

spa opportunities

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Doha's spas dominate Middle Eastern market in 2013

Doha dominated the Middle Eastern spa market in 2013, according to a new benchmarking report from PwC.

The Middle East Spa Benchmarking Survey tracks 11 key metrics in the sector to provide spa operators with a benchmark of internal spa operations which can be used as a tool for driving operational decisions and profitability, as well as information on common indicators which can be used by investors and developers in the region.

The average revenue per treatment in Doha (US\$142, £87, €105) was roughly 90 per cent higher than the Dead Sea and Beirut region, while the average daily treatment revenue per available room stood at US\$292 (£178, €216) in Doha and US\$86 (£52, €63) and US\$79 (£48, €58) in



The average revenue per treatment in Doha was 90 per cent higher than other regions

the Dead Sea and Beirut markets respectively.

The average daily revenue generated per therapist followed a similar pattern with Doha therapists generating 38 per cent more than Dead Sea spas and 150 per cent more than spas in Beirut.

Revenue per available treatment hour was also highest in Doha, standing at US\$25 (£15, €18), with the Dead Sea region standing at around 60 per cent lower than Doha.

While Doha accounted for the highest treatment revenue per treatment sold and average daily treatment generated per therapist, it reported the lowest utilisation of therapist hours in the three markets surveyed.

The report also highlighted that retail remains an under capitalised revenue stream in all three markets.

Spa treatments booked by hotel were highest in the Dead Sea area, representing 87 per cent in 2013, while the Doha and Beirut hotel markets only contributed 16 and 27 per cent respectively. Details: <http://lei.sr?a=V4u7v>

FRHI outlines new hotel developments for 2014

FRHI Hotels & Resorts (FRHI) is to continue expanding its global footprint following a number of high profile openings this year, with the company expected to open seven new properties across its three hotel brands in 2014.

FRHI, the parent company of Raffles Hotels & Resorts, Fairmont Hotels & Resorts and Swissotel Hotels & Resorts, will open properties around the world as it looks to commit to a 50 per cent growth plan over the next five years.

Swissotel opened two hotels, Sochi Krasnaya Polyana and Sochi Kamelia, in time for the Winter Olympics.

Continued on back (1)

Spafinder to launch new tourism scheme

Spafinder Wellness 365 is to organise a three-day programme focusing on the growing wellness tourism sector at this year's World Travel Market (WTM) 2014 exhibition.

The wellness industry giant – which covers media, marketing and gift offerings – has devised a comprehensive schedule combining workshops with experience and insights from some of the sector's leading executives and experts.

The programme will run from 4-6 November 2014 at London's ExCeL centre, as part of WTM, an event which attracts more than 50,000 senior travel industry professionals, government ministers and members of the press.

Reflecting on the success of the wellness tourism sector, which is currently enjoying 9 per cent annual growth, Spafinder managing



Spafinder managing director John Bevan

director John Bevan said: "The sector offers a wide range of opportunities for the travel and tourism industry, while WTM is the perfect platform to help grow the sector further."

Continued on back (2)

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YTL takes charge of Thermae Bath Spa

YTL Hotels, owner of the soon-to-open Gainsborough Bath Spa Hotel and Bath-based utility company Wessex Water, has strengthened its grip on the ancient spa town's wellness facilities by acquiring the operating contract of Thermae Bath Spa.

YTL Hotels, which is the hospitality division of Malaysian infrastructure conglomerate YTL Corporation, has obtained the contract from former operators Thermae Development Company for an undisclosed fee.

The deal ensures that jobs at Thermae Bath Spa, which employs more than 170 people, will be safeguarded, while the name will also remain.

Henk Verschuur, who was Thermae Bath Spa managing director prior to the deal and will be retained as an advisor to YTL Hotels, says: "This heralds the start of a very exciting future. I am extremely proud of what we have achieved at Thermae Bath Spa since opening and am confident that its future is in safe hands."

Thermae Bath Spa will be operated by Bath Hotel and Spa Limited (BHSL), a YTL Hotels subsidiary set up to manage both the spa and the Gainsborough Bath Spa Hotel, although



(Left to right) Henk Verschuur, Dato Mark Yeoh, Colin Skellett

the two will remain as separate businesses. The actual Thermae Bath Spa buildings and the supply of natural thermal water are owned by Bath & North East Somerset Council.

"This represents a further major investment by YTL and demonstrates their long term commitment to Bath," says BHSL chair Colin Skellett.

"YTL Hotels has worldwide experience in managing spas and hotels and looks forward to making a positive contribution to the future wellbeing of Bath." Details: <http://lei.sr?a=f9V7q>

GSWS bolsters board with two new recruits

The Global Spa & Wellness Summit (GSWS) has announced the appointment of global tourism expert Jean-Claude Baumgarten and Mexican entrepreneur Gina Diez Barroso de Franklin to its board of directors.

Former president and CEO of the World Travel & Tourism Council (WTTC) Baumgarten brings a vast amount of tourism experience to the role, having also held various executive positions during a 30-year tenure at Air France.

He is currently chairman and CEO of management consultancy CREWE Associates, and says the steady growth across the wellness industry has long been of interest to him.

"What the GSWS has achieved so far is outstanding, and I'm excited to help shape this dynamic organisation as it takes its next major steps to becoming one of the true global thought-leaders for the fast-growing US\$2 tn (£1.2tn, €1.5tn) global wellness industry," he adds.

Diez Barroso de Franklin, meanwhile, has been a pioneer in real estate, design, the arts



Gina Diez Barroso de Franklin has been appointed to the board

and education since creating Mexico City-based Grupo Diarq in 1990.

The CEO and president has nurtured the company from its roots as a small architecture and interior design firm to its present day incarnation of over 500 staff and nine subsidiaries, covering areas ranging from real estate and hospitality development, to publishing and creating Mexico's University of Design, Film & Media. Details: <http://lei.sr?a=n8J8j>



Plans revealed for Himalayan spa retreat

Spa Opportunities can exclusively reveal plans for an ambitious US\$3m (€2.22m, £1.84m) wellness retreat in the foothills of India's Himalayan mountains, combining ancient Ayurvedic methods and integrative medicine with modern healthcare to tackle chronic disorders such as heart disease.

Under the working title 'Total Health Centre', the project is the brainchild of Dr Robert Schneider, a leading physician and researcher into the science behind Ayurvedic methods and author of *Total Heart Health* – a book that promotes the potential of the Maharishi Ayurveda health system to prevent and reverse heart disease.

"Medical tourism to India is on the rise and there are several Ayurveda centers there already, but none currently provide western standards of luxury facilities, service, spiritual surroundings and science-based integrative health care," said Schneider. "We want to offer the best of all worlds, providing integrated diagnosis and treatment (for



The health centre will be situated in the foothills of the Himalayas

chronic conditions such as hypertension and cardiovascular diseases) centered around the Ayurveda system."

Designs drawn up by Swiss-based architects Raja Builders AG feature a 100,000sq ft (9,290sq m) spa and integrative health centre, comprised of luxury private rooms and villas and an as-yet-undecided number of treatment rooms focusing on detox, panchakarma, mind-body medicine, five senses therapies and lifestyle education. Details: <http://lei.sr?a=m3A5Y>

B&B Partners buys Aromatherapy Associates

Spa product house Aromatherapy Associates (AA) has been sold to B&B Investment Partners, a new fund – established in November 2013 – with plans to invest in health, wellness, beauty and personal care brands.

B&B is a partnership between Alliance Boots, owner of UK high street chemist Boots, and the principals of B&B Investment Partners, Chris Britton and Jean-Philippe Barade.

AA was founded in 1985 by entrepreneurs Geraldine Howard and Sue Beechey. The company is a world leading supplier of aromatherapy-based products to the professional spa sector, with contracts including Mandarin Oriental, Four Seasons, Fairmont and Orient Express Hotels.

Howard and Beechey sold the company to investment company Optivi in 2009 and expansion followed, including the opening of a high street store and day spa in London's Knightsbridge and the development of global sales.



Aromatherapy Associates was co-founded by Geraldine Howard in 1985

The acquisition by B&B – for an undisclosed sum – is one of the first to be completed by the new investment business.

Richardson said: "The hard work over the last few years, during which time we have improved the sales team and elevated brand awareness, places the organisation in a wonderful position for B&B Investment Partners to utilise its experience and contacts to develop the business into a major retail brand." Details: <http://lei.sr?a=R5w9Z>

Spas on the brink of a tech revolution says McCarthy

Starwood Hotels & Resorts' director of global spa development Jeremy McCarthy has said that tablet devices mean the industry is on the brink of a "total revolution in spa technology."

Speaking in the latest edition of the *Spa Handbook*, McCarthy predicted that soon, booking appointments, check-ins, spa waivers, evaluation forms, spa tours, reading materials and more will all be available directly through touchscreen devices.

For more from Jeremy McCarthy, the current edition of the *Spa Handbook* is available in print here: <http://lei.sr?a=A907e> and online here: <http://lei.sr?a=P3l4>



Prisca created a successful chain of nail bars

Prisca Courtin-Clarins named Clarins strategic projects director

Prisca Courtin-Clarins, granddaughter of Jacques Cortin-Clarins and daughter of Olivier Courtin-Clarins has joined Clarins company as spa activities strategic projects director.

During her time in education, Prisca completed internships at L'Occitane, Yves Saint Laurent, Marie-Claire and Clarins in various roles including marketing, sales, press relations, partnerships, events and merchandising.

As a young graduate of a Master's Degree in Business and Politics, Prisca created a chain of 'English-style' nail bars in Paris, France, with two initially opening in May 2010, followed by a third location a year later.

Prisca later worked on a Spa & Lunch concept that combined cosmetics and flavours, which launched in Lille, France in September 2013. Prisca was then appointed to her current role of spa activities strategic projects director to export Spa & Lunch internationally and to develop hotel partnerships, research and develop future projects for Clarins and satisfy client needs. Details: <http://lei.sr?a=m6T3P>

Finding new customers is expensive.



6X It's more expensive to market to new customers than to existing customers.

\$4,800

The average small businesses spend on marketing to existing customers annually.

Emailing your current customers the right way can increase your revenue.

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Sources:
ISPA 2011 U.S. SPA INDUSTRY STUDY
<http://searchengineland.com/>
SpaBooker Promote Companion Guide

spabooker
www.spa-booker.com

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Trump Collection announces Rio hotel

The Trump Hotel Collection has announced the opening of its first property in South America with the Trump Hotel Rio de Janeiro in Brazil.

Located in the Jardim Oceanico district of the city and overlooking the beach, the 171-bedroom Trump Rio will be the only luxury hotel in the vicinity when it opens in 2016.

Brazilian developer LSH Barra SA is building the R\$200m (£50.8m, US\$83m, €61.4m) project with the help of development consultant Polaris Brazil which has worked on a variety of hospitality ventures including the Rio Convention Centre.

A number of design firms have also been named including WATG, which has designed the architectural concept with interiors by Rockwell Group and landscape architecture by Witkin-Hults Design Group.

There will be more than 4,000sq ft (371sq m) of wellness facilities, including a 2,200sq ft (204sq m) spa offering a range of massage therapies and treatments in addition to a fitness centre.

Other amenities include a 4,000sq ft (371sq m) pool deck with private cabanas



There will be more than 4,000sq ft (371sq m) of wellness facilities

overlooking an infinity pool, a nightclub and 10,000sq ft (929sq m) of meeting and event space.

“With the Barra da Tijuca hosting most of the venues of the 2016 Summer Olympics as well as Jardim Oceanico’s perfect mix of modernity and nature, the area is poised to emerge as the heart of Rio de Janeiro,” said Donald Trump, executive vice president of development and acquisitions of The Trump Organisation. “This is an exciting time to develop our first project in South America and the perfect location to do so.”

Details: <http://lei.sr?a=u8f7c>

First Hyatt-branded hotel to open in Austria

Austria will welcome its first Hyatt hotel when the Park Hyatt Vienna opens in the summer, complete with a 1,000sq m (10,763 sq ft) Arany spa.

The property is located within the city’s Goldenes Quartier on the Am Hof square, inside a 100-year-old building which formerly served as the headquarters of an Austrian Hungarian Monarchy Bank, which is now labelled as a UNESCO World Heritage Site.

The spa offers a full range of exclusive body treatments and massages within six treatment rooms, with one designed specifically for couples. The spa is available to non-hotel guests too.

Other features include a 15-metre indoor swimming pool, as well as cardio and strength training in an extensive fitness centre, which will feature the advanced technology line Artis from Technogym.

For those looking for thermal experiences, the Arany Spa also offers a separate wet area



The hotel and spa is to be located in the Austrian capital of Vienna

with sauna, steam bath, sanarium, vitality shower and a relaxation area.

Due to open in early June, the Park Hyatt Vienna features 143 guestrooms, inclusive of 35 suites, alongside conference space, restaurants, bars and a cigar lounge.

The Hyatt brand has sought to further extend its global reputation in recent times, following news that it will open its first branded hotel in Iraq in 2017. Details: <http://lei.sr?a=T5S3x>

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Mandarin Oriental to open luxury resort and spa in Bali

The Mandarin Oriental Hotel Group is to expand its portfolio by opening a luxury resort on Bali's southern Bukit peninsula.

Scheduled to open at the end of 2016, the new 121-bedroom project is to consist of 97 villas – each with its own private pool – and 24 guestrooms.

An all-inclusive 1,725sq m (18,500sq ft) Spa at Mandarin Oriental is to feature eight treatment rooms, heat and water therapies, a 100m outdoor swimming pool surrounded by a number of private lifestyle cabanas and an extensive fitness centre.

The resort will also feature three restaurants all featuring bars, including a signature cantilevered cliff-top restaurant, and a beach grill.

Details: <http://lei.sr?a=E6hzh>



The Epicurean Theatre will be used for culinary classes

Marriott unveils gastronomy-themed Epicurean Hotel in US

Marriott Hotels has added a new site to its Autograph Collection with the launch of the Epicurean Hotel in South Tampa, Florida.

The 137-room hotel, which has been developed in partnership with Bern's Steak House and Mainsail Lodging and Development, debuted with a "Grand Awakening Launch" weekend from 17-19 January.

Inspired by the Greek term 'Epicurus' (meaning fine food and drink) the four star Epicurean is pitched as a gastronomic experience, featuring a culinary classroom, rooftop lounge, wine shop, bakery and the Élevage restaurant.

The hotel also includes 5,200sq ft of event space, a ballroom, an outdoor garden terrace, a business centre, a fitness centre with an outdoor pool and a spa.

Spanning 2,800sq ft (2600sq ft), Evangeline Spa features five treatment rooms, including two couples' treatment rooms, a relaxation room, plus manicure and pedicure stations.

Evangeline will house product lines from FarmHouse Fresh and Caudalie.

Details: <http://lei.sr?a=G5P6q>

South African eco-retreat reopens

South African eco-spa and yoga retreat Woodlands has made a fresh start to 2014, reopening with a new operator and design following renovation work.

Spa operator Legacy Balance has taken the reins of the 770sq m (8,288sq ft) city escape – 30 minutes northwest of Johannesburg – on a five-year operating contract after being approached by founder and owner Marisa Lloyd as she steps aside to pursue corporate ventures.

Sitting on the banks of the Crocodile River, the nature-themed wellness centre has retained its original minimalist exterior designed by Gass Architects, while the interior has been revived with the addition of Ghanaian wax print fabrics.

In addition to a range of yoga classes, there is a spa pool, cold plunge pool and steamroom. The retreat features a selection of Babor and Elemis spa and massage offerings in eight glass-enclosed treatment rooms.

"We offer Babor, because of the brand's sophisticated facial therapies, coupled with



Woodlands is ensconced in the African savanna, backed by Crocodile River

innovative formulations that are solution focused and target results for all skin types," says Legacy Balance director of operations Margarita Ioannou.

"The Legacy Balance spa experience is based on the philosophy that the appropriate touch can create a profound sense of peace and relaxation in mind and body, helping to restore the energy to wake up and face the world again."

The spa is aimed at Johannesburg-dwellers seeking to escape the city buzz and relax amid the tranquil African landscape, with a particular focus on couples and mother/daughter pairings.

Details: <http://lei.sr?a=H5X8s>

Liz Terry calls for UK to pioneer 'wellness cities'

Spa Opportunities and Leisure Management editor Liz Terry has described government proposals for building two garden cities in the south of England as a "once in a lifetime opportunity" for the leisure and wellness industries.

Her editorial in *Leisure Management* Q1 called for a move away from traditional garden city models – used for Letchworth and Welwyn, in Hertfordshire, UK – towards a wellness city concept, built on the latest sustainable design principles, with green technology and leisure facilities fully-integrated into other infrastructure such as education, transport, medical, commercial and retail.

With a growing body of evidence for the health and economic benefits of an environment centred around wellness, Terry believes a successful development would pave the way for further initiatives.

"It's recognised that in order for people to be healthy and lead long, happy and productive



Liz Terry thinks a wellness city could be a once in a lifetime opportunity

lives, wellness needs to be built into day to day life," writes Terry.

"A purpose-built wellness city, with places to walk, exercise and spend time outdoors, as well as with access to great facilities, would enhance quality of life, lead to better health and serve as a model for others to follow."

The government has yet to confirm any locations for the proposed cities, but has pledged to publish a report into the viability of building large new settlements. Details: <http://lei.sr?a=E3x7p>

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DIARY DATES

23-24 Feb 2014

Professional Beauty London

London ExCeL

Professional Beauty is the event to attend where the new wave of trends are announced. Focused on strategy and business issues, the two day event will host the Professional Spa & Wellness Convention. It aims to give a platform to spa owners and senior managers to share their experiences of operating a successful spa. Running alongside Professional Beauty, the 2014 agenda will see a variety of topics including spa as a business, financial management, tourism as a revenue driver for spas, design and architecture vs practicality.

Tel +44 2073510536

www.professionalbeauty.co.uk

2-3 March 2014

Esthetique Spa International Las Vegas ConferenceThe Venetian Sands Expo,
Las Vegas, Nevada, USA

ESI is a trade show aimed at aesthetics, spa and medical spa professionals, providing an opportunity to network with hundreds of leading companies.

Tel: +1 866 772 7469

<http://spashowusa.com>

9-14 March 2014

International Esthetics, Cosmetics & Spa Conference New York

Javits Convention Center, New York, USA
New York's IECSC in 2014 is set to feature exhibitors from the skincare, wellness and equipment sectors.

Tel: +1 203 383 0516

www.iecsc.com/ny

21-23 March 2014

Beauty Dusseldorf

Dusseldorf, Germany

A trade fair for cosmetics, beauty and wellness professionals, attracting 50,000 trade visitors and 1,250 exhibitors.

Tel: +49 211 4560 7602

www.beauty.de

15-17 April 2014

International Exhibition of Medical Tourism, SPAandWellness - Healthcare Travel Expo

EC KyivExpoPlaza

A meeting place for major suppliers of medical and health services, travel industry representatives not only from Ukraine.

Tel +380 44 526-90-25

www.lmt.kiev.ua

SPATEC Europe takes place between 7-10 May 2013 at the Sheraton Rhodes Resort in Rhodes, Greece

7-10 May 2014

SPATEC Europe

Sheraton Rhodes Resort, in Rhodes, Greece

The event will bring together Europe's spa operators of medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key domestic and international suppliers to participate in a series of one-on-one meetings. Throughout the event, attendees meet spa owners, operators, directors and suppliers during planned networking activities.

Tel +356 99 45 8305

www.spateceu.com

10-12 Jun 2014

HBA Global ExpoJavits Convention Center 655 W 34th St,
New York, United States

HBA is a B2B event that provides personal care and beauty manufacturers with a spectrum of new ingredients, solutions, supplier resources and education to help bring innovate concepts to market.

Tel: +1 609 759 4700

www.ubmlive.com

12-13 Jun 2014

SPAMEETING ASIASheraton Saigon Hotel & Towers,
Hô Chí Minh-Ville, Vietnam

The event will gather key buyers from Asia and worldwid suppliers from the spa industry. They will hold one-to-one business meetings for buyers and suppliers.

Tel: +33 (0)1 44 69 95 66

www.itec-france.net

19 Jun 2014

Forum HOTEL&SPA

Four Seasons Hotel George V, Paris, France

International event for news and information regarding the spa and hotel industry. Represents opportunity to be in contact with industry leaders, developers, Spa managers, hotel owners and directors and journalists from all over Europe.

Tel: +33 1 42 40 90 77

www.vk-organisation.com

10-12 Sept 2014

Global Spa & Wellness Summit

Four Seasons Resort Marrakech, Morroco

The annual GSWS will bring together the leaders and figureheads of the spa industry to help guide and shape the future of the spa and wellness industries in the years to come. Sessions include panel-led discussions, general sessions, small group breakout sessions, and hosted dining conversations.

Tel +1 212 716 1202

www.globalspaandwellnesssummit.org

30 Sept - 1 Oct 2014

SpaMeeting Europe

Hotel Radisson Blu, Dubrovnik, Croatia

SpaMeeting Europe brings suppliers from the spa and wellness industry to meet with the Distributors, Hotel Spa, Day Spa and Medispa project holders for a two-day forum of interactions, meetings and discussions for people working in the sector.

Tel +385 20 361 500

www.eu.spameeting.com



Natural & Organic
Products Europe
LONDON

13-14 April 2014
Grand Hall | Olympia



Thousands of natural beauty and spa buyers discover new products from across the globe

New health and beauty products at Natural & Organic Products Europe

A raft of new health, nutrition and beauty products are set to hit the market at the 18th annual Natural & Organic Products Europe 2014 show, which is returning to London's Olympia on 13-14 April.

To accommodate increasing demand from new companies looking to reach the show's growing visitor-base, organiser Diversified Business Communications UK has expanded exhibition space for 2014 to fill the entire Grand Hall.

New companies have been quick to reserve their first stands, while many returning exhibitors – such as ReNew Life UK, Potter's Herbs, Nordic Naturals, Higher Nature, Tiana Fair Trade Organics, Sukrin, Suma Wholefoods, and Supernutrients – have increased the size of theirs for 2014.

New product innovations

One of the keys to the show's continuing success is its focus on promoting innovation. From new start-ups to well-established brand pioneers championing new formulations, the market is flourishing with a proliferation of new natural and organic products for retailers and their customers.

Natural Beauty & Spa

In addition to the show's new Eco Luxe Beauty Pavilion, around half of this year's Natural Beauty & Spa exhibitors are new companies looking to make a big impression. These include The Organic Pharmacy; UrbanVeda; FoM Cosmetics; British haircare range Ogario London; Aqua Oleum; luxury



Meet with hundreds of beauty and spa suppliers

skincare brand Yours Truly Organics; and FIT Skincare for Men.

International natural cosmetics suppliers include INIKA from Australia; Victor Philippe from Italy; and Adamence Cosmetics from France. From the US, Andalou Naturals and premium beauty collagen specialists NeoCell and Nutrawise will be introducing their bestsellers to the UK. Beauty brands from the Netherlands, Russia, Austria, Denmark, Spain, Turkey, South Africa, Germany, and Brazil will also be represented.

Returning exhibitors number – amongst others - distributors Eterno and Australis, Faith in Nature, Gentle Beauty, Nature's

Dream, Mary Elizabeth Bodycare and Spa Vivent. A sample of what's new from them for 2014 includes:

- Ayurveda Pura - All-Natural Wellbeing Survival Kit
- Essence of Morocco - Organic Prickly Pear Seed Oil Serum
- Gentle Beauty - Naturlamente Citrus Shampoo, FruitAcids Conditioner, Tonic Spray, and Hydrating Glaze
- Aura-Soma - Aura-Soma Parfum
- Natracare/Bodywise UK - Organic Makeup Removal Wipes
- Wedderspoon Organic UK - Queen of the Hive Face Contour Mask

This year's Natural & Organic Products Europe includes four show sections: Natural Living, Health & Nutrition, Natural Beauty & Spa and The Natural Food Show. Entry includes access to Keynote sessions, Natural Beauty & Spa seminars and live Natural Kitchen demonstrations.

To register for a free trade pass to Natural & Organic Products Europe 2014, please visit www.naturalproducts.co.uk and quote priority code NPEB68 when prompted for your free trade pass.

Spa Dreams



Come True

References: Hotel Hyatt Regency, Düsseldorf, Germany // Ritz Carlton, Wolfsburg, Germany // Burj al Arab, Dubai, UAE // Rosewood Hotel, Abu Dhabi, UAE // Ocean Reef Club Resort, Key Largo, Florida // Four Seasons Hotel Los Angeles at Beverly Hills, California // The Dolder Grand, Zurich, Switzerland // Mövenpick Hotel Gammarth Tunis Hotel, Tunisia // The Westin, Costa Navarino, Greece // Grand Hotel Kempinski, Slovakia // Hôtel de Paris Saint-Tropez, France // InterContinental Marseille, France // Hotel Union, Geiranger, Norway // And many more...

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Kazakhstan welcomes Six Senses Spa

Kazakhstan's hunger for luxury wellness products is continuing to grow as the country welcomes a new Six Senses Spa to its capital city's Esentai Tower development.

Based in Almaty, the 37-storey tower is already home to a Ritz-Carlton property, a shopping mall and residential complexes.

Six Senses Spa at Esentai is the group's 28th spa in a growing portfolio, with the new project located on the 20th floor of the luxury tower.

Its interior has been designed to mimic the conflicting notions of serene and busy environments to provide both relaxing and energising sensations for visitors.

The spa measures 1,500sq m (16,145sq ft) and features five treatment rooms, all of which host expansive city views. The facility also houses hammams, saunas, steam and experience showers, as well as a fitness centre and a studio for wellness activities.

Guests will be able to enjoy a full range of treatments, including the results of a new partnership between Six Senses and Nannig, which



The country has been home to major developments in recent years

has seen the development of face and body treatments using radiofrequencies and highly concentrated serums to deliver immediate firming and lifting results.

The facility also boasts relaxation pods with mood lighting and a water fountain mirrored across the room.

Kazakhstan has been a hot-bed of development in recent times with Rixos and Marriott announcing expansion plans in the country, which is also set to host Expo 2017. *Details: <http://lei.sr?a=2y233>*

New ad campaign pitches Bath as ultimate detox destination

A new marketing campaign highlighting Bath, UK as the ultimate 'detox' location has been launched, with both print and online advertising aimed at encouraging visitors to the area during January and February.

Targeting an audience of up to two million readers across London, Birmingham and South Wales, the campaign is designed to capture the heart of Bath's spa heritage whilst emphasising the city's relaxing and rejuvenating properties.

Taking £20,000-worth of bookings in its first two weeks, the offer is built around a spa break package that can only be booked on the visit-bath.co.uk website. The package includes one night's accommodation at one of Bath's 3, 4 or 5 star hotels, together with a four hour session at Thermae Bath Spa. *Details: <http://lei.sr?a=n9j9g>*



The facility offers specially designed health drinks

Savoy Resort and Spa opens in the Seychelles

The Seychelles is to play host to another five-star wellness facility following the introduction of the Savoy Resort and Spa located on Beau Vallon Beach, the longest stretch of sand on the island of Mahe.

The site has 163 double rooms, including 18 junior and nine regular suites, as well as a luxury penthouse.

The Savoy also offers the use of a spa, led by a group of trained wellness experts, with a range of classic and ayurvedic massages being offered in combination with traditional Asian massages.

The spa features six individual suites, as well as three double suites for couples wanting to be treated together, while the facility also boasts the largest swimming pool in the Seychelles, measuring in at 700sq m (7,534sq ft).

Other offerings come in the form of two Thai/Shiatsu rooms and a Russian steam sauna.

As well as two restaurants, the Savoy includes



The site offers 163 double rooms, as well as a luxury penthouse and spa

conference and meeting space and is set within a region renowned for its watersport offerings, with the local stretch of sea devoid of dangerous currents and sharp corals making it safe for visitors and sports enthusiasts.

During the resort's pre-sale period, guests can stay at a reduced rate with prices increasing upon launch. *Details: <http://lei.sr?a=j4k7C>*

New facial bar concept offers budget express treatments

A new facial bar has opened in Naples, Florida, US, offering express treatments for customers on any budget.

The Facial Bar concept created by entrepreneur Lydia Sarfati, is a way for spas and salons to offer quick spa services, while still delivering the feel of a full spa treatment to clients.

The new LeMasque Facial Bar offers a wide variety of treatments, priced at US\$39.95 (£24.50, €29.50) for members, including facials for normal skin, ageing treatments, facial peels and facials for problematic or sensitive skin. LeMasque also offers body wraps and treatments for the eyes, lips, neck, hands and feet.

The brand has specially designed health drinks and an oxygen bar while also offering educational seminars that promote healthy living.

LeMasque memberships are available, priced at US\$19.95 (£12.25, €14.75) per month and provide customers with 30 per cent discounts on all facials, 15 per cent off products, exclusive monthly specials, and unlimited oxygen shots and beauty drinks.

Details: <http://lei.sr?a=f7y3k>



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FRHI continues with expansion plans

Continued from front (1)

Sochi Kamelia is a beach resort modelled on the aesthetics of a historical building overlooking the Black Sea. The resort features 203 deluxe, contemporary guestrooms and suites, alongside two restaurants for guests.

FRHI is also looking to further expand in Turkey, with two developments planned in Bodrum and Istanbul. The first property, Swistel Bodrum Beach will be situated on the waterfront of Turgutreis. The two-storey hotel is set to feature 66 guestrooms and suites, as well as 72 private residences.

The Raffles Istanbul will be a main feature of the Zorlu Center – Turkey's first and only mixed-use development project. As well as 130 guestrooms and 51 suites, guests will be able to enjoy the 32,292 sq ft (3,000sq m) Raffles Spa.

In Saudi Arabia, Fairmont Riyadh, Business Gate will provide a luxury hotel within a mixed-use development, with accompanying properties including a convention centre and residential properties. The hotel will include Fairmont's Fairmont Gold premium offering, as well as spa and fitness facilities.



FRHI will open a Raffles in the city of Istanbul, Turkey

Further eastward towards the Gulf of Oman, the UAE will see the opening of Fairmont Ajman featuring 252 guestrooms and suites situated along the famed Corniche.

The company's final major opening is to be a Raffles in the central business district of Jakarta, Indonesia, inside in the luxurious Ciputra World Jakarta development. The hotel is to feature 180 guestrooms and suites, as well as a 11,840 sq ft (1,100sq m) Raffles Spa, meeting space and other entertainment and functional facilities.

The expansion comes as the business looks to progress on a deal secured to launch its first Fairmont property in Kuala Lumpur, Malaysia, to be opened by 2017. *Details: <http://lei.sr?a=c8t6p>*

Wellness tourism programme kicks off at WTS

Continued from front (2)

The first wellness tourism session at World Travel Market (WTM) will be held on Tuesday 4 November and will explore what wellness tourism is and why it is growing faster than the wider travel and tourism industry. The session will include findings from the latest research in the wellness sector.

The second session on Wednesday 5 November looks to define both medical tourism and wellness tourism, which are often confused. It will look at the opportunities in both sectors and how they can work together.

The third session on Thursday 6 November will look at how national and regional governments as well as private sector businesses have successfully integrated wellness tourism into their marketing campaigns.

The European division of SpaFinder Wellness 365 recently reported a 100 per cent



Sessions will look into what wellness tourism is and why it is growing

increase in search engine traffic and sales volume of its gift cards – both in-store and online – thanks to a TV ad campaign in the lead up to Christmas.

Spafinder also recently released its 2014 trends report which said that Wired wellness, urban retreats, hot springs and even death are among the top themes likely to shape the spa market in 2014. *Details: <http://lei.sr?a=c8t6p>*

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