real time to the position and speed of massage movements.

What trends are impacting spas the most?

Today's spa visitors are now looking for both mental and physical benefits. Pampering is no longer the sole objective. They seek mental fitness, health optimisation and take-home value.

How can the industry realise its potential?

Increasingly, consumers are looking for evidence-based claims to ensure value for their wellness spend. Brands need to work harder than ever to deliver reliable information about the promises they make and to balance scrutiny and authenticity.

We're also in the middle of a convergence of traditional spa and wellness approaches and medical and wellness practices – integrative wellness. This means that the industry must continue to work with the latest science to deliver more targeted and bespoke experiences to educate wellness consumers.

What innovations do you foresee?

Treatments which combine high tech and high touch – harnessing the power of technology to augment and accelerate the wellness experience.

PHOTO: JAMES DUFF





Music and sound systems in beds can now respond in real time to therapist's movements



Gharieni specialises in integrating technology into traditional spa beds

We're challenging spa
leaders worldwide
to double the
industry's economic
impact in a decade

Lynne McNees

International Spa Association

How has the spa industry evolved?

When I joined the International Spa Association (ISPA) in the 90s, the modern spa industry was just beginning to emerge and rebrand. In a quarter of a century, the public perception of spas has shifted dramatically and they're now accessible and enjoyed by men and women from all walks of life.

During that period, ISPA and its partners, including *Spa Business* magazine, have influenced the industry's growth as an international economic force. They've guided the development of a new era of spa leaders who adeptly marry spa's holistic wellness approach with the realities of running successful businesses.

One of ISPA's enduring contributions is its *US Spa Industry Survey* which launched in 2000 (see p104). Its data archive benchmarks the health and direction of the spa industry over time, giving us a clear view of the industry's status and allowing us to set aggressive but attainable goals for growth.

What milestones can you pinpoint?

Philosophically: the world has had a collective awakening to the need for 'life/work balance' – a concept I know continues to evolve because I would have called it 'work/life balance' only a year ago. The spa world should be recognised with some credit for this new mindset.

Professionally: just last year, the US spa industry's contribution to the economy surpassed US\$20 billion (€18.8 billion, £16.3 billion) for the first time – a goal we've been discussing for years.



© MICHAEL F. WINTER/ISTOCK

What key innovations can you identify?

The incorporation of tech into traditional treatments has undoubtedly expanded services and made them more effective than ever. But, we've been smart. While open to innovation we've also been fiercely protective of modalities that have been proven across hundreds of years.

How do you hope the industry will look in 2050?

The ISPA Foundation is challenging spa leaders worldwide to double the industry's economic impact in a decade. That's long before 2050.

We envision an industry which has significantly expanded stature to influence policy and society, while never losing sight of its unique culture.

And, as always, ISPA will continue to use its strength to promote policies and legislation to help guide spa businesses through this era of rapid change.

Mia Kyricos

Kyricos & Associates

What's been your career highlight?

Being named the first global head of wellbeing of a Fortune 1,000 company – focusing on both the commercial and colleague divisions – was a game-changer for hospitality and big business at large. That was for Hyatt, a US\$5 billion (€4.6 billion, £3.9 billion) publicly-traded company and it gave me a front-row seat to what's possible when a CEO truly prioritises wellbeing as part of a company's purpose. It further enabled me to legitimise this business of wellness, champion my own very successful advisory business and prove that the world needs more chief wellness and wellbeing officers to achieve business objectives and to make the world a better place.

What are your hopes for spas in the future?

If the world were to ever shut down again, I'd like to see spa and wellness centres deemed "essential businesses". In other words, by 2050, I certainly expect them to take their rightful place at the heart of preventative and restorative medicine.

PHOTO: JESSICA DEWEE



What's holding it back?

We need to reconsider our compensation model in the US to fully grow.

While not easy, we ideally need to offer appropriate salaries and benefits to therapists because caring for people through physical touch is a huge responsibility that should be valued accordingly.

■ Read more:

www.spabusiness.com/miakyricos



BIRTHDAY MESSAGE

Spa Business has been a pioneer in educational journalism for our industry. Not only has it shown up for us industry insiders but it's championed a business that few originally understood and that is now globally recognised. Thank you for telling our stories and advocating for our work



We need to reconsider our compensation model in the US to fully grow

Kyricos expects spas to take their rightful place at the heart of preventative and restorative medicine



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I wish I had become
a mentor earlier. I
want to be able to
guide young people
in our industry

Terry Prager

Seed to Skin

What's been the most pivotal moment in your career?

In early 2008, I was still working as a spa director in Grand Cayman when, on one particularly auspicious day, I received a call from none other than Sue Harmsworth, asking me to join her team at ESPA.

Switching from 18 years of spa operations to being a vendor/consultant was a big learning curve but that experience gave me a huge advantage and was pivotal to my success. It helped me form some strong and long-lasting relationships which I treasure and nurture to this day. This is a relationship-driven industry without a doubt.

What do you still hope to accomplish?

My one wish, and something I should have done much earlier, is to be a mentor. Now, as an ISPA Board member, I hope to be able to guide young

people in our industry and open their eyes to the opportunities available to them. This is a fast-growing, global industry with a lack of qualified employees and little succession planning, but there are countless options for career advancement. It's such a rewarding and enjoyable vocation.

How do you hope the industry will look in 2050?

The self-care trend has helped the spa world bounce back from COVID-19 and I see it becoming more mainstream than ever. This translates into all kinds of statistical improvements, particularly spa-goer demographics – a balance between genders to reflect more male visitors and a wider age range.

Touchless therapies are more popular and there will always be a place for them, but nothing will replace human touch. Many people are increasingly suffering from loneliness and a machine can't fill that void like a caring therapist does.

I hope wellness and spa become increasingly mainstream and affordable for all, while at the same time, creating meaningful and rewarding career paths for future generations.



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Veronica Schreibeis Smith

Vera Iconica Architecture

What's been your biggest life lesson?

Learning that design is about people. It's about the experience the brick creates rather than the brick itself. It's also about the journey of taking an initial vision that has no shape or form and collaborating with the bigger team – co-creators are crucial – to manifest the project in a way that will have a meaningful impact on people's lives. This is no small feat and where the joy lies!

What do you still hope to accomplish?

We're expanding the solutions we offer by launching two sister companies that empower people to live optimally.

Vera Iconica Developments will build wellness real estate that creates environments for communities to thrive.

The second company, Vera Iconica Wellness Kitchen®, has reimaged the design and use of kitchens to bring higher nutritional value and mindfulness rituals into daily life.

These companies along with our architecture and interior design firm can operate independently and be vertically integrated to fuel healthier, more conscious behaviours that enhance our quality of life.

What innovations can we expect in the future?

Pods and kits, such as a row of saunas, cryotherapy or hyperbaric chambers, which can be personalised according to medical history and biometric data.

What do you wish had been invented?

An anti-ageing serum ... that works.

What trends are impacting our industry?

A search for healthy entertainment which leaves you feeling happier with increased vitality.

How do you hope the industry will look in 2050?

We all know we need to exercise. The US Center for Disease Control states that current medical science shows 150 minutes of moderate-intensity physical activity and two days of muscle-strengthening activity result in physical health. In 2050, such general knowledge and advice from expert institutions will give us similar guidelines for self-care in spa-like environments.

What radical changes can you imagine?

Focused on connections to the natural world and with a blatant disdain for the superficial and mass-produced, consumers will be free-range humans, wilding communities and urban scapes and adding a 'Spabucks' on every corner.



BIRTHDAY MESSAGE

Spa Business is my navigational beacon, allowing me to keep my finger on the pulse of the industry



Consumers will be free-range humans,
wilding urban scapes and adding
a 'Spabucks' on every corner



Design is about the experience the brick creates, rather than the brick itself, says Schreiber Smith

PHOTO: CATHY HARRISON

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Ana Crawford

Spa Evolution

What trends are impacting spas the most?

The modern obsession with the digital age and technology has become a real threat to societal wellbeing. Anxiety and depression are skyrocketing and the soaring pace and expectations of today's modern lifestyles are taking their toll. This is, of course, great for business as people rely more heavily on our industry to switch off and for nurturing connections, but devastating for wellbeing unless a vast global shift is made.

How do you hope the industry will look in 2050?

In recent years, we've been inching closer to holistic integration where wellness and water are playing much larger roles and facilities are more high-tech and well-considered.

It's exciting to be a part of this movement and I expect it to continue, but in parallel with simplicity. Spas will go back to basics, but with more multidimensional and evolved offerings with a modern edge – continuing to





We need more internationally
recognised research to
prove the tangible benefits
of spa modalities



BIRTHDAY MESSAGE

Spa Business is truly a global publication that shines a spotlight on wellness worldwide, enabling connectivity no matter where you're based. It's been a huge resource to me over the years



connect more deeply with nature, earth-to-body rituals, sustainable practices, nourishing cuisines and wellbeing in architecture.

It's this reconnection to what's important that will have the most powerful impact.

How can the industry realise its true potential?

The more internationally recognised research that's done on the tangible benefits of spa modalities, the more quality control is placed around the work we do and the more that big pharma and western medical institutions recognise the need for our industry, the more it will be seen for the powerful wellness agent that it is.



Consumers are becoming more adventurous with their spa experiences, says Short



Karen Short

Universal Companies

How has the spa industry evolved?

There's a growing awareness of the importance of addressing mental health concerns and the loneliness epidemic, as well as an accelerated push to deliver eco- and social-consciousness initiatives.

A lesson learned earlier in the pandemic was realising the importance of having several revenue pillars, as spas that embraced retail were able to sell products when physical services were restricted.

The growth in self-care and home spa has created a market for products that can substantially augment spa revenues, while creativity in the retail experience has become a significant draw for online and walk-in traffic.

What key innovations can you identify?

Touchless/autonomous equipment can provide effective experiences largely without the need for certified technicians and science is validating the positive outcomes of using these kinds of services. Wet or dry flotation, infrared saunas, salt rooms and cryo chambers are just some examples that businesses are investing in to meet consumer needs while countering staffing shortages.

Creative retailing has become a significant draw for online and walk-in traffic

What trends are impacting spas?

Consumers are growing increasingly comfortable with a broader definition of the spa experience, especially as science continues to quantify multisensory treatments. Light therapy, sound therapy, aromatherapy and alternative healing (acupuncture, reiki) are finding their way onto menus in many spas, with great customer acceptance. Hypnotherapy has hit corporate spa menus and we'll see the arrival of more far-afield services such as psychedelic therapy coming on strong in the years ahead.

What do you still hope to accomplish?

Our team knows how important education is to help businesses grow and thrive. We also know that opportunities for training are shrinking in the industry.

Our goal is to increase the number and variety of continuing education courses we offer, as well as free training for the brands and equipment we supply.

Rupert Schmid

Biologique Recherche

What's been your biggest life lesson?

That it's the sole strength of your team that drives an idea, project or company. Each team has its own alchemy for success which you have to nourish and drive with humility and respect.

What key innovations can you identify?

Science has given us new tools to use in our approach, treatments and products. Understanding RNA, the microbiome and neuroscience have deeply changed the way we develop our businesses.

What trends are having the biggest impact?

Everyone's talking about the move towards wellness. And it's certainly a constant through ongoing challenges such as COVID-19, war in Europe and heavy tensions around the world. But for me, it's the continuous development in the field that's exciting – a global approach to health that includes everything from meditation and massages to food and tackling stress. This is just the beginning of long-lasting change.

What do we need to pay more attention to?

We need to have a better understanding of where beauty fits into the wellness picture. It's a key component of life and happiness and so are



PHOTO: JESSICA K. PROFF

BIRTHDAY MESSAGE

Spa Business has no borders. We all need you to share knowledge of our industry as widely as possible and we fully support you in your ambition.

beauty-focused companies. But is it recognised for the value it brings? I'm not so sure.

What's holding the sector back?

There's a severe shortage of gifted staff and we need to stop complaining about it and invest time and energy into changing it. Developing talent always takes longer than expected, so we need to act quickly.

We need to have a better understanding of where beauty fits into the wellness picture

Understanding RNA, the microbiome and neuroscience have deeply changed the beauty sector



PHOTO: JESSICA K. PROFF

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Andrew Gibson

Andrew Gibson Advisory

What key innovations can you identify in the last 20 years?

While innovation has been a vital element of our industry's development, I believe the real growth and maturation of our sector is the result of global collaboration by a dedicated group of passionate leaders who wanted to elevate the industry into a serious and relevant contributor to personal and societal health.

Organisations have been created that are able to set standards and get recognition from the relevant authorities. Global networks, aided by industry media, have released valuable market research. Scientific evidence showing the efficacy of modalities enables society to trust our practitioners and for us to evaluate our offerings, moving beyond gimmicks and questionable claims to credible experiences. Today the spa industry is also supported with training, careers and a network that encourages innovation.

Who have been the biggest influencers?

Susie Ellis and the board behind the Global Spa Summit (now GWS) which was formed in 2007; Belgin Aksoy who spearheads Global Wellness Day; Deborah Szekely who's inspired so many careers and projects around the world; and the International Spa Association with its annual *US Spa Industry Study* and valuable support network.

From a personal perspective, I also recognise the leaders of global hotel companies who believed in wellness 20 years ago - Sonu Shivdasani at Six Senses; KP Ho from Banyan Tree and Edouard Etteudgui at Mandarin Oriental - because they paved the way for the expansion of spas into hotels.



We've collectively failed to prove the true value of hotel spas

What's holding the industry back?

We're not effectively demonstrating the true value of hotel spas because we don't have the data to prove suppositions.

Properties are still measuring the success of a spa on the departmental P&L with little statistical evidence that facilities contribute anything more. Most spas are still considered a necessary burden and since COVID, some are questioning the validity of a manned facility at all.

We've collectively failed to prove that a good spa and skilled therapists improve the average length of stay, repeat business and increase total guest spend. With more success in this area, we'd certainly attract more investors, innovators and leaders.



Banyan Tree's integral approach to spa is inspirational, says Gibson



BIRTHDAY MESSAGE

With a reputation for unbiased factual reporting, a global network that keeps us informed and an engaging style, Spa Business is one of the most influential reads for anyone wanting to understand our business



Key collaborator:
Belgin Aksoy leads
Global Wellness Day



PHOTO: GLOBAL WELLNESS DAY



Rainer Bolsinger

Art of Cryo

How has the industry evolved?

Historically, cold therapies were overlooked because people didn't know how pleasant they could be and cryotherapy wasn't even heard of in the sector.

But consumers and operators alike are now realising that this non-invasive, gentle yet effective approach can help ease numerous health conditions and make you feel fresh and empowered.

How are customer's needs changing?

They're not looking for treatments, but results and experiences. The demand for results has been the inspiration for numerous advancements in the field.

What innovations can you pinpoint?

There are so many! AI-powered software can now be used to individualise cryotherapy sessions, for example, based on physical values such as a guest's BMI, gender, training level and skin type.

This year has seen the introduction of 3D body scanning equipment before and after sessions. This can be used to create a millimetre-precise avatar of the body in just 40 seconds so people can see the physical impact of programmes.

Meanwhile, partnerships with wearables have led to users wearing smart rings during cold therapy sessions so they can track their vitals.

In addition, there's been much integration with complementary therapies. Cabins can offer everything from light therapy (blue, green and red), ionised oxygen therapy, aromatherapy



AI software is now used to adjust sessions based on physical attributes such as BMI and gender

Guests can use a smart ring to track their vitals during cryotherapy

and long-wave heat therapy to intermittent vacuum therapy to stimulate vitality and the blood flow in the body, encourage recovery and deliver performance enhancement.

What's been the most pivotal moment in your career?

Working with L&R Kältetechnik, refrigeration tech specialists with a 30-year pedigree, to create its cryotherapy division. We're blessed with the right staff, partners and customers.

What do you hope to accomplish?

We have our sights set on further digital integration, real-time guest feedback on vital statistics and treatment optimisation.

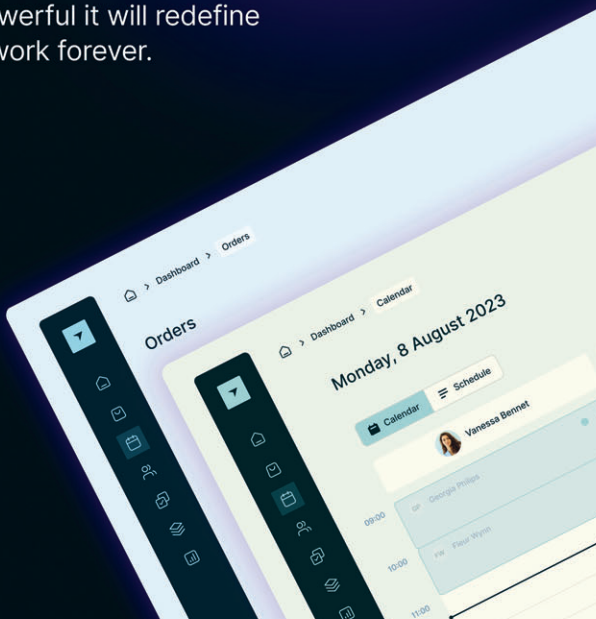
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Neil Jacobs

Six Senses

What's been your biggest life lesson?

At 26 I was a GM in the Seychelles living through a coup d'etat with African mercenaries complaining about the breakfast buffet. I quickly learned to think on my feet.

I had 14 years with Four Seasons in Asia and saw how the extreme power of corporate culture can make magic every day over many years.

Eleven years ago, I had the opportunity to be part of the transformation and growth of Six Senses, working and hanging out with passionate believers and creators in wellness, sustainability and extraordinary experiences.

When diagnosed with bladder cancer (all clear now), my colleague and dear friend Anna Bjurstam sent me to Vaidyagrama, an ayurvedic clinic in Tamil Nadu for five weeks. The wise people I met there reinforced my belief in the ancient healing arts and the power of the universe.

Striking locations include
Six Senses Shaharut in
Israel's Negev Desert



“

*People are sometimes
their own worst enemies.
Be brave, be curious.
Listen to the wise*

Six Senses is venturing
into the festival and
retreat business

BIRTHDAY MESSAGE

Spa Business is the title I look forward to receiving. Newsy, on top of the trends, well-written and good-looking

What do you still hope to accomplish?

There's still plenty to do at Six Senses with various brand stretches. We want to become experts in the retreat and festival business, allowing us to spread the word more deeply and fill rooms in less busy periods.

Can the industry as a whole broaden the reach of its programming to a wider audience, who are less able to experience ultra-luxury? Personally, I believe we have an obligation to.

What industry changes have you observed?

Finding the right employees is always difficult, but our value set is compelling to many young people joining the industry. What we do is no longer considered 'woo woo' and it's attracting great talent to us.

Secondly, the customer is so much more informed and wellness washing doesn't work. Providers have made great strides - the modalities they offer are light years ahead of what they were two decades ago. And this is obviously good for the industry as a whole.

Wellness washing doesn't work - customers are so much better informed

► **What key innovations can you identify?**

We launch two new initiatives a year and these are overseen by a Wellness Innovation Team. We like to think it keeps us ahead of the curve. At the very least it keeps us honest and focused.

We've made countless advances in sleep health and in understanding circadian rhythms, nutrition, longevity, genetics, functional medicine, brain health, mind/body practices and ancient healing arts from China, India and South America which are now all in the West.

The list is endless and it makes the next 20 years look so exciting. And are we talking about AI? Of course we are.

What do you wish had been invented?

A cure for cancer and cognitive degradation. Optimal obesity solutions. I'd love to see general lifestyle education become an essential part of the curriculum in schools.

What business models are exciting?

We're finally talking about wellness communities, which have the potential to take our industry into another dimension. Yet this will require professional and innovative real estate developers to work closely alongside a brand. It presents a huge opportunity and is a win-win.

Lifestyle education should be offered in schools



PHOTO: ANDREW TAYLOR

How do you hope the industry will be in 2050?

That there's the same passion, drive and innovation as there is today. And that we continue to do real good for our guests and customers.

What's holding the industry back?

People are sometimes their own worst enemies. Be brave, be curious. Listen to the wise.

■ Read more: www.spabusiness.com/neiljacobs

PHOTO: DAVID JENNINGS

We're finally talking about wellness communities, which have the potential to take our industry into another dimension



Produce used in Six Senses' restaurants is grown in organic gardens on-site

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Marc Cohen

Peninsula Hot Springs Group

What's been your biggest life lesson?

Learning that pivotal moments have occurred when I've felt the most in tune with my surroundings and have followed my sense of curiosity and inner compass. For me, this has often happened while bathing and it's no wonder that my career has led me to explore hot springs and natural medicine.

How has the industry evolved?

There's been an obvious shift from 'spa' to 'wellness'. But it's also been interesting to see wellness expand from the spa and natural medicine world into the hotel, tourism and property sectors.

I worked with Ingo Schweder in the early 2000s to help Mandarin Oriental become the first hotel group to create a spa concept to lead its portfolio. Now every hospitality chain offers branded spas and wellness has become a major force in the tourism and property sectors.

Contact with water can create profound moments of clarity, says Cohen



PHOTO: MARC COHEN

I'm still waiting for an augmented space that can manipulate my sensory inputs and external environment using real-time biofeedback



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What do you still hope to accomplish?

I want to co-create a culture of wellness that infects the world with good health.

I'm doing this by re-invigorating ancient modalities with modern science and promoting traditional practices such as hot springs and bathing, beautiful waters, the use of herbs, honey, ferments and plant-based medicines, along with a connection to nature.

I'm also very involved in education and research and am working to create qualifications in hydrothermal wellness at Southern Cross University and the Chisholm Institute in Australia.

What do you wish had been invented?

I'm still waiting for an augmented space, pod or massage chair, that can manipulate my sensory inputs and external environment using real-time biofeedback. This invention would help overcome past injuries and illnesses and induce a state of relaxation that leaves the user feeling healed, whole and blissful. I've been waiting for nearly four decades for an invention like this but I expect I won't have to wait much longer. ▶



Cohen is medical director at Peninsula Hot Springs

Cohen is on a mission to "co-create a culture of wellness that infects the world with good health"





*I'm creating qualifications
in hydrothermal wellness
at Southern Cross
University and the Chisholm
Institute in Australia*

► **What business models are exciting?**

I've always loved residential retreats and resorts as they offer extended immersive experiences. These can be further enhanced by natural bathing – it's noteworthy that Japanese onsens/ryokans have been operating this type of business for more than 1,300 years.

What radical changes do you foresee?

We're living in a time when even the best experts cannot predict what will happen in the next five to 10 years and AI and other exponential technologies are likely to fundamentally change what it means to be human. It's even possible that sometime in the future, wellness will be derived from our interaction with silicon-based technologies rather than water. In the meantime, I will keep exploring real immersive wellness experiences in an increasingly virtual world. ●

■ Read more: www.spabusiness.com/marccohen



Residential retreats
are exciting models
which offer extended
immersive experiences



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THE FUTURE of beauty

The evolution of Clarins' disruptive skincare brand, myBlend – under the direction of MD and myBlend founder, Dr Olivier Courtin – has resulted in the creation of a beauty ecosystem that combines supplements, skincare and tech to create immediate and long-lasting results.

Based on science that proves skin is the mirror of health and draws its strength from mechanisms working deep within us, the protocol begins with a high-tech prescription, delivered by myBlend's mySkinDiag system.

It also includes supplements to nourish the skin from within, a comprehensive, results-driven skincare line and proprietary tech beauty tools – an LED mask and the CellSynergy machine, which delivers radiotech, mesotech and cryotech therapy treatments. A suite of effective, ultra-premium spa treatments is also available.

PERSONALISED EXPERT TREATMENTS

mySkinDiag analyses 11 key skin signs via photo-capture based on expert dermatological research and AI, which analyses more than a million images in just a few seconds.

With myBlend – the Dr Brand from Clarins Group – spas can discover the efficacy of cutting-edge treatment protocols for guests



Dr Olivier Courtin



myBlend is based on scientific evidence that proves skin has the potential to regenerate and repair, provided its neuro-immune system functions well

FIRST PERSON

THE MYBLEND EXPERIENCE

Spa Business publisher
Astrid Ros recounts her recent myBlend treatment in Paris



Astrid Ros

myBlend's new protocol took me on a journey, from nutrition, through skin treatment, to cryotherapy and LED mask therapy, resulting in a complete and enjoyable experience, radiant skin and a reduction in fine lines.

I loved that myBlend combines hands-on therapy with the latest technology based on science.

The treatment was very thorough and I enjoyed the fact that the classic facial elements – such as the peel and scrub – were enhanced by technology. The cryo treatment – part of the facial – was pleasantly cooling.

Following cleansing and cooling, the red-light LED mask not only worked on my skin, but also gave me time for meditation and was a lovely way to end the experience.



The myBlend proprietary LED Mask is FDA approved and delivers scientifically proven anti-ageing efficacy



PHOTO: CLAUDE WIELOD

The diagnosis points to a customised treatment adapted to needs, way of life and routines.

This regime includes **enhanced facial treatments**, such as double-exfoliation scrubs powered by enzymes and pro-like peels with 10 per cent glycolic acid, all of which have been designed to deliver sensoriality.

Also included are myBlend **nutri-cosmetics**, which are formulated to feed the skin and strengthen its defences, while targeting specific skin concerns.

The myBlend range has been developed using 90 per cent **natural ingredients**, with formulas containing high concentrations of dermatological molecules to stimulate the skin's natural regenerative powers and ensure maximum effectiveness, while respecting the skin's natural microbiota.

The **myBlend LED Mask** has red and infra-red LED lights that treat the face and neck. These light wavelengths trigger a cellular response by stimulating collagen production in the skin. In fact, comprehensive clinical tests on 31 women of varying ages have proven that after just one month of use, the skin looks three years younger, firmer and more radiant.

Spa owners can partner with myBlend to offer effective, results-driven, non-invasive **Dr brand facials** using its high-potency formulas and expert hand movements that lift the skin, all delivered with French flair and an enhanced focus on sensoriality.

When it comes to CSR, myBlend is committed to **responsible beauty**, using 100 per cent recycled and recyclable cardboard in its packaging. The line is also 96 per cent plastic free, with the final 4 per cent of plastic offset via a partnership with Second Life. ●

myBlend facials guarantee immediate and long-lasting results

PHOTO: CLAUDE WIELOD



myBlend has highly concentrated, results-driven formulas



More: www.my-blend.com
Email: contact@my-blend.com

Scan QR Code with your phone camera to find out more about myBlend

Traditional medicine recognised by WHO with global centre and summit

After decades of struggling for recognition, the worlds of traditional, complementary and integrative medicine (TCIM) have been validated by the World Health Organization (WHO) with the creation of the WHO Global Centre for Traditional Medicine and the convening of the first high-level global summit for the sector.

The WHO Global Centre for Traditional Medicine, which soft launched in 2022, is building a permanent headquarters in Jamnagar, Gujarat, India.

The centre will be an 'accessible, eco-friendly and interactive facility' showcasing global traditions and modern scientific advances in traditional medicine.

Held recently in Gujarat, India, the WHO Traditional Medicine Summit showcased TCIM's role in driving progress in global health and sustainable development as well as exploring ways to scale scientific advances and mobilise political commitment and evidence-based action.

Speaking about the event, WHO director general, Dr Tedros Adhanom Ghebreyesus, said: "Traditional medicine can play a catalytic role in achieving universal health coverage."

"Bringing TCIM into the mainstream of healthcare, appropriately, effectively and above all, safely

The WHO is embracing traditional, complementary and integrative medicine



Tedros Adhanom Ghebreyesus

– based on the latest scientific evidence – can help bridge health access gaps for millions of people." **More:** http://lei.sr/h7W7K_B

Skincare industry needs simplifying say consumers

Consumers find the skincare industry saturated with misinformation, reveals a new report by high street skincare brand Simple.

Results from *The Simple Truth Report* showed people polled aren't only frustrated with misinformation; they're also confused by overly complex and long-winded skincare routines.

Magali Giupponi, global brand lead, House of Naturals and Simple, said: "The skincare industry is a beautifully diverse and innovative place. But, it's impossible to ignore



Misinformation is rife, say 80 per cent of consumers

the misinformation, contradictions and prevalence of 'facts' being broadcast from all corners.

"We commissioned this report because we wanted to understand how people feel about the skincare facts they're exposed to and what changes they're wishing for."

Eighty-seven per cent of participants want to see positive change, namely, a shift to more straightforward claims. Meanwhile, 79 per cent feel overwhelmed by the industry, while 80 per cent – especially women – think it is rife with misinformation.

More: http://lei.sr/K3B7w_B



Kerry Turpin

Kerry Turpin to lead Corinthia spa division

Kerry Turpin has been appointed global head of spa and wellness by luxury hospitality brand Corinthia Hotels.

An experienced spa professional, Turpin joins Corinthia following 2.5 years spent as Marriott's senior manager of EMEA luxury spa. She also previously held roles as director of spa and recreation for the Ritz-Carlton Hotel Company and as spa operations international business manager for ESPA.

More: http://lei.sr/C2H5G_B



The 13-hectare Mongolian eco resort will have a hotel, spa and villas



Asaya will open at Schloss Fuschl in Austria in 2024

Studio Apostoli plans wellness oasis in Mongolian national park

Verona-based spa and wellness design firm Studio Apostoli has been appointed to support the creation of a wellness-centric eco-resort 40km from the Mongolian capital of Ulaanbaatar.

Developed by Devjikh Tsog Khugjil, Tavan Jargal Resort is currently in the preliminary design and business planning stages.

The resort, owned by the Altangobi Group, will consist of a hotel, a 2,650sq m spa, 27 villas – some featuring their own wellness facilities – and 19 traditional Mongolian nomadic dwellings called gers. Three F&B areas will complete the offering.

Studio Apostoli founder Alberto Apostoli said: “The concept is rooted in the five elements of Eastern philosophy.



Alberto Apostoli

They’re combined to ensure harmony and balance and are nurtured by sustainability.”

The spa will feature five treatment rooms and be split into a family area and an adults-only space. Facilities confirmed so far include two pools, an onsen and a gym.

While devising the spa menu, Apostoli was inspired by chui k’a: an ancient Mongolian massage method claimed to reharmonise the body.

More: http://lei.sr/s5X4x_B

Rosewood accelerates global roll out of Asaya spa

Rosewood Hotels & Resorts is picking up the pace in the global rollout of its Asaya spa concept.

Asaya launched in 2017 as Rosewood’s second in-house spa offering under the direction of Niamh O’Connell, Rosewood’s former group VP of guest experience and wellness. It focuses on the intersections between physical, mental and emotional wellbeing and is founded on five pillars – Emotional Balance, Fitness and Nutrition, Physical Therapies, Skin Health and Community.

The group’s original concept, Sense, A Rosewood Spa brand, still forms a major part of the brand’s wellness portfolio (16 open and six in development). However, 2023 marks a significant shift in momentum for Asaya which now includes a portfolio of seven spas.

In addition, the group has a further 16 Asaya spa locations planned across the world, all the way from Austria to Mexico and the Netherlands to China and South Korea.

More: http://lei.sr/X5a8t_B



Purdew was revered as one of the UK’s most successful businesswomen

Champneys announces death of owner Dorothy Purdew

Dorothy Purdew OBE, industry veteran and co-owner and chair of UK-based health spa chain Champneys, recently died at age 91.

Worth more than £300 million (US\$376.5 million, €350.5 million), the group is one of the largest and most recognisable spa brands in the world and is referred to as the UK’s original health spa.

Its properties became particularly popular in the 90s after they attracted

a famous clientele including politicians, celebrities and royalty.

Champneys announced: “Dorothy leaves behind a legacy that will be forever cherished. In her memory, we will continue to honour the remarkable journey of a woman who defied expectations, inspired generations and left an indelible mark on the world of wellness and hospitality.”

More: http://lei.sr/P4G4F_B

DIARY DATES

24-27 October 2023

Synergy - The Retreat Show

**Palmaia, The House of Aia
Playa del Carmen, Mexico**

Trade show unifying hospitality and wellness professionals through experiential learning, meetings and social events, wellness and education.

www.theretreatshow.com

5-8 November 2023

W3Spa North America

**Four Seasons Hotel, Westlake
Village, California, USA**

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www.weworkwellevents.com

6-9 November 2023

Global Wellness Summit

**Mandarin Oriental
Doha, Qatar**

Global spa and wellness professionals gather to discover innovations and network.

www.globalwellnesssummit.com

21-23 November 2023

**Asia-Pacific Health, Fitness,
Wellness & Sports Festival**

**Softel Wentworth,
Sydney, Australia**

Business festival for health, fitness, wellness, hospitality, spa and HR execs.

www.thefitssummit.com/events/apac/

22 November 2023

Wellness Hospitality Conference

NH Hotel CityLife, Milan, Italy

A networking event focusing on the trends and evolution of the hotel spa sector. Aimed at all wellness professionals.

www.wellnesshospitalityconference.it/en/

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Lindsay Madden-Nadeau appointed by Red Sea Global

Red Sea Global (RSG), the developer behind Saudi regenerative tourism destinations Amaala and The Red Sea, has appointed Lindsay Madden-Nadeau as senior director of wellness strategy.

RSG's latest wellness update for the projects was an announcement of its partnership with fitness-centric hospitality brand, Equinox Hotels.

The brand is an offshoot of fitness group Equinox which operates upscale health clubs. Thanks to the deal, Equinox Hotels will operate a 128-key resort with a focus on fitness, sport and lifestyle in Amaala.

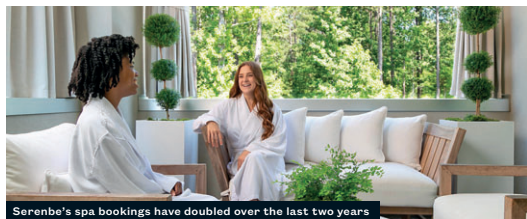
Madden-Nadeau said: "Equinox Hotels' offer will offer an unparalleled fitness experience. It will celebrate nutrition as a lifestyle while considering the way we rest and recover."



Madden-Nadeau will be driving wellness strategy at Red Sea Global

In addition, RSG has recently secured deals with Clinique La Prairie, Jayasom and Rosewood to operate resorts in Amaala.

● Find out more about RSG in *Spa Business'* exclusive interviews with Stephan Wagner, RSG asset management director and Aradhana Khawala, RSG Advisory Board chair, by following this link: **More:** http://lei.sr/F7c3D_B



Serenbe's spa bookings have doubled over the last two years

Serenbe spa doubled in size to accommodate demand

US wellness community Serenbe in Atlanta, Georgia, has expanded its spa from eight treatment rooms to 12 and increased its footprint by nearly 60 per cent (1,900sq ft to 3,198sq ft).

"Over the last two years, our business at the spa doubled and we were sold out every weekend," said Garnie Nygren, Serenbe's co-managing partner.

"The increased demand for wellness services that guests have grown to love, fostered the need to grow our space and expand our offerings."

The Spa at Serenbe now features a new couples lounge and treatment room as well as offering corresponding couple's packages. The refresh has also added a second lounge, a sauna, lockers, updated outdoor lounge space, an additional restroom and a steamroom.

"With the new capacity, we're increasing business by 33 per cent," Nygren added. "These new offerings are encouraging guests to book additional services and stay longer." ● **More:** http://lei.sr/r2N2C_B

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Deborah Merdjan, CEO, Camelot Spa Group



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RELAX into wellbeing

Klafts and Studio F. A. Porsche have combined their design and wellness expertise to create an oasis for total-body relaxation

Klafts – founded in 1928 – has been creating market-leading sauna spaces, to benefit the body and soul, across the globe ever since founder, Erich Klafts, made the company's first sauna in 1952.

Its recent collaboration with design agency Studio F. A. Porsche has set new standards in international sauna design, resulting in the new S11 sauna that combines novel design with exceptional functionality.

Klafts' vision for the collaboration was to create an iconically-designed classic that's an oasis of deep relaxation and fascinates people with its unique aesthetics for decades to come.

The two industry leaders have combined their design and functionality expertise to recreate the traditional sauna experience by incorporating stylish

design principles, using high-quality materials and craft, with the natural stimuli of warmth, light, colour and sound to create a holistic wellness experience that fits perfectly with the user's need for deep relaxation.

FEEL-GOOD DESIGN

Using design techniques, which are said to be a first in sauna design, the aesthetic of the S11 sauna has been created by using rounded elements that create a flowing transition between the benches, walls and hidden technology.

The cabin has an open-plan aspect to allow natural light into the sauna. The inner walls that run along three sides feature ornamental, horizontal wooden slats, set at precise angles that give a 'floating' illusion to the cabin's wooden structure. Semi-transparent walls are made from





*Light and sound sequences
allow users to relax in their
own dissolving sense of space*



EXCLUSIVE ADDITIONS

- The S11 sauna is available as a freestanding version, which includes a champagne-coloured outer wall, or as a custom-made, built-in version.
- Only 999 S11 exclusive saunas are available. An edition number is displayed on each unit.
- Matching Studio F. A. Porsche S11 accessories include the NOAA sauna infusion set with bucket and ladle and the NOAA pendant lamp.

The S11 sauna has rounded elements and slatted walls to create flowing transitions

traditional Japanese Washi paper and a frameless glass front offers an elegant, spacious feel.

The illusion of free-floating benches inside the cabin – which are available straight or angled, in Hemlock or Obeche – combine with Klaifs' sound technology to convey a feeling of warmth, space and depth, while the colour gradients and light are softly refracted to give the cabin a magical glow.

"From every angle, the combination of carefully dimensioned wooden slats, the rounded wall edges and the washi paper invite you to let your gaze wander into the distance," Klaifs MD, Phillip Rock, explains. "This creates a calm and relaxing atmosphere, combined with a visual and acoustic experience, which allows users to completely withdraw into the world of wellbeing."

LIGHT AND SOUND

Sauna users can create their own mood-enhancing experiences by choosing between automatic programmes [ceremonies], based on sensual aspects of nature.

These ceremonies include: Pulses of Nature (rays of sunlight shimmering through treetops); Magic Blue Sea (gentle waves moving rhythmically to the sound of the sea); Night and Light (gentle relaxation from the blue to the golden hour); or Relaxing Amber (a warm, pulsating, sensory journey) and Colourful Senses (an experience full of exotic colours).

Studio F. A. Porsche senior designer, Adam Bieta, says these "light and sound sequences allow the user to relax in their own dissolving sense of space". ●

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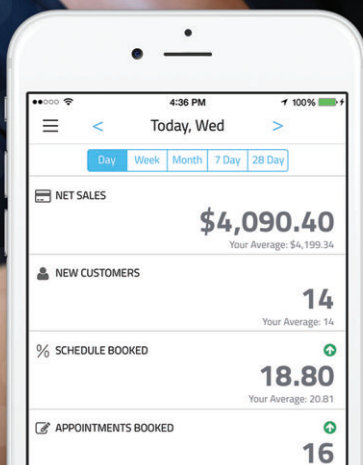
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EASTERN PROMISE

New data from the GWI names
Japan the world's third highest
performing wellness economy

Japan has around
30,000 hot spring
inns known as ryokans

Japan's wellness economy is worth US\$303 billion (£283 billion, £242.6 billion) which makes it one of the most successful in the world, trumped only by the US at US\$1.2 trillion (£1.1 trillion, £994.3 billion) and China at US\$683 billion, (£637.4 billion, £546.3 billion).

This is based on data that's just been revealed by the Global Wellness Institute (GWI). It focuses on 12 sub-sectors that GWI uses to measure the US\$4.4 trillion (£4.1 trillion, £3.6 trillion) global wellness economy.

SUB-SECTOR RANKINGS

The country's three most lucrative wellness markets include personal care and beauty (US\$105.9 billion, €98.8 billion, £84.7 billion), healthy eating (US\$70.1 billion, €65.4 billion, £56.1 billion) and physical activity (US\$41 billion, €38.2 billion, £32.8 billion).

Wellness real estate is one of the fastest-moving markets. It grew from US\$2.5 billion (£2.3 billion, £2 billion) in 2017 to US\$11.5 billion (£10.7 billion, £9.2 billion) in 2020.

Meanwhile, spa-related markets come lower down the rankings. Traditional and complementary medicine in Japan is valued at US\$16.7 billion (£15.5 billion, £13.3 billion), thermal and mineral springs at US\$9.2 billion (£8.5 billion), £7.4 billion) and spas at US\$4.2 billion (£3.9 billion, £3.4 billion).



*Japan's ancient
customs heavily
inspire our wellness
culture today*

Yorika Soma

GEOGRAPHY OF WELLNESS

The new data came to light after the GWI added Japan to its Geography of Wellness website.

Launched last year, the platform gives a deep dive into a country's distinctive wellness assets.

Other nations featured include Brazil, Singapore, Thailand, the UK, the US and Indonesia.

"Japan is an amazing example of a sustainable, strong wellness economy," says Susie Ellis, GWI chair and CEO.

GWI partnered with Conceptasia and Fukui Wellness Collaboration to unveil the findings.

"Japan's ancient customs heavily inspire our wellness culture today," explains Yoriko Soma, CEO of Conceptasia. "These include onsen and forest bathing, hiking, a culture of cleanliness, a healthful diet and focus on martial arts based in the Zen mindset." ●

LONG-LASTING HEALTH GAINS

Longevity Spa combines innovative health technologies and effective user programmes to maintain wellness and enhance healthspan

A healthy lifestyle is the bedrock of a long-lasting state of beauty and wellness and in recent years people's healthier life expectancy has been one of the great achievements of our times.

Preventative health is an important longevity factor when it comes to increasing our healthy years and reducing our chances of developing chronic diseases, which is why Starpool has introduced Longevity Spa scientific, wellbeing experiences. These provide spa and wellness customers with psycho-physical benefits that encourage them to adopt healthy lifestyle habits that help to slow down the body's ageing processes.

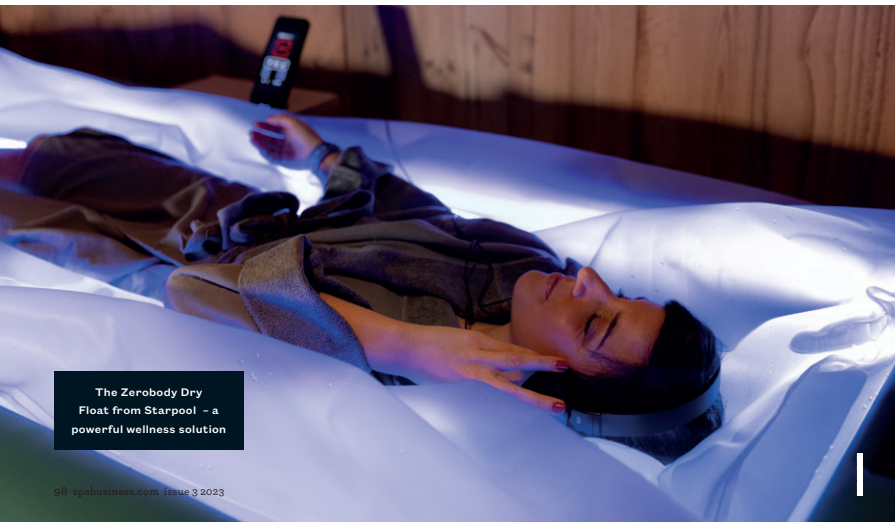
The immersive, customised self-care programmes and treatments are delivered using advanced technology and scientifically-validated methods

that act from within to help users improve their nutrition and sleep, reduce their stress levels and increase their physical fitness, while ensuring their immune systems continues to work efficiently.

"Our mission at Starpool is to spread the culture of wellness so people can make it a daily habit," Starpool marketing manager Stella Rossi explains. "Longevity and preventive health interventions are key factors in this new era and together with sleep, performance and stress management, are where our wellness solutions can have the greatest effect and around which our scientific research revolves."

WELLNESS OPTIONS

The Longevity Spa wellness concept is available in four configurations, including Basic, Pro, Elite and Elite Plus. Each configuration is available in



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Starpool's Longevity Spa wellness concept is available in four configurations



Stella Rossi, Starpool

different dimensions and offers technological resources to fit with specific healthy-lifestyle goals.

The **Basic** option is ideal for operators who want to keep up with the evolution of the wellness market, even with limited space at their disposal. It can be installed inside a single cabin for customised treatments; or located within a wider relaxation area.

The configuration includes the virtual Wellness Coach brain training guide, a Relaxation Lounger and the Molecular Hydrogen Booster nasal inhalation system, which offers users a 20-minute regenerating stress management and longevity wellness experience.

The **'Pro'** option is suitable for wellness establishments that want to offer cutting-edge body and mind wellness technologies. The Zerobody Dry Float allows users to experience a feeling of reduced gravity by 'dry' floating on 400 litres of warm water – making a positive impact on stress, muscle and joint pain – together with the Molecular Hydrogen Booster for stress management, sleep and longevity programmes.

The **Elite** option includes cryotherapy and psycho-physical treatments using heat, cold and float therapies. It's particularly effective for athlete recovery, with customised

EFFECTIVE PROGRAMMES

Longevity Spa programmes include

- **STRESS MANAGEMENT**

Helping with stress and improving mental health

- **SLEEP**

Releasing tension and transforming sleep quality

- **PERFORMANCE**

Improving physical activity performance and increase mental focus

- **LONGEVITY**

Promoting a healthy lifestyle and slowing down the ageing process

programmes using the Zerobody Dry Float, the Molecular Hydrogen Booster and the Zerobody Cryo – a 4-6°C water membrane that wraps around the body and provides gradual cold-therapy exposure for stress management, sleep, performance and longevity programmes.

The **Elite Plus** option includes photobiomodulation – a therapeutic, energising technique experienced through low-frequency light energy. It also includes the Zerobody Dry Float, the Molecular Hydrogen Booster and the Zerobody Cryo for stress management, sleep, performance and longevity programmes.

VALUE-ADDED SPA PROPOSITION

The Longevity Spa fits perfectly with the emerging trend for individuals to take control of their own lifestyle choices. These systems offer an exceptional return on investment for operators by providing innovative health technologies, optimising available space and reducing the amount of staff time needed to deliver the protocols. The hands-free experiences for individual self-care treatments allow operators to target customers' needs and help them achieve longer, healthier lives. ●

More: www.spabusiness.com/Starpool323

THEORY of evolution

Experiences in the hospitality industry have grown from spa, to wellness and to something far more powerful. Jeremy McCarthy explains what this means for the decades ahead

Having worked in hospitality for more than three decades, I'm in an interesting position to look at the evolution of its experiential offerings. At the beginning of my career, there was a lot of debate about whether spa was important at all. Is it profitable? Is it necessary? Can it be outsourced? Should it be outsourced? The dialogue about spa was filled with uncertainty and scepticism for a long time.

Although there are still naysayers today, spa has become a *de facto* standard in any luxury or full-service hotel. It's seen as a necessary component because it generates revenues (sometimes out of undesirable spaces), attracts affluent travellers, generates publicity, connects our hotels to the local community and builds loyalty, by providing guests with impactful and meaningful experiences that go far deeper than other typical hospitality interactions.

FROM WELLNESS TO LEISURE

Once spa was accepted, the industry began to ask what else it could offer guests. "How can we generate more revenues? How can we impact our guests even more? How do we meet the growing demand from affluent customers to not just provide services, but also support their lifestyle?"

We're living in the age of the #wellnesseverywhere consumer. These customers are not content to carve out limited time in their life for wellness, they want it everywhere they go. They want it at work, at home and when they travel. Hotels have had to adapt to help guests maintain their healthy lifestyle while on

PHOTO: MARGHERITA HOTEL GROUP



The mission is to convert
guests' time into
memorable moments



the road, with cutting-edge fitness offerings, flexible culinary plans that respect a broad range of dietary interests and sleep programmes to ensure guests are well rested. 'Directors of spa' became 'directors of spa and wellness' and they moved beyond the spa and fitness areas having a hand in guestroom amenities, sleep rituals, healthy menus, employee wellbeing programmes, wellness retreats, meetings and events and more. I like to tell my team: "We're not here to take part, we're here to take over."

Today hospitality experiences are evolving and expanding once again – from spa to wellness, to leisure. Because just as spa is only one component of wellness, so wellness is only one component of the kind of experiences that travellers are seeking. The hotel industry is no longer selling beds and meals, it's selling experiences. Some of those might be spa and wellness-focused, but they can extend far beyond this into a plethora of other domains such as social, family, culture, shopping, history, art, adventure and more.

WHAT'S NEXT?

The hotel of the future doesn't just provide accommodations, it provides and facilitates experiences. The hospitality industry has to once again rethink how it does business in a way that transcends traditional department structures such as concierge, guest services, F&B, wellness, activities, etc. Guests don't care if the experience takes place in or outside the hotel. They don't care if it's offered by the hotel or by a third party. And they don't care



I like to tell my team:

*We're not here to
take part, we're
here to take over*

what department is in charge of the experience. The guest only cares about their time. "I'm here until Thursday, what should I do?". Our ability to guide a guest to the best answer to that question will determine our success for the decade ahead.

What hospitality has learned from spa is that if it can convert our guests' leisure time into something impactful, this will grow loyalty and drive revenues. The mission for the decade ahead is to convert more of our guests' time into meaningful and memorable experiences. ●

As group director of spa, wellness and leisure for Mandarin Oriental, Jeremy McCarthy works across 35 luxury hotels globally. Contact him with your views on Twitter @jeremymcc

BUILT TO LAST

Lemi is committed to leading with innovation to create cutting-edge treatment room solutions that excel in terms of performance and eco-credentials

Trust and reliability are fundamental for spa and wellness operators, especially now sustainability has become such a crucial factor in business.

Lemi's goal is to constantly improve by identifying areas that will benefit from innovation. "Being part of environmental associations, such as Ecovadis and Futureplus, that promote future-orientated companies, is a source of pride for us, as well as being an exciting challenge," says GM, Matteo Brusaferrri.

"The criteria laid down by Ecovadis and Futureplus inspire us to research, study, and design solutions that will be part of a new way of understanding business, aimed at balancing structure, space and equipment, creating sustainable realities – a new kind of ecosystem," he explains.

"Our goal as a company is to identify areas with significant room for enhancement and work to improve in every area of the business."

HISTORY OF SUSTAINABILITY

Lemi has always selected materials and suppliers with a focus on sustainability. "We've been transitioning to lean production processes by eliminating waste – of time, space, resources and energy – while focusing on what truly adds value," says Brusaferrri.

Lemi treatment beds go beyond the pursuit of green alternatives by generating less waste. They have a ten-year guarantee, but are actually designed to last for decades: "It's not uncommon for us to take back equipment that's 15- or 20-years-old for recycling," says Brusaferrri. "However, our most gratifying experience was recovering one of the first Lemi 4 models from 30 years ago, which we decided to display in our showroom as a 'piece of history' that attests to the quality and durability of our products, since it still works to this day.

The company's lifetime post-sales service ensures parts can be replaced, prolonging product life and often removing the need for a replacement.



We've been transitioning to lean production processes by eliminating waste of time, space, resources and energy

Matteo Brusaferrri

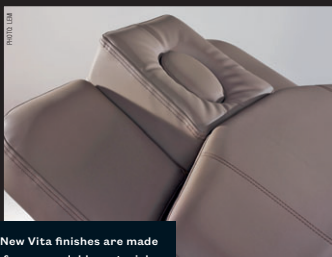
"We also prioritise working with local suppliers to maintain a 'zero-kilometer' supply chain – reducing transportation and ensuring our production process is 100 per cent 'Made in Italy'," he explains, "In addition, we manufacture products on-demand, enabling better control over raw materials and storage charges."

The design of Lemi's space-saving new Amalfi treatment bed marks the beginning of a new chapter in the company's journey in terms of technological and functional advances, making it an excellent and sustainable choice for the spa treatment room.

With the installation of an Amalfi bed, one treatment room can be used to deliver a range of



Amalfi: the Lemi bed that combines massage table and mani/pedi station



New Vita finishes are made from recyclable materials

treatments, such as body/face massages, pedicures using the built-in tub and manicures using the elegant new armrest set, which has been specifically designed to harmonise with the bed's design.

The Amalfi base also incorporates sections made of steel to ensure that, at the end of its lifecycle, the product can be disassembled and recycled to give the materials a second life. Plastic components have also been reduced and cardboard and wooden boxes are used for shipping.

Also new is Lemi's Vita line of finishes, which are made from recyclable and renewable raw materials to cater to the growing demand for greener products. These also integrate perfectly with the Amalfi beds.

CUSTOMISABLE & SUSTAINABLE

Lemi's commitment to providing multi-functional solutions that improve space management within a spa or wellness facility, can be witnessed in its various bed models which feature storage bases and the option to be combined with multi-functional trolleys. This enables professionals to have a high-quality, visually-appealing product that helps them perform their work correctly, avoiding time and space wastage.

All parts of Lemi's beds are customisable – even the mattress width – which enables greater flexibility when designing treatment rooms while also allowing therapists to adjust the bed to their needs, which prevents them having to work in uncomfortable positions or endure long-term back issues.

Sustainability and profitability are undoubtedly vital to the spa and wellness sector and Lemi's products are matching industry demands in this regard: "As market direction shifts constantly, reinventing ourselves and adopting a more open mindset towards future needs has become a tangible reality," Brusaferrri says. "At Lemi, we strive to keep our products at the forefront in terms of quality and functionality. Our goal is not only to offer sustainable work tools but also to be an excellent partner to help spas become more successful – both commercially and in terms of their eco-credentials. ●

More: www.lemispa.com

GETTING PERSONNEL



A deeper analysis of ISPA's latest study shows that despite record KPIs, the US spa industry continues to face workforce shortages, as Eloise Corner from PricewaterhouseCoopers Research reports

Last year, the US economy continued to recover from the COVID-19 pandemic, however, simultaneously, the rate of inflation in consumer prices accelerated dramatically. From one crisis to the next, the spa industry has had a dynamic couple of years and has been able to showcase its resilience and adaptability. New research based on data from 2,829 spas in the US shows clear evidence of a swift bounceback in key metrics, but the persistent challenge of staffing continues.

INCREASE IN SPENDING

Throughout 2022 the cost of living crisis continued to affect US consumers, leading to less disposable income. Many would have predicted that this would result in a decrease in demand for activities such as spa-going. Yet the 2023 *US Spa Industry Study* compiled by the country's International Spa Association (ISPA) and undertaken by PwC Research, shows that industry revenues soared to a landmark US\$20.1 billion (€18.3 billion, £15.7 billion), an 11 per cent increase from 2021.

Spa visits recovered by 4 per cent to 181 million, while this is still almost 20 million short of 2019's record high, it's encouraging that visits are climbing. To meet this demand, 22 per cent of spas are increasing their weekly hours of operation. This figure increased to 32 per cent when looking at resort/hotel spas, which hoped to increase spa availability to provide a much-improved guest stay.

Bringing these two metrics together sees a sharp jump in the ever-important revenue-per-visit metric which, at US\$111.50 (€101, £87), now sits at an all-time high. Put simply, those visiting spas in 2022 were spending more. Fifty-four per cent of spas confirmed this when comparing spring (March-May) 2023 figures with the same period a year ago. This increase in spending is no doubt linked

to the rise in price per service which now stands at an estimated US\$116 (€105, £91), compared to US\$108 (€98, £84) last year (see Graph 1). The price for body treatments has gone up the most – from US\$124 (€113, £97) in 2021 to US\$152 (€138, £119) in 2022 – amounting to a 22 per cent hike.

THE STAFFING CHALLENGE

For the spa industry, where personal contact is core to its purpose, a highly infectious virus sweeping its way across the world could easily rank among its worst nightmares. Since then, it's rebounded strongly. Despite the difficult environment, openings and closures appear to



“

67 per cent of US spas
say they have employee
openings they're
actively trying to fill

have been steady and the number of locations is above 21,750, an increase of 1.3 per cent compared to last year. Nonetheless, that's still 3 per cent below the pre-pandemic level (22,430 locations in 2019), suggesting further scope for growth.

There's currently an average of 16.5 workers per spa establishment, bringing the total number of employees in the overall industry to 360,700. While this is a marginal increase compared to last year, staffing is an area that plagues the spa industry as a whole and is holding it back from reaching its full potential, with 67 per cent of spas stating they have openings that they're actively trying to fill.

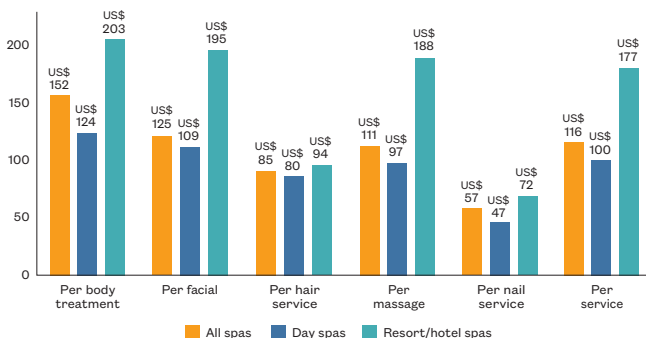


There are an average
16.5 workers per spa
establishment

PHOTO: GETTY IMAGES



Graph 1: Average price per service by type of spa

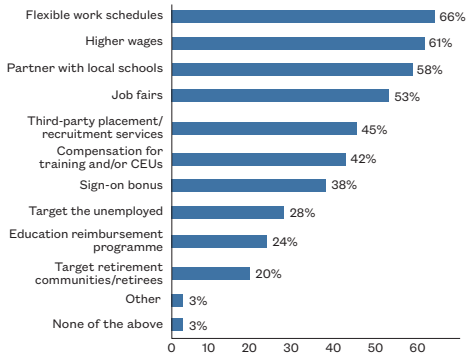


Source: ISPA 2023 US Spa Industry Study

spabusiness.com issue 3 2023 105

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Graph 2: Which of the following have you been using to help overcome recruitment difficulties?



Source: ISPA 2023 US Spa Industry Study



30 per cent of spas are hiding or adjusting service availability due to staff shortages



Spa visits and spending have risen since 2022

- ▶ Almost a third (31 per cent) of spas had decreased their number of service provider/shifts per day and when focusing on resort/hotel spas, this figure increased to 46 per cent. The 2023 US Spa Industry Study data suggests the main reasons for this are staffing shortages and staff opting for a better work/life balance. As a reaction to these low levels of staff, 30 per cent of spas hide or adjust services available for booking based on availability.

Operators adopted a range of methods to reduce recruitment difficulties, (Graph 2). The most popular being financial incentives, such as higher wages (61 per cent) and/or a signing-on bonus (38 per cent), along with flexible work schedules (66 per cent).

To enhance the supply of skills, some spas have offered 'carrots', such as compensation for training and continuing education (42 per cent) and education reimbursement programmes (24 per cent).

LOOKING AHEAD

With consumers increasingly focused on wellness and the growing demand for experiences over possessions, spas can only benefit. However, the upturn in demand continues to shine a light on the industry's staffing challenges. An exciting, prosperous, community-driven sector, spa can offer long, successful, enjoyable careers and operators must continue their efforts to counteract recruitment challenges.

Reflecting on this year, it's fair to say the industry has returned to a strong position and emerged with real momentum to fuel its growth. ●

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Made to a vegan-friendly formula, using the latest technologies, Collagen Supreme Serum consolidates each step of the collagen lifecycle to preserve the skin's hydration

Myriam Sayer, GM Collin



PHOTO: GM COLLIN

Collagen pioneers

GM Collin's expertise in collagen research and product formulation has resulted in the creation of a new serum that combats age-related skin degeneration

GM Collin (G.M. Collin) has been a pioneer in dermo-corrective skincare products for the past 65 years and its research and development around the restorative use of collagen has been at the centre of the company's state-of-the-art, anti-ageing product formulations throughout this time.

The innovative Collagen Supreme Serum is the result of the skincare company's new era of collagen product formulation. Infused with vegetal collagen and enriched with powerful ingredients, this serum has been proven to support the key steps in the skin's collagen lifecycle by providing intense hydration to visibly reduce wrinkles and restore the skin's suppleness, elasticity and resilience.

PROVEN RESULTS

This anti-ageing formula is the culmination of years of research and development to ensure that it delivers on its promises, which is why GM Collin's R&D department conducts in-depth clinical evaluations to ensure that product benefits surpass established benchmarks.


In fact, through clinical trials with 40 women, of all skin types [average age 57], the results proved that, after just 14 days of Collagen Supreme Serum use, there was a marked improvement in their skin texture that was five times better than the product's leading competitor, as well as a decrease in wrinkle volume of up to 80 per cent.

ANTI-AGEING BENEFITS

GM Collin director of marketing and operations, Myriam Sayer, explains that collagen is the most abundant structural protein in the human body, and each of the naturally occurring varieties has a unique and essential function.



Collagen Supreme Serum from GM Collin



GM Collin designs spa treatments using its products

PHOTO: GM COLLIN

"Each type of collagen has a specific function and is essential to skin health and integrity," she says.

"To preserve the skin's structure, elasticity and firmness, the process of collagen production and regeneration must be recurrent and continuous. Over time, the biological mechanisms involved in the lifecycle of collagen slow down and become less efficient. This degradation is at the heart of skin aging, manifesting itself in the appearance of visible signs of aging and contributing to skin laxity.

"Our new Collagen Supreme Serum is the first serum on the market to support each stage of the collagen lifecycle to help maintain skin integrity.

"Made to a vegan-friendly formula, using the latest technologies, it reinforces the skin's moisture barrier to reduce trans-epidermal water loss and preserve the skin's hydration levels," she explains.

The serum's ingredients include tiger nut tuber extract and vegetal collagen to visibly improve skin elasticity and hexapeptide collagen and Japanese lemon balm extract to minimise the appearance of wrinkles. It also has Canadian cranberry fruit extract to enhance complexion radiance and Trifluoroacetyl Tripeptide-2 and Wakame extract to support and protect the skin.

CUSTOMER SERVICE

Available in professional and retail format, Collagen Supreme Serum can be incorporated into personalised facial treatments and the retail version allows clients to continue their anti-ageing spa ritual at home. This comes in recyclable glass packaging and includes a low-environmental impact pump within an FSC-certified box.

GM Collin also offers its spa partners a 360° customer support programme, which

RESEARCH-BASED

In 1957, renowned dermatologist Dr Eugène Lapinet, performed pioneering research to identify the constituent elements of youthful skin and found that collagen was the most important anti-aging molecule.



Dr Eugène Lapinet

PHOTO: GM COLLIN

He joined forces with Monique Moreau, an award-winning aesthetician, to formulate collagen-based anti-aging products and created the 'collagen sheet', a rejuvenating 'second-skin' face mask which is still used today to repair skin with severe burns.



Monique Moreau

PHOTO: GM COLLIN

Collagen has always been part of GM Collin's DNA and many of the company's original products have undergone formulation improvements to optimise the absorption of naturally-occurring collagen in the skin.

includes training, business development, an exclusive skin analysis programme plus dynamic marketing and web support.

Its clinical treatments come in a pre-dosed format, which simplifies the protocol to ensure results every time. ●

More: www.world.gmcollin.com



Attitudes towards wellness and sustainability were the most surprising

VIEWPOINT

How are UK spa-goer outlooks and behaviours changing?
The *Good Spa Guide* asks 8,000 consumers in order to find out



Caitlin Dalton, director,
Good Spa Guide

The *Good Spa Guide* (GSG), a publication and website which reviews and rates spas and treatments in the UK, has revealed the findings from its latest consumer survey called the *State of Spa Report 2023*.

Based on feedback from 8,827 respondents across the country (almost 90 per cent

of whom were female), the survey highlights the behaviour and opinions of spa-goers.

WHAT MATTERS MOST?

So what attracts people in the UK to spas in the first place? When booking a spa, thermal rooms are deemed the most important factor (58 per cent), followed by the right treatment selection (13 per cent), relaxation

rooms (10 per cent), outdoor spa space (10 per cent) and a pool (6 per cent).

Forty-five per cent of people state they prefer to arrive at a time that suits them rather than have the spa dictate one, while 53 per cent say they're happy for the spa to allocate it.

WELLNESS AND SUSTAINABILITY

Across all age groups, the majority of consumers (47 per cent) indicated that wellness options – such as holistic treatments and mindfulness classes – aren't a main priority when booking spa trips (see Graph 1). Only 4 per cent of respondents say they "wouldn't book a spa unless there are wellness options".

GSG asked people how much sustainability matters to them when booking time at a spa.

Graph 1: Do wellness options matter when you book spa time?*



- **A GREAT DEAL** - I wouldn't book a spa unless there are wellness options: **4.15%**
- **A LOT** - it matters but wouldn't stop me from booking if the spa looked amazing: **13.95%**
- **A MODERATE AMOUNT** - it's one of the things I look for: **18.57%**
- **A LITTLE** - it's nice to have but I don't actively look for wellness options: **48.01%**
- **NOT AT ALL** - it isn't relevant to me: **15.33%**

*Source: State of Spa Report, Good Spa Guide, 2023

Surprisingly, only 42 per cent say that it matters "a little - it's nice to have but I don't actively look at sustainability". And a mere 5 per cent say it matters so much they "wouldn't consider booking a spa unless it had great eco-credentials".

CONSUMER CONFIDENCE

Thirty per cent of respondents say they still consider COVID-19 safety measures when visiting a spa.

Encouragingly, more than two-thirds of people (70 per cent) are confident a spa will treat them well in any situation.

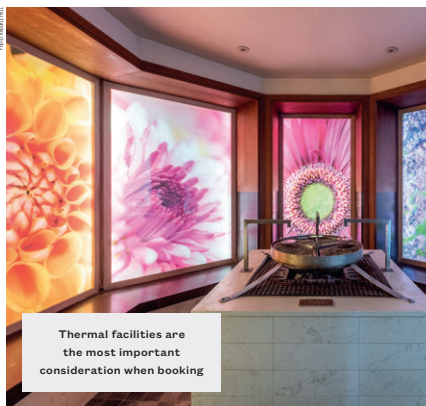
However, 18 per cent are worried about going to a spa because they don't feel body confident. A further 9 per cent are concerned because of other reasons such as pregnancy, disabilities, cancer and major illness, as well as gender and sexuality.

AT WHAT COST?

Respondents were asked whether they would spend less, more or about the same when booking a spa day in the current economic climate (see Graph 2).

Sixty-eight per cent say they'd spend the same and 26 per cent say they'd spend less. Meanwhile, only 4 per cent say they're not going to spas at the moment and the remaining 2 per cent say they would spend more.

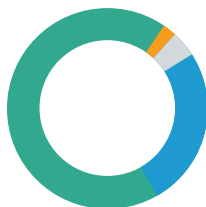
PHOTO: SHUTTERSTOCK



”

Only 5 per cent of people
“wouldn't consider
booking a spa unless it had
great eco-credentials”

Graph 2: Are you likely to spend less, more or about the same when booking a spa day?



- **MORE**: 2.35%
- **I'M NOT GOING TO SPAS AT THE MOMENT**: 4.15%
- **LESS**: 25.94%
- **ABOUT THE SAME**: 67.57%

*Source: State of Spa Report, Good Spa Guide, 2023



Rudding Park Spa
was one of this year's
GSG Award winners



People are worried
about going to a spa
because they don't
feel body confident

BEST OF BRITISH

This year's GSG Award winners, as voted for by more than 400,000 UK consumers, were revealed in July. Accolades went to the following facilities:

Best Destination Spa: Ragdale Hall Spa

Best Spa for Wellness: Champneys Tring

Best Spa for the Eco-conscious: Rudding Park Spa

Best Spa for a Countryside

Getaway: Hoar Cross Hall

Best Spa Garden: Lodore Falls Hotel & Spa

Best Spa for Guest Experience:

Serenity Spa at Seaham Hall

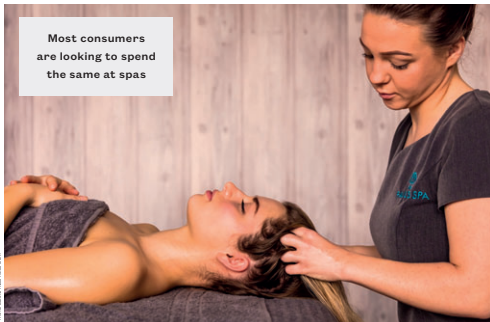
Best Hotel Spa: The Woodland Spa

Best Day Spa: Ribby Hall Village

Best City Spa: Hope Street Hotel Spa

Best Boutique Spa: Stanley House Hotel & Spa

Most consumers
are looking to spend
the same at spas



- GSG asked respondents the same question about a spa break and found a similar response. Nearly two-thirds (63 per cent) would spend the same on a spa break, 29 per cent say they'd spend less, 4 per cent say they'd spend more and 5 per cent say they're not going to spas right now.

"The most surprising findings from this report come from the wellness and sustainability sections," GSG director Caitlin Dalton tells *Spa Business*. "Both are key to the spa industry but aren't so keenly felt by spa-goers with most consumers saying they're nice to have, but not part of their booking decisions."

She concludes: "However, it's very heartening to hear in a time of financial instability that two-thirds of people still expect to pay the same or more for their spa time." ●

The 2023 results are in...

The World's Finest Spas Continually Choose



Best Hotel Spa, 2023

From coast to coast, our readers love these 10 hotel spas

The top 10 winners are as follows:

1. The Springs Resort & Spa
Pagosa Springs, Colorado
2. Sundara Inn & Spa
Wisconsin Dells, Wisconsin
3. Lake Austin Spa Resort
Austin, Texas
4. The Lodge at Woodloch
Hawley, Pennsylvania
5. Mii amo
Sedona, Arizona
6. Ojo Caliente
Ojo Caliente, New Mexico
7. Miraval Arizona Resort & Spa
Tucson, Arizona
8. CIVANA Wellness Resort & Spa
Carefree, Arizona
9. Omni Bedford Springs Resort
Bedford, Pennsylvania
10. Miraval Austin Resort & Spa
Austin, Texas

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SERENITY, NUAGE, SPIRIT

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SERENITY, NUAGE

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A panel of experts partnered with 10Best editors to pick the initial 20 nominees, and the top 10 winners were determined by popular vote.

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Chilling out at Krallerhof

TechnoAlpin's Snowroom brings winter conditions to a stunning indoor spa at Austria's Hotel Krallerhof

When the Altenberger family – the owners of the five-star Hotel Krallerhof in Leogang in the Salzburg region – decided to extend its wellness provision, they included a TechnoAlpin Snowroom in its new 'Atmosphere by Krallerhof' spa to provide a rejuvenating snow experience, within a spectacular natural setting – all year round.

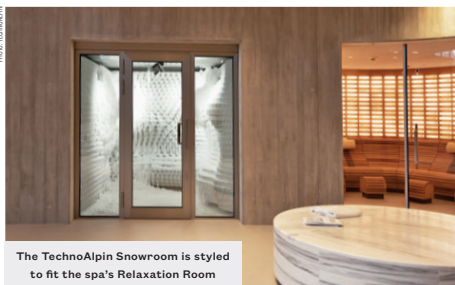
Overlooking the Leoganger Steinberg mountain range, the Atmosphere spa – designed by architect Hadi Teherani – fits seamlessly into the dramatic Asitz Mountain landscape.

The organically-shaped glass-fronted building has been created with nature and the surrounding landscape central to its design. Made from natural, mostly locally-sourced materials, such as ash and oak, alpine marble, glass and exposed concrete, its open aspect offers a connection to the outdoors, with spectacular views over the spa's 5,500sq m natural bathing lake and the 50m infinity pool.



The TechnoAlpin Snowroom was designed by Snohetta

PHOTO: TECHNOALPIN



The TechnoAlpin Snowroom is styled to fit the spa's Relaxation Room

FAMILY TRADITIONS

According to Philipp Altenberger, the careful use of resources, the preservation of biodiverse habitats and other ecological aspects played an important role in the spa's design process.

"Sustainability has always been a major priority for us," says Altenberger – a fourth-generation member of the hotelier family, "we're very grateful for the hotel's natural surroundings and treat them respectfully."

Innovative design is also extremely important at the Krallerhof. Altenberger says his grandfather was enthusiastic about progressive design when he took over the family farm in 1956 and laid the foundations for the current five-star hotel – and his family has continued with this passion for innovation ever since.

"Relaxation in a natural environment is becoming more essential for spa-goers, so we wanted to create a wellness facility, designed with water at its centre, that fits within its natural surroundings," he explained.

NATURAL DESIGN

The new Atmosphere spa complements the hotel's existing 17-treatment-room spa – Refugium – and during the initial design phase Altenberger says Teherani devised the perfect architectural vision: to create a

PHOTO: HOTEL KRALLERHOF

STUDIO: SNOHETTA



The architecture blends with the lake and mountain vistas

The Snowroom offers a gentle cooling experience, which provides guests with a pleasant chilled feeling without having to endure a shocking wet effect

Philipp Altenberger, Hotel Krallerhof

PHOTO: HOTEL KRALLERHOF



spa that 'integrates seamlessly into the landscape, creating an atmosphere halfway between the water and the mountains. "We wanted to create a place where guests could withdraw from the outside and allow everything to come to life from the inside," he explains.

The Atmosphere spa entrance opens into an Alpine Zen Garden where the sound of running water can be heard in the background. This leads to the glass-fronted relaxation room where guests can relax or explore the spa's indoor offering,



The spa has a range of water therapy and contrast bathing options

which includes a Blue Grotto hydrotherapy cave; a Himalayan infra salt room; Finnish and herbal sauna; a steam bath and the TechnoAlpin Snowroom.

THE CHILL FACTOR

With a treatment brief underpinned by the hotel's philosophy of rejuvenation, relaxation and renewal, the owners decided to include the snowroom because they wanted a contrast to a conventional sauna. While researching they found the TechnoAlpin concept, that 'brings natural winter conditions indoors'.

"We could see huge potential for our wellness business through choosing the snowroom," Altenberger explains. "Used in combination with heat, it delivers the most innovative kind of Kneipp therapy, which appeals to guests for whom health and relaxation are important. This fits perfectly with the variety of relaxation and regeneration programmes we offer our guests.

"The snowroom offers a gentle cooling experience, which provides guests with a pleasant chilled feeling without having to endure a shocking wet effect. This means it's accessible to all our adult guests, who can benefit from a holistic cooling effect that refreshes their respiratory tract and cools their skin.

"The soft snow offers the possibility to intensify the cold experience according to personal preferences. A holistic cool down – regardless of the weather conditions outside," says Altenberger. ●

More: www.indoor.technoalpin.com
www.krallerhof.com



(L-R) Philipp Altenberger, Sepp Altenberger, Hadi Teherani and Gerhard Altenberger

PHOTO: THOMAS TROJAN

ON THE REBOUND

Is your spa prepared for Chinese travellers as they return to the global stage? Fresh research from Finn Partners and CSG highlights the changing needs and behaviours of the world's largest source of outbound tourists. Jenny Lo reports



Affluent Chinese travellers are eager and ready to see the world again. But after almost three years of living with rigid restrictions, what's now influencing their preferences, concerns and purchases?

Before the pandemic, China was the world's largest source of outbound tourists and by all indications, will continue to be a powerhouse in global tourism. As the country reopens its borders, the world is ramping up to welcome back Chinese tourists.

For this reason, global travel practice Finn Partners and marketing firm Consumer Search Group Research collaborated on a study designed to glean insights into today's Chinese tourists. The report, called *Outbound Rebound 2023: The Return of Chinese Travelers*, was based on 2,000 respondents (see p119) and



Chinese travellers are seeking slow, recuperative travel and want to spend time basking in nature

Research was conducted hot on the heels of the Chinese government easing travel restrictions





The pandemic has not dented the hunger to travel, spend and enjoy life



Average length of leisure trips

8.7 days

conducted hot on the heels of the Chinese government easing travel restrictions in January 2023 to better reflect sentiment and consumer insights.



Prefer flying less but staying in a place for longer

55%



Prefer experiences over material things

82%

READY, SET... SPEND

The pandemic has not dented the eagerness of affluent Chinese to travel, spend and enjoy life. Positive sentiment towards travel is not merely a function of pent-up demand but is backed by economic optimism. With borders open, wealthy Chinese people intend to boost their pre-pandemic pace of overseas travel though safety remains a top concern and will continue to influence destination choices.

Affluent Chinese travellers plan to increase spending by 15 per cent, with one in two choosing to stay in upscale or luxury hotels. They are also travelling more frequently (at an average of 5.9 trips) and indulging in longer vacations (an average of 8.7 days per trip).

This market is seeking slow, recuperative travel and wants to spend time basking in nature. Those with disposable income plan to travel like locals – immersing themselves in the local culture, going on more road trips and attending more events



Prefer slow recuperation travel over itinerary filled with activities

72%



Long for international travel

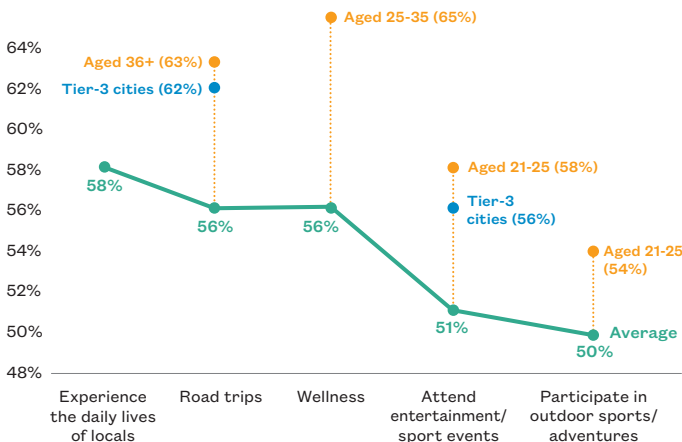
88%

Source: Outbound Rebound 2023: The Return of Chinese Travelers, Finn Partners & Consumer Search Group, January 2023



60 per cent of travellers say natural scenery is their first priority

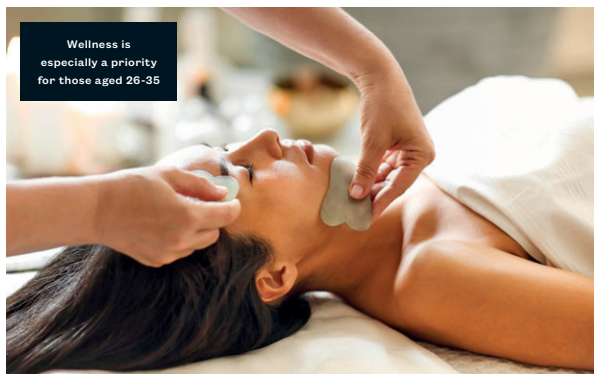
ACTIVITIES TO ENGAGE MORE IN OUTBOUND TRAVEL*



*Source: Outbound Rebound 2023: The Return of Chinese Travelers, Finn Partners & Consumer Search Group, January 2023



56 per cent of Chinese travellers
are keen to incorporate
wellness in their holidays



Survey methodology

Outbound Rebound 2023: The Return of Chinese Travelers was based on 2,026 affluent Chinese travellers and conducted in January 2023. Among the respondents, 1,524 came from Tier 1, Tier 2 and Tier 3 cities across mainland China, while 502 affluent travellers in Hong Kong were also surveyed for contrast and comparison purposes.

- ▶ during future trips. An impressive 56 per cent are keen to incorporate wellness into their holidays.

SHIFT TOWARDS NATURE AND WELLNESS

Camping and outdoor activities have grown in popularity during the pandemic, reflecting a shift towards nature tourism. This trend is expected to stay and extend to outbound travel, with more than 60 per cent considering natural scenery as their first priority, especially among those aged 36 or above (69 per cent).

The majority of affluent Chinese travellers in the 26-35 age group are looking for more

rejuvenation/wellness experiences in their next trip (65 per cent versus 56 per cent on average), while Gen Z are keen enthusiasts of entertainment/sports events (58 per cent versus 51 per cent), as well as outdoor sports and adventures (54 per cent) such as camping, hiking, cycling and skiing.

HOTEL EXPECTATIONS

Hotel brands are becoming a deciding factor in destination choices, especially among younger travellers, who plan their vacations around locations where their favourite hotel brand has a property. But the basics are insufficient; they seek tasteful design and extensive room amenities. The expectation of the role of hotels has also expanded. Affluent Chinese travellers hope to socialise and meet new people in the hotels they stay in.

Most respondents are eager to go on the road, or up in the air, with 88 per cent of respondents saying they miss international leisure travel. This sentiment is dominant in the 26-35 age group. The desire to travel is not merely pent-up demand or so-called revenge travel. With 70 per cent of respondents very confident about the economy of China and 87 per cent saying they're satisfied with life in general, there's reason to believe that the increase in travel frequency, duration and related spending can be sustained. ●



Our innovative approach to visibly correcting hyperpigmentation on all skin tones comes from the convergence of dermatological science and nature

Eve Merinville, R&D Director, Comfort Zone



PHOTO: LARSEN & WOOD

A brighter future

Consumers are increasingly interested in reducing dark spots and hyperpigmentation and a new line from Comfort Zone has been launched to address this emerging need

Comfort Zone, is launching Luminant, an exclusive line formulated to correct and prevent dark spots and hyperpigmentation.

Luminant uses Comfort Zone's innovative 3-Bright Technology*

that acts on the three stages of dark spot development, to guarantee triple results: prevention of new pigmentation, the correction of existing dark spots and an immediate illuminating effect.

These results are made possible thanks to the use of a combination of potent natural extracts and high-tech molecules, such as Zingiber and ginger extract.

A growing concern among consumers in relation to hyperpigmentation was the driving force behind the development of Luminant: "Formulating for different ages and ethnicities was the goal of Comfort Zone labs, ensuring dark spot correction

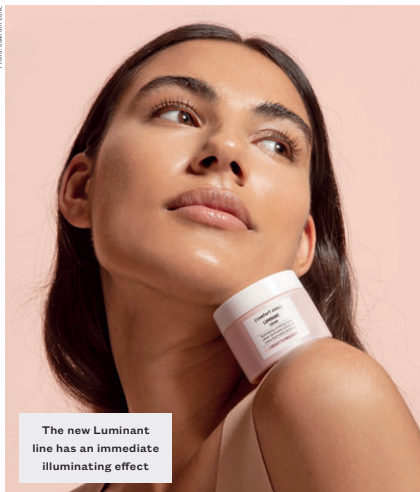
and glow, coupled with exceptional skin safety and comfort in use" says R&D director, Eve Merinville.

"Hyperpigmentation occurs more frequently in women, due to an imbalance in hormones, which stimulates melanin production. Triggers include sun exposure, hormonal and lifestyle imbalances which lead to inflammation, as well as factors such as pregnancy and ageing" explains Dr Mariuccia Buccì, dermatologist and member of Comfort Zone's scientific committee.

LUMINANT - FAST FACTS

- Clinically proven efficiency on all skin tones
- Can be used during pregnancy
- Vegan formulas
- Up to 97.6 per cent natural-origin ingredients
- Free from silicones, animal derivatives, parabens and artificial colourants
- Plastic Neutral Certified by Plastic Bank
- Uses FSC certified recycled paper packaging
- 100 per cent CO₂ neutral packaging through reforestation initiatives

PHOTO: COMFORT ZONE



The new Luminant line has an immediate illuminating effect

THE SCIENCE

Luminant targets the three key stages of melanogenesis: inflammation, melanin synthesis and melanin accumulation in the upper layers of the epidermis.

EXPERT FORMULATION

Working with Dr Simon Jackson, Comfort Zone botanist and pharmacognosist, the team – led by R&D director, Eve Merinville – developed products that protect microcirculation, counteract inflammation, exfoliate and illuminate, for immediate effects.

All products feature biomimetic sensorial textures, ensuring optimal absorption and skin comfort and enabling the multilayering of serum, cream and SPF without creating a greasy effect.

The new line consists of three products – Luminant Serum for the correction of all types of dark spots, Luminant Cream, to reduce the visibility of dark spots for immediate radiance and the lightweight Luminant Defense Fluid, that counteracts the formation of dark spots and protects skin from UVA/UVB rays and pollution.

The combined efficacy of Luminant Serum and Luminant Cream was tested by an independent laboratory, which recruited 30 women with different skin types and an assortment of age spots, sun spots, post-inflammatory spots and melasma.

Tests showed a reduction of dark spot visibility of 21 per cent after only 28 days. ●

Dark spots are reduced by 21 per cent after 28 days by Luminant, which is clinically proven on all skin tones

DEEPER DIVE – NEW 3 BRIGHT FACIAL

Inspired by dermatological science and available in Comfort Zone's 10,000 partner spas globally, the 3-Bright Facial is a 50-minute triple-action treatment which is especially recommended for dull and uneven complexion, as well as all type of spots, including melasma.

The facial features an intensive mask with Rhodiola Extract and Niacinamide for clinically tested results.

90 per cent of consumer panelists reported brighter skin after one facial and a more even complexion after the four-facial programme.

*3-BRIGHT TECHNOLOGY is a registered trademark

spabusiness.com issue 3 2023 121

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TIME FOR AN UPGRADE

Spa software suppliers reveal the latest functions and features they're bringing to market

Sneha Thuppul

AGILYSYS

Agilysys has added a Therapist Portal so employees can see their schedules, commissions and gratuities, as well as electronic intake forms that keep them more informed about clients. Details can be accessed via a therapist setup screen or even via mobile phones.

The software has been designed to be easy to use, making the therapist more productive. And employees who can clearly see their earnings don't worry about compensation and focus more on their customers. Many times, it's not



Sneha Thuppul

Guests can now book online without selecting the sex of a therapist, helping spas to be gender neutral

just the guest journey spas need to worry about but also the staff experience.

Another new function allows for online booking without selecting a therapist's sex as there's an increasing need for spas to be gender-neutral.

On top of this, Agilysys is looking to introduce Day Folios for spas that aren't attached to a hotel/resort or a property management system. This will enable spa-goers to charge services, retail items and F&B to a bill that they can pay for at the end.

We're also bringing a feature to market that will allow spas to set and manage intervals between appointments to maximise a therapist's time.

Damien Tamisier

XPLAN

We're adding new functions to our Self Service Check In terminal which guests use to enter a spa without going to a reception desk.

Most recently, we integrated a Self Service Check Out module and we'll soon be adding new payment service providers such as Stripe and Adyen.

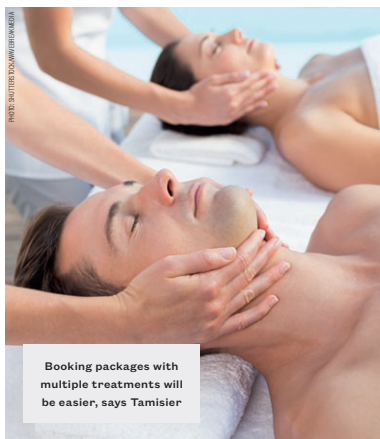
We also have a new booking screen coming up for multi-day stays. This is designed to make booking packages that have multiple treatments on numerous days extremely



Damien Tamisier

easy. Visitors will be able to directly see what treatments are available and can book group activities without having to update each individual profile, saving a huge amount of time.

xPlan has introduced a Self Service Check Out module



Booking packages with multiple treatments will be easier, says Tamisier

Sal Capizzi

BOOK4TIME

We've recently expanded the capabilities of Book4Time Pay which enables spas and hotels to capture revenue and guarantee appointments. Enhancements include support for Adyen 3D Secure, real-time currency conversion and the ability to process transactions in more than 30 countries - with more on the way.

This all allows businesses to carry out transactions seamlessly without compromising on the time, security or cost-effectiveness they love from some bigger names in payment processing.

Also new is a TechnoGym & MyWellness Interface. This allows applicable fitness memberships sold in Book4Time to sync with the MyWellness



Sal Capizzi

Book4Time has expanded the capabilities of its payment processing

app giving spa managers the ability to manage accounts and memberships all in one place.

In addition, Book4Time is in the process of expanding its Fiscalization & Fiscal Printing capabilities. This will benefit spas in some countries which now require all revenue-driven businesses to submit certain financial data.

Dagmar Ehrenhöfer

TAC

In the future, it will soon be possible to use Apple Pay via our TAC Pay interface - a feature that is already proving popular as people increasingly choose to book treatments online.

TAC Pay also makes operational tasks involved in cancellations and appointment changes a thing of the past. It's been designed so guests can easily cancel day passes, services and gift certificates themselves in their webshop account and, under certain conditions, receive a refund.

Recently, we've increased the flexibility of Reservation List View. This feature is used by managers and employees and shows details about appointments and schedules - but different users need different information. Now various view settings enable users to define which fields should be displayed in what order. These customised views mean users don't have to search for relevant information, they can see it at first glance and ultimately work more efficiently because of it. ●

Spas can now customise their schedule views in TAC's Reservation List View



Dagmar Ehrenhöfer



Robbie knows this experience will rejuvenate and revitalise them, allowing them to find balance in their busy lives

Life changing experience

Vikki and Robbie are often exhausted after work. A visit to the spa to experience the Art of Cryo Tech-Spa Module is a chance to re-set and rejuvenate together

Excitement filled the air as Robbie and Vikki entered the luxurious resort spa and wellness area. Vikki immediately noticed the alluring lights of the Tec-Spa Module sign. "Yes," said the therapist, who caught her gaze, "Vikki and

Robbie, today you will begin your programme.

"Step 1 is the Body Scan, step 2 will be the MCS, followed by Step 3 – cryotherapy in Vaultz. Step 4 is the Flow System and after you complete the Spa-Tec Module, we'll complete your visit with a tea ceremony, and I'm confident you'll sleep very well tonight."

Robbie and Vikki changed into their matching robes and activated their Vital-X smart rings.

The Body Scan was quick and easy to do and the results were immediately sent to their smartphone app.

As they entered the MCS, they were greeted by a charming voice, guiding them through the treatment. Suddenly, the cabin came alive with bright LED chromotherapy lights and Vikki felt a warm wave envelop her body as calming music played in the background and rich aromatic blends filled the air. Robbie was also immersed in this sensory journey. He moved closer to the three ion generators and took deep breaths, soaking in the negative ions. As the MCS experience progressed, their minds and bodies were calmed, bringing them to a state of deep relaxation and heightened awareness. After eight minutes, they walked out of the cabin, exchanging smiles.

ENJOYING WHOLE BODY CRYOTHERAPY

"Now, let me introduce you to the Vaultz," the therapist said with enthusiasm. "Our whole-body cryotherapy chamber can accommodate up to six people, but for you two, it will be wonderfully comfortable. Robbie, your time is three minutes, and your timer colour is blue. Vikki, your time is two minutes and forty-five seconds, and your timer colour will be red."

The couple stepped into the Vaultz and felt the chilling air of -60°C. "Robbie," said Vikki, shivering slightly, "I'm so glad we can do this together. I don't think I could handle -110°C alone." Robbie reassured her, "Don't worry, Vikki. Just look at me and follow my lead. After 30 seconds, you'll start to love it. And trust me, tomorrow you'll be asking for more! Vaultz is addictive."

With that, they entered the -110°C room. Ice cold air, walls, floor and ceiling and for a moment, Vikki stopped breathing. She looked at Robbie, he was



As Vikki and Robbie relaxed after their Tec-Spa experience, they agreed to return the following day

stretching his shoulders. Vikki followed his example and began doing the same. After 30 seconds, she felt her body adapting to the extreme cold, and soon enough, she was moving around the chamber, enjoying the music.

With the large window in the Vaultz, they found the environment surprisingly comfortable. Their therapist stood just outside, ensuring their safety. Vikki relaxed and embraced the cryotherapy chamber experience.

As they returned to the main room, Vikki couldn't contain her excitement. "Robbie, words can't describe how amazing it was – it's so cold, yet so cool," she exclaimed. Robbie and the therapist shared a knowing smile. "The first cryo experience is always memorable," the therapist remarked.

"Now, onto step four," the therapist announced, leading them to a beautiful machine made of carbon, resembling a work of art with a space-age appearance.

INDIVIDUAL TREATMENTS

The Flow System awaited, offering individual treatments – Robbie was assigned 9.30 intense minutes, Vikki was given 13.15 softer minutes.

"Vikki, please lie down here and Robbie – please take a second one", said the therapist. She moved a portable wall between the two machines, so they could see each other and talk during the treatment.



After the shared experience they felt connected on a deeper level and – discussing how they felt – decided to return the following day.

Sitting comfortably and savouring a cup of tea, Robbie reviewed the results of their treatments. It was astonishing to see the immediate impact it had on their wellbeing. "Robbie," Vikki said – "it's incredible to think we've only been here for 30 minutes. Did you realise? After just half an hour I feel so different, like a brand new me. It's not just a pampering session, it's a journey towards ultimate relaxation and healing." ●

More: www.artofcryo.com



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Product innovation

Spa and wellness industry suppliers tell us about their latest product, treatment and equipment launches



Sammy Gharieni pioneers Augmented Massage bed

Spa equipment supplier Gharieni has revealed an innovative motion-to-sound treatment bed – its vision of AI technology and wellness.

Augmented Massage features built-in computer-controlled sensors that analyse the position and rhythm of the therapist in real time. Live music and sounds that match the movements then help to relax guests via speakers that are integrated into the treatment table.

“We have led the trend of integrating technology into traditional treatment beds,” says founder Sammy Gharieni. “Innovation is in our DNA and this new launch takes massage to a whole new level. It creates a symphonic and symbiotic rapport between guest and therapist and provides a unique treatment with the power of sound each and every time.”

 **spa-kit.net keyword:**
Gharieni



“Sensors analyse therapist movements in real-time and match them with music”
- Sammy Gharieni



“The reLounge is highly popular among guests and employees” - Tammy Pahel



It helps with back, leg and neck pain and relaxation

Athletiqo's reLounge supports staff and guest wellbeing says Tammy Pahel

Athletiqo has designed the touchless reLounge treatment bed to promote relaxation and soothe the pain in the back, legs and neck.

The bed integrates transcutaneous electrical nerve stimulation (TENS), modulated medium frequency currents, heat and massage rollers to enhance circulation,

induce muscle relaxation and provide pain relief.

Based in Germany, Athletiqo supplies reLounge beds around the world, including to Florida's Carillon Miami Wellness Resort. VP of spa and wellness Tammy Pahel says: "The reLounge has been highly popular among our guests and employees. It's been one of the key drivers

in boosting the revenue of touchless technologies at our hotel, thanks to its popularity and efficiency."

The reLounge is operated by a smart screen and is designed for use in wellness and lifestyle facilities and the medical arena.

spa-kit.net keyword:
reLounge

Daniel Golby presents the next generation of ESPA Men's line

At a time when male-only retreats and male spa visits are booming, ESPA has refreshed its collection for men with new formulas and more sustainable packaging.

The line features seven products that clean, moisturise or protect – an Invigorating Face Wash, Hydrator serum, Triple Action Grooming Oil, Post-Shave Rescue, Dual Action Shave Mud, Age Rebel Moisturiser and an Age Rebel Eye Hydrator.

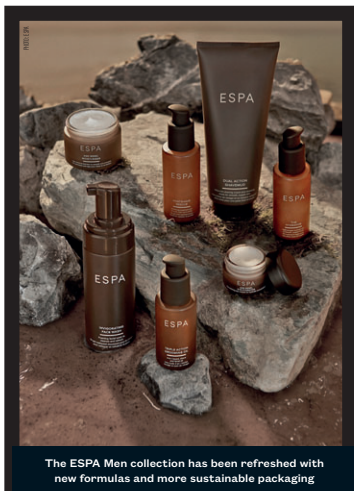
ESPA Men's range is now housed in redesigned, eco-friendlier packaging which cuts back on plastic, waste and excessive design compared to its previous containers.



“It's the answer to men's unique skin and lifestyle needs” - Daniel Golby

Daniel Golby, ESPA managing director, says the move “brings the highest standard of naturally powered ingredients in targeted treatments, answering men's unique skin and lifestyle needs”.

spa-kit.net keyword:
ESPA



The ESPA Men collection has been refreshed with new formulas and more sustainable packaging

VOYA

CELESTIAL GLOW

Festive Collection



For over 17 years, VOYA has set the bar for results-driven, certified organic skincare and luxury spa treatments. VOYA's revolutionary range of face and body products use sustainably hand-harvested Irish seaweed, blended with organic botanical ingredients and essential oils to create sustainable, effective formulas for indulgent wellness experiences.

Discover VOYA's retail, amenity and treatment offering by emailing sales@voya.ie

www.voya.ie www.voyaskincare.com

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Thomas Kiesenebner introduces Soleum's heated loungers

Soleum has launched a dynamic collection of infrared loungers for spas, private homes, hotels and resorts.

The new Luxury Relaxing range features a selection of eight loungers fitted with adjustable infrared heating settings and LED under lighting.

Designed for indoor or outdoor use, the beds can be customised in many detailed finishes including glass mosaic, concrete, oak or a metal coating. Operators can also upgrade the loungers with a 3D fireplace behind the headrest.

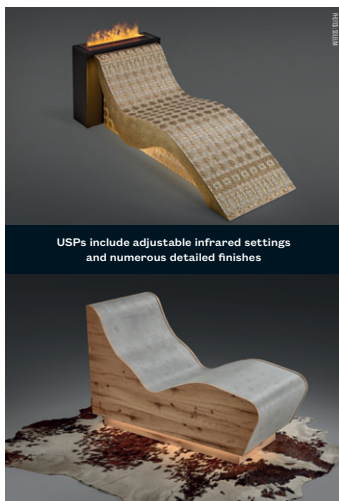


The loungers provide a functional art installation

- Thomas Kiesenebner

Thomas Kiesenebner, Soleum CEO, says: "These loungers go beyond the confines of traditional furniture and provide a functional art installation."

spa-kit.net keyword:
Soleum



USPs include adjustable infrared settings and numerous detailed finishes

Bernard Sirop reveals Thalgo wellbeing range

French skincare brand Thalgo has created a wellbeing range called Les Essentiels Marins.

The collection has launched with a shower gel, marine scrub, exfoliating marine soap, micronised marine algae bath powder and supplement ampoules.

Available in professional and retail sizes, all are enriched with Thalgo's patented Micronised Marine Algae, a potent cocktail made from three types of brown and red algae, vitamins and antioxidants, minerals, amino acids and fatty acids which aim to help replenish and strengthen skin tissue.

The complex was developed in 1966 by company founder André Bouclet who pioneered a technique to produce an algae powder "with an unmatched concentration of micronutrients".



The range is enriched with Thalgo's patented algae formula

Thalgo MD, Bernard Sirop, says: "More than ever, I believe the marine world will be the source of future beauty and wellbeing."

To showcase Les Essentiels Marins, Thalgo has devised a 60-minute facial and a 90-minute body scrub and wrap ritual.

spa-kit.net keyword:
Thalgo



The marine world is the source of future beauty and wellbeing - Bernard Sirop



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Celluma targets wellness sector with flexible LED light panels says Patrick Johnson

Known in the medical aesthetics and pain management space, Celluma is bringing its LED light therapy devices to the spa market.

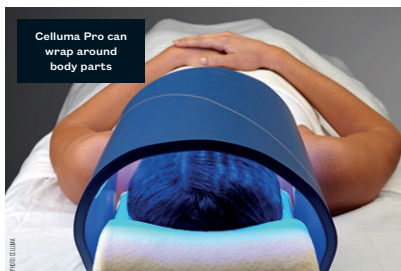
The stand-out feature? Its lights are embedded on a flexible panel, which can be contoured closely to the area of treatment.

The company's flagship product, Celluma Pro, can bend to form a c-shape to treat facial wrinkles and fine lines while guests lie on their backs. It's also been designed so that it can wrap around any body part including hands, feet or other joints to help alleviate pain, increase circulation and decrease inflammation.



PHOTO: CELLUMA

"The panel can be contoured closely to the area of treatment"
- Patrick Johnson



Celluma Pro can wrap around body parts

"Instead of making a large piece of equipment with a rigid light panel and high-power output, our shape-taking devices deliver low-level light therapy affordably and effectively to the world," says CEO and inventor Patrick Johnson.

spa-kit.net keyword:
Celluma

Elemis adds serum to Pro-Collagen Rose collection

Newly certified B-Corp company Elemis has expanded its Pro-Collagen Rose collection with a serum designed to lock in moisture, plump skin and enhance radiance.

Elemis says each bottle of Rose Micro Serum boasts 7,000 micro-droplets containing nourishing rose oleo extract

to deliver the freshest and purest form of the ingredient.

This system also allows water and oil to work together, creating a multifaceted formula.

Another key ingredient is red algae which Elemis claims is clinically proven to deliver three times more hydration than hyaluronic acid.

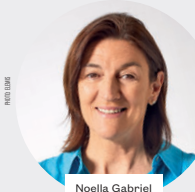


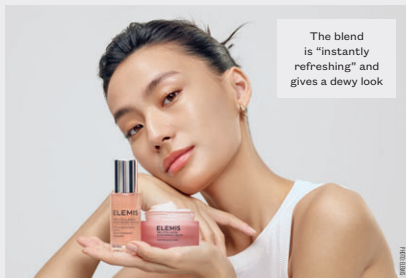
PHOTO: ELEMIS

Noella Gabriel

"Each bottle contains 7,000 micro-droplets of nourishing rose extract"

Noella Gabriel, Elemis' global president, says the blend is "instantly refreshing" and "boosts hydration and moisture levels, for skin that looks youthful, fresh and dewy".

She adds: "All of our rose extracts have been carefully sourced, working with sustainable farmers to support the natural world."



The blend is "instantly refreshing" and gives a dewy look

spa-kit.net keyword:
Elemis



The new Sothys Academy
has the capacity to
host 24 therapists

Sothys Academy has launched in Paris to inspire the next generation, reveals training director Isabelle Villey

High-quality effective training is one of the most fundamental pillars of any successful professional spa brand. For Sothys Group, this is one of its founding principles and has served as the inspiration behind the creation of its new international training centre in the heart of Paris.

Located in the 8th arrondissement, The Sothys Academy has been established to support and inspire skincare professionals globally. It constitutes not only the training headquarters for the group's three brands – Sothys, Bernard Cassiere and Beauty Garden – but also houses the group's HQ.

Sothys Group's vision was to create a highly adaptable working environment with a quintessentially Parisian feel. To execute this vision, it tapped the expertise of French architectural firm, Studio Kompa, and created a facility featuring areas for theory-based and practical training.

A GLOBAL APPROACH

Capable of hosting 24 therapists, the centre is overseen by a team



"The Sothys Academy has been created by and for beauticians to make learning a shared pleasure"

Isabelle Villey,
Sothys Academy Director

of four international trainers, two US trainers, six local trainers and one for Latin America.

"The Sothys Academy has been created by and for beauticians to make learning a shared pleasure," explains Isabelle Villey, Sothys training director.

"It champions a varied, fun and participative teaching approach that enables students to become global Sothys ambassadors. Its opening

marks the establishment of a major new European flagship for our brands, as well as the introduction of an important central learning hub for our global partners.

"The academy's launch has elevated the Sothys Group name further and reinforced its position as one of the world's leading premium spa brands."

The company has devised an innovative schedule of training sessions to enable partner spas and their teams to top up their knowledge and upskill throughout the year.

For new spa partners, The Sothys Academy is hosting introductory account-opening training, plus one-day courses focused on signature treatments. Additional programmes include one-day sessions highlighting new product launches and a module dedicated to product advice and sales.

Sothys Academy is a trademark of Sothys Paris.

More: www.sothys.com

➤ spa-kit.net keyword:
Sothys

New juniper body oil boosts Kerstin Florian's Nordic Zen treatment says Kristina Zanardi

Swedish-based skincare brand Kerstin Florian has refreshed its 90-minute Nordic Zen Body treatment with a new star product.

Juniper Berry Bath & Body Oil – available in professional and retail sizes – is enriched with vitamin E and organic sunflower oil to hydrate, repair and revitalise the skin.

"Nordic Zen Body was originally developed in 2003 by our founder Kerstin Florian," says Kristina Zanardi, global director of education and product development, describing the treatment approach as a fusion



It's a fusion of our heritage and Eastern healing modalities

– Kristina Zanardi

of the company's Nordic heritage and Eastern healing modalities.

"In this latest iteration, we provide a spiritual experience filled with energy and deep relaxation using heat, stones, repetitive movements and active plant extracts," she adds.

 **spa-kit.net keywords:**
Kerstin Florian



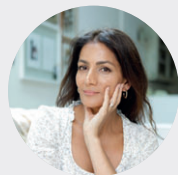
The new star product is available in professional and retail sizes

Anita Kaushal announces Maui Rituals' global expansion plans

Maui Rituals, a UK-based ayurvedic brand, is taking its hair, skin, body and mind products worldwide.

The collections are inspired by the ancient Indian tradition of layering, anointing and purifying with sensual oils, healing herbs and fragrant flowers.

Most recently, it's launched a Post-Flight Recovery Himalayan Salts blend infused with 12 therapeutic oils and adaptogenic herbs to help



Sensorial Sound Therapies match meditations, movement and products to a person's dosha

– Anita Kaushal

balance pH levels, relax the nervous system and prepare the mind and body for sleep.

Treatments include Sensorial Sound Therapies which match meditations, movement and products to a person's dosha. This was created specifically for Bulgari Spa in London and Maui is now also supplying Bulgari spas in Rome, Dubai and Tokyo.

Other key partners include Mandarin Oriental, Four Seasons, Nobu and Fairmont in Europe, Dubai and North America.



Clients include top names in hospitality

This global expansion marks the next chapter for Maui, which co-founder Anita Kaushal has been spearheading. She says: "Maui takes the spa guest experience to ever greater heights of authentic luxury."

 **spa-kit.net keywords:**
Maui Rituals

PROMOTION



The two-part Five Element Cleansing Duo is inspired by the principles of TCM

Double cleansing is the ultimate secret to achieving radiant, healthy skin explains Antonia David, head of education at Elemental Herbology

With the rise in popularity of double cleansing, Elemental Herbology has released new facial cleansers – The Five Element Duo – to add to its range of natural skin and bodycare products.

Voted the Best Natural Spa Brand of 2023 in the Beauty Shortlist Awards 2023, Elemental Herbology is inspired by the principles of Traditional Chinese Medicine and creates aromatic products inspired by the five elements: Wood, Fire, Earth, Metal and Water.

Each element symbolises a different season, personality type and skin type, acknowledging that life is always in flux and our skin and wellbeing needs change throughout the year and as we grow as people.

The new double cleansing ritual brings together the best of all the elements into a Five Elements Cleansing Duo that begins with the Five Elements Cleansing Balm.

Formulated with sea buckthorn oil, apricot oil and jojoba oil, this rich balm has an uplifting scent of grapefruit and geranium and uses nourishing

natural oils to melt away all traces of make-up and impurities while leaving the skin calm and hydrated.

The next step is the Five Elements Vital Cleanse, a relaunch of Elemental Herbology's best-selling Vital Cleanse, which combines wildflower honey, green tea and Vitamin C to cleanse and brighten the skin for a nourished and balanced complexion.

"Double cleansing is the ultimate secret to achieving radiant healthy skin," explains Antonia David, head of education at Elemental Herbology.

"Originating in Asia, this cleansing ritual involves using two different cleansers during your facial cleansing routine – an oil-based cleanser first, followed by a gentle foaming cleanser.

"This combination will effectively rid the skin of the first layer of dirt, impurities and debris that has accumulated throughout the day and will also remove the layer of build-up on the skin that comes from exposure to environmental pollutants and other toxins."

The new cleansing duo emulates the expert double cleanse that each guest receives as part of a



PHOTO: ELEMENTAL HERBOLGY

Double cleansing ensures every other skincare product applied afterwards will work better
Antonia David

signature Five Element Aroma Facial treatment, bringing spa luxury to your everyday cleansing routine.

"The best part?" says David, "double cleansing ensures that every other skincare product applied afterwards will work better, effectively super-charging your entire skincare routine." ●

More: www.elementalherbology.com

▶ spa-kit.net keyword: Elemental Herbology

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It reduces levels of
inflammation, which is
linked to the growth
of tumours

STRETCHING OUT

Yoga can help cancer recovery, according to a new study sponsored by the US National Institute of Health

Spas offering cancer-friendly treatments may want to consider adding yoga to the mix if a new study sponsored by the US National Institute of Health is anything to go by.

Research led by the University of Rochester Medical Centre found that cancer patients practising yoga benefit from reduced levels of inflammation, which is linked to the growth of tumours.

GENTLE YOGA

The study*, which was published at the recent annual meeting of the American Society of Clinical Oncology (ASCO), was based on more than 500 cancer survivors. All participants, who had an average age of 56, had received cancer treatment between two months and five years earlier.

Half of the group, picked at random, enrolled on a programme by Yoga for Cancer Survivors (YOCAS), which includes gentle hatha and restorative yoga – not more intense versions like ashtanga or bikram.

They practised 75-minute yoga sessions two times a week for a month.

The other half took part in a placebo programme devised by ASCO focused on health education.

Each group was monitored using a series of blood tests throughout the four-week period and checked for levels of inflammation.

REDUCED INFLAMMATION

Inflammation, both acute and chronic, is universally associated with primary and secondary cancer development and progression, as well as a myriad of toxicities that negatively affect cancer treatment adherence and survival.

Those who took up the YOCAS yoga had “significantly lower levels of pro-inflammatory markers,” when compared with the group attending education classes.

The researchers said: “Clinicians should consider prescribing [YOCAS yoga] for survivors experiencing inflammation” as it could help them on their road to recovery and even prevent cancer from returning. ●

**Mustian KM et al. Effects of yoga vs placebo on inflammation among cancer survivors: A nationwide multicenter phase III randomised controlled trial. ASCO. 2023*



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