

spa opportunities

16-22 MARCH 2018 ISSUE 289

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Four Seasons debuts on Seychelles private island

The highly anticipated Four Seasons Resort Seychelles at Desroches Island – the only resort on the island – has opened, complete with a sensory spa designed to offer guests a connection to place and to themselves.

The resort's Circle of Connection Spa features five treatment suites, including one couples' suite, all with views of the surrounding flora and fauna. The spa menu – designed for Four Seasons by Terres D'Afrique – is designed to evoke the five senses, and includes Sensory Connection Rituals that incorporate the island's African heritage.

The Rhythms of Desroches, for instance, is a 2.5-hour ritual that combines music and massage with a sea-inspired sand, salt and aloe scrub and body mask, and uses chimes, rain sticks and singing bowls, and incorporates a massage that uses eggs filled with heated baobab seeds.



The resort includes a spa with treatments created by Terres D'Afrique

The Flavours of Desroches treatment draws on the island's edible ingredients, including lemongrass, pineapple and cardamom, while the Textures of Desroches is a four-handed massage that uses feathers, crystals, African combs, coconut beads and an exfoliating sand and coconut bead body mask.

The spa also offers daily Connection Ceremonies, which are complimentary to guests. A Morning Awakening includes simple mantras to open the body and mind, while the Evening Reflection is a meditative journey from sound to silence, designed to unwind the body and mind and invite reflection.

Sandie Johannessen is senior spa director at the resort, and also oversees nine spas in the region.

The spa includes Gharieni's MLW series spa tables along with other Gharieni furniture and equipment. Yoga programs with in-house yogi Ganga Sadhuka include Hatha, Nidra, meditation, Pranayama and Ashtanga in a dedicated pavilion or on the beach, and there is also a fully-equipped fitness studio for weight and cardio training as well as an open-air floodlit tennis court.

Details: http://lei.sr?a=G5d3h_S

APPOINTMENTS



The
Massage
Company

- Assistant Centre Manager
- Membership Sales Supervisor

SEE PAGE 12

Mindbody to acquire Booker for US\$150m

Software company Mindbody will acquire rival Booker Software in a deal worth US\$150m. The agreement is expected to be completed by the end of Q2 2018.

The deal will add around 11,000 locations to the Mindbody portfolio, bringing together Mindbody's clientele of boutique fitness studios and consumer network with Booker's network of spas and day spas. Booker earned around US\$25m in subscription and payments revenue in 2017, while its platform processed over \$US1.4bn in payments volume in 2017.

"Our intention is to rapidly expand our wellness and beauty platform by delivering more value to customers, consumers and partners alike," said Rick Stollmeyer, Mindbody CEO. "By combining our



Mindbody CEO Stollmeyer, left and McCarter

technology and teams, we will help our customers grow, by connecting them to even larger consumer audiences."

Josh McCarter, CEO of Booker, commented: "By joining forces, we can deliver the game-changing technologies and accelerate growth for our customers."

Details: http://lei.sr?a=V9T9J_S

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Duo appointed at Euphoria Retreat

Upcoming holistic wellbeing destination spa Euphoria Retreat has appointed two Italian spa industry experts, Patrizia Bortolin and Stefano Battaglia, to its team.

The retreat, which is set to open in Greece in June, will offer a blend of treatments and experiences to enable health and personal transformation, using Ancient Hellenic and Chinese philosophies and medicines. Bortolin is Euphoria's new spa director, and will be responsible for the planning, design, establishment and enhancement of Euphoria Retreat's spa programmes, retreats and treatments, overseeing all spa operations.

In addition to being a spa director and concept designer, Bortolin is a mindfulness trainer and image consultant, specialising in project management for spa openings. She created, launched and managed for seven years the Spa of Borgo Egnazia and also managed a leading medical spa in Tuscany and on Lake Garda. Battaglia is a master of holistic transformation specialising in recovery



Patrizia Bortolin also created the Spa of Borgo Egnazia

from trauma and emotional shock, as well as a mindfulness meditation teacher. He will be part of the team of healers at Euphoria Retreat.

"At Euphoria Retreat we have found two people whose thoughts about emotional healing and spiritual transformation are in line with ours," said founder Marina Efraimoglou.

Bortolin added: "When I first listened to Marina talking about ancient Greek healing and prevention processes, I immediately felt a call to join this unique project."

Details: http://lei.sr?a=j8x3W_S

Aguirre to head up Six Senses clinic

Leading neuroscientist Dr Claudia Aguirre has been appointed to the Six Senses Wellness Board.

Aguirre specialises in the connection between the brain and the skin, and will head up Six Senses' Holistic Anti-Ageing Clinic, which is set to open at Six Senses Kaplankaya, Turkey, in May, before being rolled out across selected Six Senses spas.

The clinic will feature a number of anti-ageing treatment programmes, each

including an advanced skin analysis, wellness screening, sleep analysis and a consultation on lifestyle factors. Wellness experts will then be able to prescribe personalised skin treatment plans incorporating advanced ingredients and equipment, nutrition, supplements, treatments, movement and mindfulness.

"While it's true that our genes contribute to how our skin ages, 'lifestyle ageing' is overlooked and easily addressed with proper education," Aguirre said. "The brain-skin-gut



Dr Aguirre specialises in the connection between the brain and skin

connection considers how psycho-social pressures, coupled with an improper diet, negatively impact gut microbiota, and ultimately result in inflamed, unbalanced skin that ages prematurely. What we are doing with Six Senses is a real opportunity to help people look and feel younger from the inside out."

Anna Bjurstam, VP of spas and wellness, said that she was excited to work with Aguirre on a new "exciting approach to wellness".

Details: http://lei.sr?a=8J4H4_S



New GMs for two Miraval locations

Mark Stebbings and Robert Berrey, Jr have been appointed as general managers of Miraval Arizona and Miraval Austin, respectively.

“Throughout their impressive careers, both Mark and Robert have demonstrated unwavering dedication and passion for wellness,” said Marc W Ellin, global head of Miraval Group. “We are pleased to have them at the helm of Miraval’s two wellness destinations, and we are confident that they will inspire our guests to prioritize their health and wellness long after they return home from our resorts.”

With more than 18 years of experience in the hospitality and wellness industries, Stebbings will use his expertise to oversee the brand’s flagship wellness resort in Tucson, Arizona. Before joining Miraval Arizona, Stebbings served as director of operations and general manager of Travaasa Experiential Resorts where he oversaw all aspects of the brand’s two properties, Travaasa Austin and Travaasa Hana.

Berrey brings over 25 years of experience in the hospitality industry to his role as general



Mark Stebbings will head up Miraval’s flagship location in Arizona

manager of Miraval Austin, where he will oversee the renovation and opening of the first Miraval spa resort to open outside of the brand’s flagship, scheduled to open in 2018.

Before joining Miraval Austin, Berrey served as the general manager of The Gideon Putnam Resort & Spa. There he managed all phases of the property’s renovation including rebranding, design, engineering and planning. Throughout his career, Berrey has held senior level positions most recently as the general manager of Skyland Resort in Shenandoah National Park, and vice president of operations of Balsam Mountain Preserve in North Carolina.

Details: http://lei.sr?a=a6v7H_S



Derks will help implement best practice guidelines as well as benchmarks

Angela Derks appointed board advisor for SWAA

Angela Derks, founder and CEO of the Australasian Sustainable Wellness Academy (ASWA), has been appointed as a board advisor for the Spa and Wellness Association of Africa (SWAA), to oversee and facilitate their next generation of wellness education programmes.

“SWAA is a not-for-profit association that unites national spa and wellness societies, businesses, educators and members to develop, share and maintain internationally recognised standards,” Derks said. “The African spa and wellness industry is rapidly growing and it has so much to offer the global billion dollar wellness industry.”

A key aspect of Derks’ role will be to implement best practice guidelines, educational frameworks and benchmarks.

Details: http://lei.sr?a=4y3X3_S

Chiva-Som names Kongkwanyuen GM

Thailand-based destination health and wellness resort Chiva-Som has named Vaipanya Kongkwanyuen as the new general manager.

Kongkwanyuen replaces Sheila McCann, who has taken a position with medical wellness resort Lanserhof to head up their expanding UK operations.

Kongkwanyuen has a 30-year career in five-star hospitality, and was most recently working for Aman Group in China, where



Kongkwanyuen replaces Sheila McCann, who moved to Lanserhof

he has been based in Beijing, Lijiang and Hangzhou as general manager. He is the first Thai general manager at Chiva-Som, and is having a homecoming of sorts, having been the director of food and beverage for the resort in 1994 during the resort’s pre-opening phase.

Since he began his career in 1984, Kongkwanyuen has had experience in food and beverage, pre-opening management, sales and marketing, and strategic planning skills, which were honed during his

experience in the pre-opening team for the Aman Group in both Lijiang and Beijing, as well as with Four Seasons Thailand.

“Mr. Kongkwanyuen has an exemplary background in the hospitality industry and I look forward to him continuing his success with us,” said Krip Rojanastien, chair and CEO of Chiva-Som. “His Thai heart will be core to driving Chiva-Som’s unique wellness service forward to remain at the top of the industry.”

Details: http://lei.sr?a=E8a9E_S

Bürgenstock’s Waldhotel names dermatology head

Dr Ahmad Jalili, MD, Ph.D., has joined the Waldhotel Health & Medical Excellence as head of the Dermatology and Venereology Department at Switzerland’s new holistic hotel dedicated to wellbeing.

A specialist in the treatment of skin diseases, Dr Jalili brings 16 years’ experience as a practicing physician to the hotel, most recently as the head and senior consultant at a private dermatology clinic in Zurich. Prior to that, he spent twelve years in the Department of Dermatology at the Medical University of Vienna, where he completed his training and worked as a senior consultant and group leader.

The five-star Waldhotel is part of the Bürgenstock Hotels & Resort Lake Lucerne, Switzerland’s newest luxury resort, which includes a total of four hotels and a 10,000sq m (107,700sq ft) alpine spa.

Details: http://lei.sr?a=7e2F2_S



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GOCO partners with Space Cycle

International wellness consultancy, development and management firm GOCO Hospitality has entered into a long-term strategic partnership with fitness company Space Cycle. Joining other investors, including Alibaba, GOCO will help bring the firm to a wider international market.

Space Cycle, the brainchild of former music industry executive Matthew Allison, is a workout that includes high-intensity cycling, barre, yoga, and dance, combining inspirational coaching with motivational playlists. The brand's facilities feature high-end sound systems and theatrical lighting.

With flagship Space Cycle studios already in Taipei, Beijing and Shanghai, the new partnership with GOCO is set to provide the company with a platform for global expansion through integration with the GOCO Hospitality network. GOCO plans to bring Space Cycle to select GOCO spas and Retreats, including Glen Ivy Hot Springs in California.

"Today's wellness enthusiasts are seeking unique experiences, and we see Space Cycle as the leading brand changing the relationship



William Welsey Myers will oversee all North American spa operations for Langham Hospitality

of group fitness in the wellness industry," said Ingo Schweder, founder and CEO of GOCO Hospitality. "I'm extremely excited about this opportunity as we find our own core values and wellness philosophies very much aligned with the ones of Space Cycle."

Both founders – Schweder and Allison – will take strategic roles in the advisory boards of each other's companies, cementing a business partnership born out of a 25-year friendship.

Details: http://lei.sr?a=p2q8J_S

Civana's flagship resort now open

New wellness hospitality brand Civana has made its debut with the opening of its flagship property, the Carefree Resort and Conference Center in Carefree, Arizona, US.

The resort features a combination of healthy dining, spa, movement and fitness classes, enrichment programmes and lectures, and is an adaptive re-use of an existing facility. The US\$40m (€32m, £28m) renovation incorporates a natural design palette

and materials, and energy efficiency has been improved, including the introduction of solar energy in its new spa building.

Civana is led by Kevin Kelly, who was former Canyon Ranch president and chief branding officer, and most recently was CEO and co-owner of Two Bunch Palms.

Civana's Carefree renovation has included a multi-phase renovation of its public spaces, 189 bedrooms, dining outlets, and the conversion of meeting space into a Yoga & Energy Center, which houses a studio with wall yoga and aerial yoga capabilities, a movement/spin room, and two other flexible movement studios.



The resort's yoga lawn provides sunrise and sunset programmes

The outside yoga lawn provides mountain vistas for sunrise and sunset programmes.

Prior to the launch of its new 22,000sq ft (2,044sq m) spa later this year – which will include a healing water terme, Watsu and lap pool, solar energy and water harvesting features – a smaller spa with a full package of treatments is being offered.

"We believe most of us are on a personal journey towards health, life balance and wellbeing," said Kelly. "Our mission is to bring that complete wellness experience to a larger travel audience at a more affordable price point."

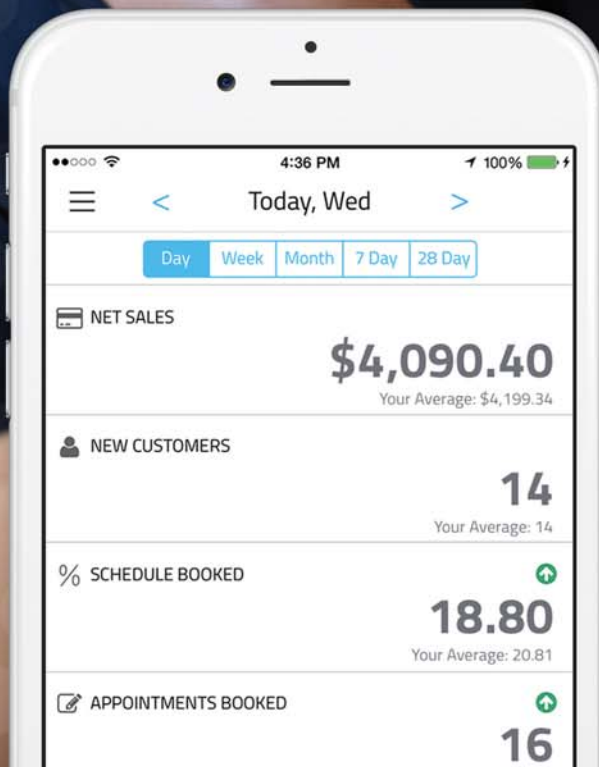
Details: http://lei.sr?a=f9R4j_S



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The rooms debuted at the Beverly Hills hotel

Four Seasons partners with Delos for wellness rooms

Four Seasons Hotel Los Angeles has partnered with wellness real estate company Delos to launch Wellness Rooms at its Beverly Hills hotel. Designed to optimise the mental and physical wellbeing of health-conscious travellers, the Wellness accommodation consists of five wellness-themed guest rooms and two suites adjacent to the spa.

The rooms are designed to incorporate stylish interior design with “eco chic features”. Guests will have access to a number of programmes, including sleep, stress and nutrition programmes, developed by the Cleveland Clinic, guided meditations by Deepak Chopra, and nutritious menu options, approved by the Cleveland Clinic, from GoWell. The rooms also offer circadian lighting developed by Delos.

Details: http://lei.sr?a=5t5j9_S

Avani launches new design-led hotel brand

Asian hospitality operator Avani has expanded its new brand, Avani+, by launching its first hotel in Luang Prabang – a UNESCO World Heritage Site in northern Laos. Founded in 2011, the company is one of the fastest-growing brands to come out of Asia, having launched 23 properties in 15 countries, including Thailand, Sri Lanka, Vietnam, Mozambique, the United Arab Emirates and Portugal.

In a statement, the firm said its new brand “encompasses a selection of hotels and resorts showcasing the next level in style, design and facilities, each telling its own unique story so that guests will discover a little something extra, from architecture to design to location.”

Avani+ Luang Prabang is situated at the heart of the historic city, and features an AvaniFit health club, a pool bar, yoga studios and an AvaniSpa.

Details: http://lei.sr?a=G3t4j_S

10,000sq ft spa to open in Mexico

The Luxury Collection Hotels & Resorts will open its first hotel in Baja California Sur in June of this year, complete with a 10,000sq ft spa offering thalassotherapy. Solaz Resort will be operated by Qunta del Golfo de Cortez, and will include 128 hotel bedrooms and 21 residences on 34 acres overlooking the Sea of Cortez in Mexico.

The Ojo de Liebre Spa will offer 10 private treatment rooms and two VIP double rooms, along with a full range of services, including Alo Therapy – a Himalayan salt igloo – and thalassotherapy. A full-service salon will provide manicures, pedicures and other amenities.

“The debut of Solaz Resort marks The Luxury Collection’s seventh hotel in Mexico; an important milestone for the brand as we showcase our commitment to expanding our footprint in this remarkable destination,”



The Luxury Collection’s Solaz Resort will open in June 2018

said Mitzi Gaskins, global brand leader. “Solaz Resort will offer global explorers a new gateway to the Baja California Peninsula and deliver unparalleled travel experiences signature to The Luxury Collection.”

Designed by architectural firm Sordo Madaleno, the resort’s cascading terraces blend desert vegetation with quarry stone, granite, marble and wood.

Details: http://lei.sr?a=Q8x3A_S

Six Senses to debut on St Kitts in 2020

The Caribbean island of St Kitts will be the newest destination for Six Senses. The luxury resort brand has partnered with Range Developments, which specialises in developing luxury Caribbean resorts, to complete the Six Senses St Kitts resort over the next three years.

Set on the site of a former sugar cane plantation fronting the Caribbean Sea, the resort will include 70 pool villas with sea views and a Six Senses Spa, which will overlook a nature reserve. The spa will feature a menu of Six Senses speciality treatments as well as Caribbean healing traditions and rejuvenation journeys, Six Senses Integrative Wellness, detox, yoga and workshops.

An Alchemy Bar – first developed at Six Senses Spa Douro Valley in Portugal – will be an extension to spa personalisation. There will be a dedicated pavilion for yoga and a fully-equipped gym in addition to a spa boutique, which will offer products exclusively developed for Six Senses.

Guests will arrive at the resort through the old sugar cane plantation, passing the organic



The resort will be set on the site of a former sugar cane plantation

garden to the reception area before being transported by their GEM (Guest Experience Maker) to their villa by electric buggy.

The 70 villas, all with private plunge pools, will be created using sustainable and repurposed materials juxtaposed with contemporary comforts. Naturalmat mattresses support the Sleep With Six Senses initiative.

Food and beverage options will put an emphasis on fresh seafood from the Caribbean and ingredients harvested on-demand from the resort’s organic fruit, vegetable and spice gardens and from local producers.

Details: http://lei.sr?a=T6r9W_S

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CALENDAR

15-19 March 2018

Cosmoprof Worldwide Bologna

Fair District, Bologna, Italy

The exhibition covers the various sectors of the beauty industry – from perfumery and cosmetics to beauty, spa and raw materials.
www.cosmoprof.com

14-16 May 2018

Spa Life Germany

Gesundheitsresort Freiburg,
Freiburg im Breisgau, Germany
Product innovations, networking
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www.spa-life.eu

15-17 May 2018

Asia Pool & Spa Expo

Poly World Trade Expo Center,
Guangzhou, China

A leading industry trade fair for the spas,
sauna, bath and water parks.
www.poolspabathchina.com

20-23 May 2018

SPATEC Spring North America

Ritz Carlton Sarasota, Florida, US

The event will bring together American spa
operators to meet with key leading domestic
and international suppliers in a series of one-
to-one meetings, along with social events.
www.spatevents.com

21-22 May 2018

World Spa & Wellness Asia

JW Marriott Resort, Phuket, Thailand

The new one-to-one event will consist of
an inspirational conference, intimate brand
showcase and a networking programme.
www.worldspawellness.com

23-25 May 2018

23rd Annual ESPA Congress

Domburg, Zeeland, The Netherlands

The European Spa Association (ESPA)
Annual Congress is a multi-day event that
brings together representatives from spa
and thermal associations across Europe.
www.espacongress.eu

4-5 June 2018

Hotel Summit

Radisson Blu Hotel, Stansted, London

The Hotel Summit is specifically
organised for senior professionals who are
directly responsible for purchasing and
procurement within their organisation.
www.hotel-summit.co.uk



The one-day event in Paris gathers leaders in the spa, wellness and hotel industries

7 June 2018

Forum HOTel&SPA

Four Seasons Hotel George V
Paris, France

This year marks the 11th edition of the
annual HOTel&SPA and the focus will be
on the theme of 'A New Era in Wellness'

The two goals of the convention are to
bring together companies and clients of
the industry and provide the opportunity
for discussions and knowledge-sharing
sessions on the best present and future
practices.

www.forumhotspa.com

9 June 2018

Global Wellness Day

Locations worldwide

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to change one aspect of their lives for the
better for that day.

www.globalwellnessday.org

13-14 June 2018

Hospitality Minds Europe

London

Brings together 200+ hospitality decision-
makers start-ups, tech companies, investors,
architects and designers.

www.wplgroup.com/aci/event/hospitality-minds-europe/

18-19 June 2018

Spa Life Ireland

Johnstown Estate Hotel & Spa, Ireland

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www.spa-life.ie

20-23 June 2018

SPATEC Europe

Mövenpick Hotel, Marrakech, Morocco
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suppliers to participate in a series of one-
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29-31 July 2018

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The hotel is designed by Bjark Ingels Group

New images unveiled for Six Senses New York

Real estate firm HFZ Capital Group has revealed the first official image of the large-scale condominium and hotel development it is building in New York with Bjarke Ingels Group. The Eleventh, located along the High Line at 76 11th Avenue in West Chelsea, will be formed of two twisting asymmetrical towers connected via a skybridge. Together, they will feature 236 residences and the first urban property for Six Senses.

Further details are expected in the next few months, but when the project was first revealed in 2016, HFZ Capital revealed the towers would climb to a total height of 300 and 400ft respectively (91 and 122m) and rotate in a way that “skews traditional skyscraper geometry”.

A private members club and a Six Senses spa are planned for the five-star hotel.

Details: http://lei.sr?a=H2b9c_S

RKF Luxury Linen debuts new line at Paris fashion show

RKF Luxury Linen has debuted its new collection of high-end luxury linen wear with a fashion show in Paris. The event, named Utopia, took place during Paris Fashion Week at a private mansion in Place Vendôme and showcased the brand's latest collection, Every Wear Home Where.

The line is based on RKF's concept of the bathrobe as a fashion item and features 30 pieces designed to unite soft, absorbent materials with a high-fashion aesthetic.

“This show highlights RKF's know-how,” said Riadh Bouaziz, chair and CEO of the RKF Group. “Our mission is to associate comfort and sophistication, whether that may be through bedding, embroidered towelling or bathrobes. Our work is a daily reflection of how clients relax. Our question is how our textile creations can contribute to wellness.”

Details: http://lei.sr?a=p2u3D_S

Ellin outlines Miraval's growth plans

Hyatt has plans to grow both Miraval and Exhale following its recent acquisition of the two wellness brands, with the hospitality giant investing another US\$100m (€81.4m, £72.5m) in Miraval by the end of this year, according to Marc Ellin, global head of Miraval Group.

Hyatt acquired Miraval in January 2017 for US\$215m (€201m, £175m), and the investment is already paying off, said Ellin, speaking at the World Spa and Wellness Convention in London.

According to Ellin, last year, Miraval Arizona's RevPAR grew 20.4 per cent, while its daily average rate increased by 15 per cent and occupancy grew by another 6 per cent.

Ellin outlined Hyatt's commitment to preserving the Miraval brand, while at the same time finding ways to expand its reach to Hyatt's customer base. “As a global leader in wellness resorts and spas, we observed that Miraval understood that wellness is a mindset, not a commodity to be thrust upon consumers, which is a distinction that underscores our wellness strategy moving forward,” he said.

Hyatt acquired Exhale – which offers cardio, barre and yoga classes along with a



Marc Ellin, global head of Miraval Group, spoke at the World Spa & Wellness Convention in London

spa – in August 2017. Ellin said the brand was a “natural fit to complement the offerings of Miraval, and over time, to expand its reach into locations at certain Hyatt properties, which will expand Exhale's reach materially”.

Details: http://lei.sr?a=C2t3x_S

Fitness, spa to work together at Langley

Fitness entrepreneur, author and personal trainer Matt Roberts has called for a greater integration of spa and fitness in today's holistic wellness space.

“It's got to be much more harmonious how fitness and wellness and spa all come together,” Roberts said at the World Spa and Wellness Convention in London.

Roberts is planning a boutique gym alongside the spa facilities at the upcoming luxury hotel The Langley, which will be part of Starwood's Luxury Collection and is due to open this summer.

The 41-bedroom boutique hotel, located 40 minutes from London, will boast a 1,600sq m (17,222sq ft) spa with five treatment rooms and extensive thermal areas, including a vitality pool, steam rooms and hammam.

Roberts' gym will offer one-to-one training and nutrition classes, group classes and high-intensity fitness retreats that make use of the Langley Estate's grounds and the surrounding park.

Roberts is planning similar bespoke retreats at the Limewood Hotel in



Roberts has called for greater integration between spa and fitness

Hampshire, UK, as well as at destination spa Ananda in the Himalayas.

“Fundamentally, it's great programming, and we're fully integrating with the spa services,” Roberts said at the conference. “In the gym, spa and restaurant, we'll get to know you.”

At The Langley, that personalisation and integration with spa services will go hand-in-hand. Roberts said members will get advice about which spa and wellness treatments to take on alongside their particular workouts and fitness goals, such as specific massage types.

Details: http://lei.sr?a=Q5z3s_S



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GROUPON®

Elena Hachaturianc on how Groupon helped grow her business

Beauty & Melody is a salon group offering hair, beauty, and aesthetic treatments across London. Playing host to L'Oréal and Aveda hairstyling services plus treatments from the likes of Caci and Environ, the salons are a go-to haven for many celebrities.

Following the opening of its first salon, Beauty & Melody Hair and Spa needed to make its name known. Elena Hachaturianc, owner of Beauty & Melody tells *Spa Business* how using Groupon has helped her expand the company.

What encouraged you to work with Groupon?

Before working with Groupon, I had tried many different marketing strategies. The location of the salon is very central, and we have lots of hotels around us. I had meetings with hotel managers and concierges and we worked with local businesses to offer corporate discounts, however we never achieved the results we really wanted. I'd heard about Groupon before I opened my first salon, and I really liked the idea that with Groupon you only have to pay when you have a

■ Beauty & Melody Hair and Spa sold more than 3,500 vouchers with Groupon

“As a result of working with Groupon, after a year and a half in business I've managed to open six more branches”

customer. There are usually never any guarantees with a marketing strategy; you can spend thousands and might not even have one customer, so this strategy really appealed to me.

How did you use Groupon?

Through Groupon we sold laser hair removal and spa deals. To give you an example of its success, we sold more than 3,500 vouchers during the first eight months of trading in just one of our salons.

How has Groupon helped your business?

As a result of working with Groupon, after a year and a half in business I've managed to open six more branches – we have seven branches now. It's also helped to employ more staff; we've gone from five to more than 70 people.

Would you recommend Groupon?

I would recommend Groupon for other businesses who are looking for huge online exposure, increased website traffic, and if it's the right deal – a lot of new customers!

KEYWORD: Groupon



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<http://lei.sr?a=0x8K4>



Be at the start of an exciting new massage brand.

The Massage Company™ is looking for ambitious Assistant Managers and Sales Supervisors to help lead our exciting, new massage concept at our flagship centre in Camberley.

To be successful you will need to share our passion for bringing high-quality massage to the mainstream; transforming it from the occasional or a treat to a routine and vital part of a better and balanced life for our clients. With other sites opening soon, both these roles offer excellent career progression into higher management and/or new site opening positions.

Assistant Centre Manager

SURREY, UK

£21,000 - £22,000 full-time (part-time available) plus commission

As an ACM you'll be establishing operational processes and creating excellent guest experiences. You'll help train and develop our therapists and sales supervisors in some of the core skills they need as well as helping to promote The Massage Company™ ethos. You'll also be promoting the sale of memberships and of our exciting range of upgrade massage products and services as well as being responsible for scheduling appointments for our clients.

You'll need to have worked in a very customer service oriented role, be able to speak fluent English and have the right to work within the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

Membership Sales Supervisor

SURREY, UK

c£18,000 full-time (part-time available) plus commission

As a MSS you'll be generating new clientele and promoting The Massage Company™ brand. You'll provide clients with the best massage service advice to fit their needs and by matching them to the right therapist as well as promoting our internal upgrades of massage products and services.

You'll also be helping to create an excellent guest experience and occasionally being part of promotional activity both onsite and offsite locally.

For both roles, you'll need to have worked in a very customer service oriented role, be able to speak fluent English and already have the legal right to work in the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

For more information about these opportunities and to apply visit: <http://lei.sr?a=d6n6l>



design
for
leisure



Hydrothermal Spa Designer

Salary:
c£40,000pa

Location:

Design for Leisure are a specialist spa design and consultancy company who create some of the most exciting hydrothermal bathing experiences in the world. Mainly working in the 5* luxury sector, our state-of-the-art projects are installed in spas, hotels and wellness resorts across the globe and are specified using high-end materials and equipment appropriate for the most luxurious of builds.

We're currently working on more than 40 projects, offering clients a highly specialised technical spa and pool design service to support project teams, with detailed technical drawings and specifications for wet spa areas and pools of all types.

With such a variety of workload we're expanding our London-based design team and are now looking to recruit a technically capable designer, quite possibly with industry experience to provide MEP support on our design and in some cases installation projects.

Working from existing schematic designs, you'll develop detailed service drawings and specifications based on best practice to ensure the optimum solution is developed. No two projects are ever the same, so you'll be facing new challenges and working with new disciplines all the time. Working together with our offices in Austin, Texas our style is highly collaborative, so strong team-working skills are vital as is the ability to take the lead on technical issues with clients and project managers.

Our projects are all over the world, so the ability to work with and understand different national standards and codes is essential, as is the ability to work with both metric and imperial weights and measures.

There will be occasional international travel for project meetings and visits to some key manufacturers in Germany as part of your induction into the company.

You must have:

- A successful track record of working in building services
- Quantifiable experience of mechanical, electrical and plumbing (MEP) service design and drawing and/or a background designing within the swimming pool industry
- Excellent working knowledge of Microsoft Office Suite, AutoDESK AutoCAD, Photoshop, Adobe Acrobat and SketchUp
- Experience of working in project management and work effectively in a team-working environment

Ideally you'll also have:

- Experience of designing pools and of specifying pool filtration systems
- Experience of working in the spa/wellness sector
- The ability to undertake general CAD work
- An understanding of SolidWorks, Revit and Vectorworks

To find out more about Design for Leisure, visit our website: www.designforleisure.com or download a copy of our company profile.

For a confidential discussion and to find out more about this exciting opportunity, please call our retained advisor Michael Emmerson on 07796 066158 or email your CV with a covering note to MichaelEmmerson@HR-Support.org.uk

Apply now: <http://lei.sr?a=Z0u9g>



Spa Therapist

London, United Kingdom, £23000 - £24000 per annum + commissions

We are excited to be recruiting a Spa Therapist for the Mandarin Oriental Spa.

The Spa Therapist will be responsible for the following duties:

- The Spa Therapist is responsible for, but not limited to performing as trained all spa treatments to guests in a professional and pleasant fashion.
- Be on time for appointments and thoroughly review appointments after completing each treatment
- Keep work area clean and neat at all times.
- Must follow all Standards and Procedures as taught by legendary trainers or Treatment supervisor/ Head Therapist
- To ensure that a high standard of service is maintained throughout the Spa.
- Must be NVQ Level 3 Diploma in Beauty Therapy qualified

We offer our Spa Therapists world class benefits but not limited to:

- Team member discounts on hotel stays and dining across the group
- Highly competitive salary within the luxury London Hotel sector
- Free laundry and complimentary meals whilst on duty
- Colleague recognition and reward programmes
- An exciting range of learning and development programmes
- Opportunities for promotion and transfers across the group
- Colleague Social events and Wellness programmes

About us:

In 2018 Adam D. Tihany will oversee the design of the next-generation Spa at Mandarin Oriental, London, which will be significantly expanded to include a couple's suite and an exclusive Mandarin Oriental Spa Wellness & Beauty concept, offering powerful and effective cosmeceutical and therapeutic treatments for both men and women.

The newly unveiled Spa at Mandarin Oriental, London will offer new services, many exclusive to London, inviting guests and members to discover a global well-being approach, encompassing both wellness and beauty.

With the extensive renovation a newly created position has arisen for a Spa Therapist. Reporting directly to the Spa Treatment Manager the ideal candidate will have previous experience in a similar role within the luxury sectors. The successful candidate will have strong organisational abilities, outstanding operational knowledge, an attention to detail as well as a passion for delivering guest service at the highest level.

Your career:

Working at Mandarin Oriental isn't just a job; it provides an opportunity to build a career for life with the potential to travel the world within our unique organization. Our people aim high and we support them all the way by providing career advancement and Learning and Development programmes designed to enable our colleagues to be the best. We do this by developing our Colleagues and encouraging them to take on new challenges, thus allowing us to identify their potential and help them expand their careers as the group's expansion plans take effect over the next few years with many new hotel openings on the horizon.

Eligibility:

In line with the requirements of the Asylum & Immigration Act 1996, all applicants must be eligible to live and work in the UK. Documented evidence of eligibility will be required from candidates as part of the recruitment process.

Apply now:

<http://lei.sr?a=U5m3r>



SHANGRI-LA

HOTELS and RESORTS

DIRECTOR OF SPA

Tokyo, Japan

Competitive Salary & Benefits

As the at Shangri-La Hotel, Tokyo you are a senior management member and responsible for the hotel's CHI, The Spa at Shangri-La as well as the Health Centre operation.

CHI, The Spa features 5 elegant treatment rooms as well as a luxury Japanese nailcare studio. The Health Centre includes a gym, 20-metre indoor swimming pool, sauna and steam bath.

Your key responsibilities are:

- Managing the day-to-day operation of the spa and health centre.
- Leading the team to excellence in regards to treatment quality, sales results and guest satisfaction.
- Ensuring proper training & development of the team in line with company guidelines and market development.
- Creating a strong team spirit and working closely with other hotel departments.
- Formulating a business plan and marketing plan.
- Driving business results and implementing promotions or tactical offers as necessary.
- Handling guest feedback and building and maintaining a loyal guest following.
- Managing expenses to ensure maximum profitability.

This might be for you if you...

- are a champion of spa and wellness operations and have a natural passion to drive exceptional sales growth and high guest satisfaction.
- speak fluent Japanese and English.
- have an understanding of the Japanese culture and values.
- possess hands-on experience in the spa and wellness field with an attitude to deliver.
- are able to treat guests with courtesy and have a knack for building and maintaining positive relationships.
- get motivated by sincerely providing a helping hand to others to achieve shared goals and results.
- are a service-oriented team player and have the ability to create a work environment which sparks creative thinking and innovation.

Apply now: <http://bit.ly/DirectorOfSpa>

Datai Langkawi to reopen in July

Datai Hotels and Resorts has unveiled images of the refurbished interiors and exteriors of The Datai Langkawi resort, following a US\$60m (€48.7m, £43.4m) overhaul. The images give a first look at how the property will look once it reopens in July, following a substantial 10-month renovation, which has included a remodelling of the interiors of the guestrooms, suites, villas and public areas.



The project has been led by Didier Lefort from studio DL2A

The project, situated next to a 10 million-year-old rainforest on Datai Bay, has been led by Didier Lefort from Paris studio DL2A, who designed the original resort alongside Australian architect Kerry Hill in 1993.

As with the original design – inspired by Malay, Chinese and Indian cultural heritage – the latest interjections use predominantly natural local materials in order to give the resort a primary sense of belonging to the jungle.

The resort's Datai Spa is also being expanded, with a new air-conditioned treatment room supplementing the existing four open-air spa villas and a dedicated Bastien Gonzalez manicure and pedicure studio. The spa will draw heavily on local traditions, and include a treatment list based on the Malay concept of ramuan, made by infusing oils with hand-picked medicinal foliage from the herb garden.

Details: http://lei.sr?a=t4v3U_S

Gwinganna plans education centre

As wellness tourism continues to grow, Australia's destination spa Gwinganna Lifestyle Retreat has plans to expand its facilities, opening a new custom-designed wellness education centre by mid-2018. Built at a cost of AU\$1.7m, the new complex is designed with natural light and fresh air, and will provide more space for guests. It will feature a full suite of audio visual equipment, new amenities and new wellness consultation rooms.

"Education has always been a strong foundation in the Gwinganna philosophy and with the growth of our business, we felt it was the right time to expand and improve this area," general manager and wellness director Sharon Kolkka told *Spa Opportunities*. "Guests come to us for our expertise in preventative health care strategies and our past guests seek new and innovative educational programmes. This new space will offer them a much more comfortable place to hear the very latest health messages and research."

Each stay at Gwinganna includes a focus on wellness education with informative seminars by leading practitioners and special guest presenters, and the new facility is designed to showcase this key component of Gwinganna's programmes. The educational component of a stay at Gwinganna has further



Sharon Kolkka says that the new space will help the resort offer guests the latest in health research

expanded with two new products created in 2017 to help guests before or after their stay.

Wellness at Home is available as an online package with videos and audio sessions, and also as a book. It is a collection of interviews, activities, guides and information with over 15 presenters and guest contributors. This year, Gwinganna has 14 programmes with 28 wellness seminars, and Kolkka said, as wellness travel continues to grow, the resort will likely continue to expand its educational offerings.

Details: http://lei.sr?a=D3A9c_S

Argentina Spa Association

T: +54 11 4468 0879 W: www.asociacionspa.org

Association of Malaysian Spas (AMSPA)

T: +603 4253 3478 W: www.amspa.org.my

Australasian Spa Association

T: +61 4 3003 3174 W: www.spaandwellness.com.au

Bali Spa and Wellness Association (BSWA)

W: www.balispaandwellness-association.org

Brazilian Spas Association

T: +55 11 2307 5595 W: www.abcspas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

T: +359 2 942 7130 W: www.bubspa.org

China Spa Association

T: +86 21 5385 8951 W: www.chinaspaassociation.com

Association of Spas of the Czech Republic

T: +420 606 063 145 W: www.jedmedolazni.cz

The Day Spa Association (US)

T: +1 877 851 8998 W: www.dayspaassociation.com

Estonian Spa Association

T: +372 510 9306 W: www.estonianspas.eu

European Spas Association

T: +32 2 282 0558 W: www.espa-ehv.com

Federation of Holistic Therapists (FHT)

T: +44 23 8062 4350 W: www.fht.org.uk

French Spa Association (SPA-A)

W: www.spa-a.com

German Spa Association

T: +49 30 24 63 692-0 W: www.deutscher-heilbaederverband.de

Hungarian Baths Association

T: +36 1 260 2282 W: www.furdoszovetseg.hu/en

The Iceland Spa Association

W: www.visitspas.eu/iceland

The International Medical Spa Association

T: +1 877 851 8998 W: www.dayspaassociation.com/imsa

International Spa & Wellness Association (ISWA)

T: +49 69 130 25 86 0 W: www.iswa.de

International Spa Association (ISPA)

T: +1 859 226 4326 W: www.experienceispa.com

Japan Spa Association

W: www.j-spa.jp

Leading Spas of Canada

T: +1 800 704 6393 W: www.leadingspasofcanada.com

National Guild of Spa Experts Russia

T: +7 495 226 4289 W: www.russiaspas.ru

Portuguese Spas Association

T: +351 217 940 574 W: www.termasdeportugal.pt

Romanian Spa Organization

T: +40 21 322 01 88 W: www.romanian-spas.ro

Salt Therapy Association

W: www.salttherapyassociation.org

Samui Spa Association

T: +66 7742 08712 W: www.samuispaassociation.com

Serbian Spas and Resorts Association

T: +381 36 611 110 W: www.serbianspas.org

South African Spa Association

T: +27 11 447 9959 W: www.saspaassociation.co.za

Spanish National Spa Association

T: +34 902 1176 22 W: www.balnearios.org

Spa Association of India

T: +91 995 889 5151 W: www.spaassociationofindia.in

Spa Association Singapore

T: +65 6223 1158 W: www.spaassociation.org.sg

Spa & Wellness Africa Association

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Spa & Wellness International Council (SWIC)

T: +7 4957640203 W: www.iswic.ru

Taiwan Spa Association

W: www.tspsa.tw

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T: +44 8707 800 787 W: www.spabusinessassociation.co.uk

Ukrainian SPA Association

T: +3 8044 253 74 79 W: www.spaua.org