

# spa opportunities

12 AUGUST - 25 AUGUST 2011 ISSUE 118

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## Swiss residential spa to open in 2014

Switzerland Development Group (SDG) has unveiled plans for its new luxury development in Leukerbad, with construction work scheduled to commence in spring 2012.

51° Spa Residences has been designed by a team including Michael Graves and Associates; Marc Michaels Interior Design; and WET and will be undertaken in phases. Two buildings of residential apartments are included as part of the development, with a total of 30 to boast in-home thermal spas with unlimited supply to Leukerbad's thermal waters.

The residences will have access to facilities such as a children's club; high-end eateries; and a private wine cave, while a 900sq m (9,688sq ft) Banyu Experience Spa is also proposed.

Included in the spa complex will be a number of thermal water pools; a Russian-style Banyu Suite connected to an indoor/



Some of the residential units will have in-home thermal spas

outdoor bathhouse; a crystal steam bath; and an ice fountain. Under A Tree – a division of Amy McDonald and Associates launched in 2006 – has been recruited by SDG to work on the spa element of the 51° Spa Residences development.

It is hoped that the first residential building will be completed in late 2013, with the second to open in late 2014.



Butterworth will create a new spa brand for Naiade

### Jeff Butterworth joins Naiade Resorts

Jeff Butterworth has left his position as wellness director of Jumeirah and joined Maldives-based Naiade Resorts as its new chief spa and wellness officer.

He has been tasked with establishing a new spa brand for Naiade. Butterworth is a naturopathic doctor with more than 16 years of experience in the spa and wellness industries.

He is known for his work in nutraceuticals and before joining Naiade was responsible for growing Jumeirah's spa brand, Talise.

### Revenues soar at Orient Express hotels

Hotel, tourist train and river cruise operator Orient-Express Hotels has posted a 23 per cent growth in total revenue for the second quarter, compared with the same period in 2010.

Excluding real estate, total revenues reached US\$177.4m (£108.3m, €124.1m). Revenue from owned hotels increased by 25 per cent to US\$145.2m (£88.6m, €101.5m).

During the three-month period, Orient-Express Hotels announced the planned opening of a 55-key all-suite hotel a former palace and convent in Peru - Palacio Nazarenas.

### Starwood to expand spa portfolios

Starwood Hotels and Resorts Worldwide has announced that two of its brands - Sheraton and Westin - are to expand their portfolios of hotel spas across Asia and the Middle East.

The operator confirmed that Sheraton is expected to increase its spa portfolio by 50 per cent with 10 openings this year, while Westin will add six new facilities over the course of 2011. Both brands will roll-out in-house, signature spa concepts - Shine (Sheraton) and Heavenly (Westin) at new and existing properties, with a primary focus on the Asian market.

Sheraton Yantai Golden Beach Resort - due to open in October; Sheraton Guangzhou Hotel; and Sheraton Beijing Dongcheng Hotel



The Shine Spa portfolio will be expanded across Asia

are among those to host a Shine Spa. Shine Spas are also earmarked to open at Sheraton Qingyuan Resort - opening in November - and five other sites across Asia. Meanwhile, Heavenly Spa by Westin will launch five new sites - including four in China.

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## CONTACT US

The Leisure Media Company  
Portmill House, Portmill Lane,  
Hitchin, Herts SG5 1DJ, UK  
Tel: +44 (0)1462 431385  
Fax: +44 (0)1462 433909  
e-mail: please use contacts'  
fullname@leisuremedia.com

## Subscriptions

Denise Gildea +44(0)1462 471930  
sus@leisuremedia.com

## Editor

Liz Terry +44(0)1462 431385

## Managing Editor

Tom Walker +44(0)1462 471934

## Assistant Editor

Pete Hayman +44(0)1462 471938

## Design

Ed Gallagher +44(0)1905 20198

## Internet

Dean Fox +44(0)1462 471900

Emma Harris +44(0)1462 471921

Tim Nash +44(0)1462 471917

## Associate Publisher

Annie Lovell +44(0)1462 471907

## Recruitment, training and tenders

Paul Thorman +44(0)1462 471904

Simon Hinksman +44(0)1462 471905

Sarah Gibbs +44(0)1462 471908

## Property advertising sales

Simon Hinksman +44(0)1462 471905

## Financial Controller

Sue Davis +44(0)1395 519398

## Financial Administrator

Denise Gildea +44(0)1462 471930

## Circulation Manager

Michael Emmerson +44(0)1462 471932

## Subscribe to Spa Opportunities:

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## Spaevidence resource launched

A new service, www.spaevide.com, touted as the world's first online resource for medical research relating to the spa and wellness industries, has been launched.

Boasting thousands of clinical studies evaluating the effectiveness of approaches such as hydrotherapy, massage or meditation, SpaEvidence.com has been designed to make it easier for wellness and spa professionals to gain access to relevant research.

The service is an initiative of the Global Spa Summit (GSS), an annually held event and advocacy organization for the worldwide spa and wellness industries.

While the original brief was to create a database of published research papers which highlight the proven benefits of spa therapies and services, further investigation found that



The resource will feature research on practices such as hydrotherapy

similar databases existed. Spaevidence.com, therefore, draws upon four pre-existing databases to collate clinical evidence on the efficacy of 22 key spa therapies.

There is also an option to submit papers for review and to access clinical trails devoted to spa/wellness therapies underway worldwide.

## Meliá to unveil sixth Bulgarian hotel in 2012

Meliá Hotels International (MHI) has announced plans to open its sixth Bulgarian property – the 128-bedroom Sol Marina Palace resort – in Nessebar next summer.

First opened in 2004, the resort will now be added to MHI's estate as part of a management

agreement and features a top-floor spa with massage booths; a whirlpool; and a sauna.

A solarium; a fitness area; and a swimming pool also form part of the Sol Marina Palace's spa, with other facilities including a 140-cover main restaurant and four bars.

## Marriott Bali to introduce family spa concept

The Courtyard by Marriott Bali Nusa Dua has opened the doors to a new family friendly spa designed to welcome both children and adults.

Therapists at C Spa have been trained to perform treatments on all members of the family, offering children between 2 and 12-years-old specially-designed treatments.

Treatments on offer include a range of massages and reflexology, as well as beauty treatments such as body scrubs, bodywraps, facials and pedicures.

The spa has three treatment rooms for couples, three single treatment rooms, plus a dedicated lounge for manicures, pedicures and massages. The children's treatment package encompasses a massage, facial, manicure and pedicure – with kids getting to try experiences



The Nusa Dua resort and its sprawling pool attracts many families

such as the Yummy Facial Treatment, where they can choose from edible ingredients of chocolate, strawberry or honey. A strawberry spa manicure is also available, where children's hands are cleansed with a strawberry mask.

C-Spa has appointed Ary Kusumaningrum to the role of spa manager.



## Starwood takes over Phuket resort

Starwood Hotels and Resorts has confirmed that it has secured a 20-year management agreement for the former Six Senses Sanctuary resort in Phuket, Thailand.

The resort, on the island of Naka Yai in Phuket, is owned by Thai property company Erawan. Erawan announced in June that it would terminate a previous management deal with Six Senses and that Six Senses would no longer be in control of the resort from 31 July 2011.

Erawan currently owns 13 three to five-star hotel and resort properties in South-East Asia.

Jeremy McCarthy, director of Starwood's global spa development and operations, told Spa Opportunities that the resort would be rebranded as The Naka Island, A Luxury Collection Resort & Spa, Phuke. He added that



The former Six Senses Sanctuary resort is currently closed for a revamp

the resort will reopen on 1 November 2011 after a THB70m (1.7m euro, US\$2.3m, £1.4m) refurbishment funded by Erawan.

The works will include enhancing the food and beverage facilities in the hotel to provide a wider range of dining and bar options and the addition of meeting facilities.



The 149-bedroom hotel will open later this year

## IHG opens Buenos Aires spa residences and hotel

InterContinental Hotels Group (IHG) has announced the launch of the new Nordelta Tigre - Buenos Aires Hotel, Residences and Spa to the north of the Argentinian capital. The 149-room property - owned by Complejo Bahia - will be operated by IHG's Americas division under a long-term management agreement.

Facilities include a 850sq m (9,149sq ft) spa with five treatment rooms, as well as a separate individual beauty treatment area comprising three additional rooms.

Products at the Nordelta Tigre - Buenos Aires Hotel, Residences and Spa are to be supplied primarily by Belnatur, although Mirador lines will also feature.

Other facilities include a fitness centre; an indoor and outdoor swimming pool; six meeting rooms with a capacity of up to 600 people; and restaurants and a bar.

## Radisson Edwardian to unveil Guildford spa

The new Radisson Edwardian Guildford has confirmed that a 490sq m (5,274sq ft) spa area is to open its doors to hotel guests and members on 29 September.

Operating under the mantra Results, Luxury, You, the facility will boast five treatment rooms and a mud room - a modern interpretation of a traditional Hammam.

Facilities at the property's spa will also feature a stone oven sauna; a crystal steam room; and two experience showers, along with a relaxation room offering complimentary refreshments. Spa manager Lara Lymanpaney will head up a team of six therapists and two receptionists, with product ranges hand picked for natural ingredients and "high performance" results. Dr Murad's range of skincare products is to be the flagship range of the spa, while Pink's Boutique massage oils and the SpaRitual nail polish range also to be used.

## US\$20m revamp for St Lucia wellbeing resort

Work has commenced on a US\$20m (£12m, €14m) renovation of The BodyHoliday - an all-inclusive health and wellbeing resort in St Lucia, which is due to take three months to complete.

The BodyHoliday closed last month (July) to undergo improvement. These include the transformation of the Skin Clinic to boast four treatment rooms - one with private shower. Work will also be carried out to more than double



The renovated resort will boast a 30,000sq ft wellness centre and spa

the size of the fitness centre, which will now occupy a 1,800sq ft (167sq m) area and will be equipped by Technogym.

The 30,000sq ft (2,787sq m) wellness centre will benefit from a new entrance that has been transformed using Jerusalem stone and mosaics. Meanwhile, a Penthouse Suite has been

added to The BodyHoliday's facilities and features a Turkish-style hammam; a steamroom; and a rain shower for an in-room spa experience. New additions to the resort's Clubhouse area will include an infinity-edge swimming pool and boardwalk, while an expanded water-sports centre is also to be provided.

## Revenues up at Steiner Leisure

Steiner Leisure has reported a 11.5 per cent rise in revenue for the three months to 30 June.

The spa and wellness giant saw revenue increase from US\$151m in 2010 to US168.4m. Net income for the second quarter was US\$13.2m compared with US\$10.0m for the

same quarter in 2010. Steiner's operations include shipboard and land-based spas and salons with services on 155 cruise ships and 69 land-based spas.

It owns and operates the Elemis, Mandara, Chavana, Bliss and Remede brands.

## Public trust ponders roll-out of UK spa concept

Pendle Leisure Trust (PLT) in the UK has revealed that the Inside Spa public sector spa concept could be rolled-out further, following its success at Pendle Wavelengths in Nelson, Lancashire.

Trust chief executive Phil Storey said that plans to expand the spa brand into neighbouring boroughs are now being considered. Satellite treatment rooms in other facilities are also being proposed as a result of the success of the Pendle Wavelengths, which was expanded at a cost of £220,000 earlier this year.

Storey said: "Inside Spa has proved to be a very good business model, which in turn is helping to reduce the overall costs of leisure in Pendle."



Barr + Wray will work on a refit at the Burj Khalifa

## Barr + Wray announces UAE contracts

Scotland-based aqua-leisure provider Barr + Wray has confirmed that it has been appointed to work on a number of spa projects across the United Arab Emirates (UAE). The company has been appointed to deliver the upgrade and refit of a three-storey gym at the Burj Khalifa in Dubai, part of which is to feature a new spa area.

Other contract wins in the UAE include the installation of male and female steam-rooms at Capital Gate, Abu Dhabi, and new saunas for the Burj Al Arab in Dubai.

Alistair MacDonald, group managing director at Barr + Wray, said: "Our work in the Middle and Far East has already led to us setting up permanent bases in Dubai and Hong Kong, which have allowed us to exploit further opportunities in these areas."

## Child-safe spa concept from Klafs

German sauna and wetroom specialist Klafs has launched a new child-friendly sauna and spa concept which will be rolled out at hotels owned by the Steigenberger Hotel Group. The Steigenberger Hotel Gstaad-Saanen in Switzerland has devoted an entire floor of its large Spa Luxury World, which is spread across three storeys, exclusively to children.

The installation is part of the hotel group's strategy to cater for a changing demography among its spa guests – with more younger couples with children identified as a key group.

The 150sq m (1,600sq ft) area is fully supervised by staff children are able to try out many healthy treatments and choose their favourite for a full treatment. Facilities include a themed tree sauna with a mild top temperature of 40 degrees, designed to offer the small guests a



The new sauna and spa concept has been designed with families in mind

gentle introduction to bathing enjoyment. There is also a water grotto for kids to cool down in, with an adventure shower and waterfall. Sensory experiences include soft tropical raindrops and thunder and lightning effects – creating an element of excitement.

There is also the "Mountain Hut" - a space equipped with Wii consoles and other entertainment gadgets.

## SOKO agrees controversial take over deal

China-based SOKO Fitness and Spa Group has announced that it has entered into an agreement that will see Queen Beauty and Wellness Group (QBWG) acquire 90.7 per cent of the company.

The short-form merger deal will see SOKO – an operator of fitness centres and spas – leave the OTC Bulletin Board and go private as a wholly-owned subsidiary of QBWG.

SOKO shareholders are set to receive US\$4.50 (£2.77) per share under the terms of the agreement, which has been led by a consortium of existing SOKO shareholders.

However, the deal has prompted the launch of an investigation by a number of law firms to see whether certain officers had breached "fiduciary duties" towards shareholders.



Founded in 1992, SOKO operates of high-end spas and gyms across China

Willie Briscoe of The Briscoe Law Firm - one of those investigating the deal, said: "We're investigating the fairness of the deal and whether the shareholders are being underpaid. We do not believe that the acquisition price is fair, and our lawsuit will seek to obtain the highest share price for all shareholders."

## Six new hotels for Autograph Collection

Marriott International has announced that six Boscolo Hotels across Europe have joined its Autograph Collection, which comprises independent properties selected for originality.

The Autograph Collection's first European hotels were added in Spain earlier this year,

with the latest additions - featuring sites in Italy and Hungary – taking its global portfolio to 26. Four properties will join the group in September - Boscolo Palace Roma and Boscolo Venezia, Italy; Boscolo Prague, Czech Republic; and Boscolo Budapest, Hungary.

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## Anne Semonin secures Cliveden House spa deal

The Pavilion Spa at the Cliveden House hotel in Berkshire, London, UK has announced a deal to use Anne Semonin products in all its treatments.

The spa at the former stately home, which opens in August, will feature a menu of bespoke treatments created for The Pavillion Spa, based on Anne Semonin's signature concept of 'made-to-measure' beauty.

Signature treatments will include The Cliveden Supreme Haute Couture Face and Body therapy – a treatment that lasts more than two hours and is tailor made to each person's skin type.

Facilities at the Pavilion Spa include seven treatment rooms, heated indoor and outdoor pools, Canadian hot tubs, spa pools, men's and ladies' steamrooms and sauna.



HRH The Prince of Wales at the eco installation

## Soneva Kiri and Earth Awards take part in Start

Soneva Kiri by Six Senses has collaborated with the 2011 Earth Awards to set up a prototype of a Six Senses Eco Villa at a Start event currently being held at Clarence House in London which ran until 31 July.

Set up by the HRH Prince of Wales, Start is a scheme that aims to help people across the UK lead more sustainable lives and to show what a more energy efficient, cleaner and healthier future could look like.

The Six Senses Eco Villa is one of five installations at the festival. All five designs address challenges faced due to climate change, with immediately implementable ideas. The original Eco Villa was designed by one of Six Senses' architects Louis Thompson. It is a prototype zero carbon emissions structure, showcasing a range of experimental environmental technologies incorporated into a bio-climatically designed villa made from locally sourced building materials.

# Swissôtel to roll out Pürovel brand

Resort operator Swissôtel Hotels & Resorts is to roll out its Pürovel Spa & Sport brand across its global hotel portfolio following its first site in Basel, Switzerland

The new brand will reflect the company's Swiss roots and its commitment to natural materials and resources. Stone, wood, water and flowers will all be used in the design as a reminder of the pure nature and invigorating mountain air of the Swiss Alps.

There will be two different types of Pürovel facilities. Pürovel Sport spas will be 500 to 700sq m (5,382 to 7,535sq ft) in size featuring up to four treatment rooms. The larger, Pürovel Spa & Sport sites will cover around 700 to 2,500sq m (7,535 to 26,910sq ft) and boast a minimum of five treatment rooms. The Pürovel brand aims to combine a restorative spa experience with sports and exercise. The signature treatment



All existing spas at Swissôtel properties will be rebranded as Pürovel spas

experience is loosely based on the four seasons with each incorporating four different stages: spring (prepare), summer (perform), autumn (enjoy) and winter (hibernate).

Four new Pürovel spas are to open at during 2011, with the next launch taking place in Bremen, Germany this month (August).

The group has announced a target to have 20 Pürovel-branded spas by 2013.

## Bannatyne teams up with SpaBooker

Bannatyne Fitness, part of the Bannatyne Group, is to install the cloud-based SpaBooker online booking system at all of its UK spas.

Justin Musgrove, spa director of The Bannatyne Group, said: "Web-based booking is now an everyday part of people's lives

and SpaBooker by GramercyOne extends that service into the UK spa market for us, ensuring that booking at Bannatyne's is simple, straightforward and efficient."

Bannatyne Fitness currently operates 60 health clubs, 32 of which have a day spa.

## Rosewood Hotels and Resorts sale completed

New World Hospitality (NWH) – the Hong Kong-based hotel management company – has completed the acquisition of US-based Rosewood Hotels and Resorts (RHR). The conclusion of the US\$229.5m (£140.9m) deal will see RHR operate as the ultra-luxury band within NWH's portfolio, and aims to allow the Texas-headquartered group to expand.

RHR – acquired from Maritz, Wolff and Co – currently features 20 properties across a total of eight countries. The group also offers the Sense spa concept at certain locations.

NWH chief executive officer Sonia Cheng said: "Rosewood is a very precious and unique brand, built over decades, with inspirational



Rosewood Hotels owns and operates the Sense-branded spas at its hotels

beginnings and the highest standards of excellence in both product and service.

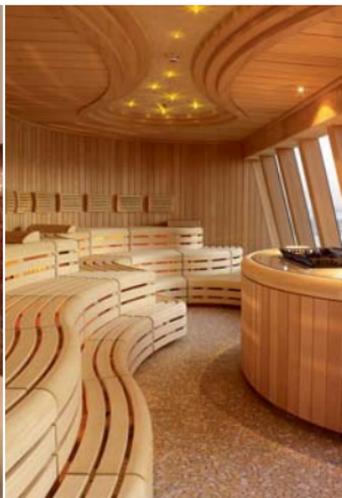
"We also look forward to bringing the Rosewood brand to new markets, both in key gateway cities and exclusive resort locations."



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**Sydney International Spa & Beauty Expo Conference**

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Sydney, Australia

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Tel: +61 2 9422 2535

[www.internationalbeautyexpo.com.au](http://www.internationalbeautyexpo.com.au)

## 17-18 AUGUST

**SPLASH! New Zealand Pool and Spa Trade Expo**

Wellington Town Hall, Wellington New Zealand

The exhibition provides the opportunity to launch new products, network, come face to face with spa professionals, meet the press and build brand awareness.

Tel: +61 2 9660 2113

[www.splashnzexpo.co.nz](http://www.splashnzexpo.co.nz)

## 28-30 AUGUST

**Brazilian Spa Congress**

Sheraton Hotel Sao Paulo, Brazil

The largest spa event in the country aims to attract both local and international professionals and will be held jointly with the Medical Travel Meeting Brazil.

Tel: +55 11 2307-5595

[www.congressospas.com.br](http://www.congressospas.com.br)

## 7-10 SEPTEMBER

**SPATEC North America Fall**

Ritz Carlton Laguna Niguel, California, USA

A four-day forum featuring one-to-one 20-minute meetings between corporate spa owners, directors and design/management companies and suppliers.

Tel: +1 603 529 0077

[www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)

## 8-10 SEPTEMBER

**SpaChina Summit**

Brilliant Resort & Spa, Kuming, China

The event will include keynote speeches and panel discussions in both Chinese and English. Additionally, each day of the summit, around six hours of meeting time will be organized for networking, leaving attendees plenty of time in the schedule each day to relax, take time off, and enjoy the wonderful resort facilities of the event location.

Tel: +86 21 5385 8951

[www.spachina.com](http://www.spachina.com)



## 12-14 SEPTEMBER

**European Spa Exhibition & Summit**

Porte de Versailles, Paris, France

Founded in 2007, this benchmark event mostly targets hotel professionals and covers the challenges in setting up and managing a spa. It is held in parallel with the Beyond Beauty trade show.

Tel: +33 1 44 69 95 69

[www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)

## 18-19 SEPTEMBER

**Olympia Beauty**

Olympia, London, UK

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Tel: +44 1959 569867

[www.olympiabeauty.co.uk](http://www.olympiabeauty.co.uk)

## 25-27 SEPTEMBER

**Wellness Asia Exhibition**

NSIC Exhibition Grounds, Okhla, New Delhi, India

This show combines wellness industry products, services and technologies.

It is aimed at Indian and international professionals in the spa, beauty and healthcare industries.

Tel: +91 11 450 555 00

[www.wellnessasiaexpo.com](http://www.wellnessasiaexpo.com)

## 6-7 OCTOBER

**Natural Beauty Summit America**

Sheraton New York Hotel, New York, USA

An event which promises to bring together some of the leading and most influential executives in the natural beauty sector to debate and discuss major industry issues.

Tel: +33 1 44 69 95 65

[www.naturalbeautysummit.com](http://www.naturalbeautysummit.com)

## 6-9 OCTOBER

**Inner IDEA**

Hilton La Jolla Torrey Pines, San Diego, California, USA

In its sixth year, this US-based conference highlights mind-body-spirit programmes. It is aimed at pilates instructors, yoga teachers, group exercise instructors, owners/managers, personal trainers, lifestyle coaches, wellness professionals, holistic health professionals, students and enthusiasts.

Tel: +1 800 462 1876

[www.inneridea.com](http://www.inneridea.com)

## 12-14 OCTOBER

**Wellness Summit**

Singapore

The annual summit is an important platform for practitioners, professionals, academics, manufacturers, resort owners and small- to medium-sized operators interested in the spa and wellness arena, to meet and seek solutions concerning the growth and sustainability of the industry in the region. The event now features sessions called Ask the Experts and Ideas Worth Exploring to enhance interaction.

Tel: +60 16 21 53 90 8

[www.wellnesssummit.com](http://www.wellnesssummit.com)

## 16-17 OCTOBER

**International Esthetics, Cosmetics & Spa Conference**

Broward County Convention Center, Fort Lauderdale, Florida, USA

Around 7,000 professionals attend this exhibition for skincare, wellness and equipment suppliers.

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Grand Hotel Kempinski\*\*\*\*\* Strba-Strbské Pleso, Slovakia  
Jumeirah Zabeel Saray, Palm Island\*\*\*\*\* Dubai, UAE  
The Ritz Carlton\*\*\*\*\* Istanbul, Turkey  
Hotel Hout Bay Manor\*\*\*\*\* Cape Town, South Africa  
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## OPINION

## Massage – the cornerstone of a spa

Massages are the most common treatment offered at spas – the bread and butter. Yet often they are the most neglected, according to Anna Bjursta

**S**wedish Massage is the number one spa treatment in the world. Massages in general stand for 60-70 per cent of all spa treatments and are the treatments that guests often book first to trial the spa. It is simply the bread and butter of any spa.

Yet, massage is the least trained therapy. A common scenario for clients is that after having experienced a great massage, the next one – if performed by another therapist – is completely different. It may be another technique was used or different procedures which meant that overall the massage was not at all what the client expected.

Kate Percival from Naturally Healthy Women probably said it best: "While spa converts recognise the importance of having regular massages, so often the quality of the massage fails to reach expectations and one feels like 'another piece of meat on the slab'. There is really little connection between the therapist and the client – this is not about



**Anna Bjursta**

Anna has more than 20 years of experience in the wellness industries. Earlier this year she became sole owner of Sweden-based spa consultancy Raison d'Etire

## Study finds massages reduce hand pain and helps pain

A study undertaken in partnership by US-based spa chain Massage Envy and Touch Research Institute at the University of Miami School of Medicine, has suggested that massage therapy reduces pain, improves sleep and relieves arthritic conditions.

Led by Tiffany Field of the Touch Research Institute, the study examined the effects of massage on hand pain and grip strength on adults. The study's results were published in the 2011 April edition of *Complementary Therapies in Clinical Practice Journal*.



The service will encompass all areas of operation

## Vanessa Gallinaro launches new spa training service

Italian entrepreneur and product supplier Vanessa Gallinaro has launched a new training and assessment service for the spa industry that aims to improve both the individual skills of therapists as well as increasing the profitability of a spa.

Gallinaro said the service, called 12 Months Training Program, will look to improve all areas of spa operations and will be open to any spa looking to enhance its performance.

She said: "As we know, unfortunately most spas do not provide the service that customers desire. Our guests expect to have an expert massage or a tailored treatment according to their needs, but usually end up with an inexperienced or poorly skilled therapist. This lack of a proper training can result in the business losing its existing customers while failing to acquire new ones."

The 12 Months Training Program highlights the importance of motivating staff and has been divided into stages, with the first one providing a complete in-house staff assessment and a review of operational performance.

Based on this assessment, a tailored training programme will then be drawn up, depending on the needs of the therapists and spa.

## "If there is one investment a spa should make to increase quality and revenue, it is massage training"

talking or even listening, it is about a level of intuition on the part of the therapist to recognize the emotional needs of the client." How is this possible? It would never be acceptable in a restaurant to order the same dish two days in a row and be served a different version on the second day.

It takes up to three days to train a therapist in one massage treatment. At Raison d'Etire we devote between one and two weeks of massage training for Swedish, sports and aromatherapy massages. Occasionally our clients are reluctant to invest in this training as it is time consuming. However, when we explain the rationale, what it means to the spa's revenue and how quickly this investment is paid back, they normally change their mind.

There is a common misconception that product houses train in treatments – this is usually not the case. It would mean that the product house would need to stay on and train for up to a month during pre-opening. Product houses train in the application of products and focus on the treatments that sell the most products – typically facial and then body treatments. Spa consultants often do not train in this either,

especially in the aftermath of the financial crisis where keeping the price down is a must to get the contract. To send a trainer away for a week or two is quite costly and means that they could lose business. Instead a one to two week pre-opening is promised, with the aim of keeping it as short and sweet as possible.

Massage is the sharing of touch. At the surface level it is just a touch, but the results of this contact affect the person receiving the massage on a deep physical, mental, emotional and spiritual level. To truly sense and understand the impact of touch and the use of a certain technique takes experience and training. To be one with the technique and in tune with the body being worked on requires an ability to tune in with oneself. Massage is like a conversation of giving and taking.

It is this ability and understanding which creates the magic of the experience. It creates engagement from the therapist and generates a bond between the therapist and client, with the end result being increased revenue for the spa. If there is one investment a spa should make to increase quality and revenue, it is massage training.



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### ■ Sales executive (part time)

Company: Énergie Group

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### ■ Spa Manager

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## Spa planned for Cotswold

Construction work is now underway on the new luxury Orchard Spa, which is scheduled to open at The Lakes by yoo – a second homes scheme in the Cotswolds – in February 2012. The 791sq m (8,514sq ft) facility will comprise two treatment rooms with therapies on offer from qualified therapists, as well as a 25m indoor swimming pool; sauna; and steamrooms.

A gym will also form part of the new private spa centre, which will be housed in a building comprised of glass and timber cladding in keeping with a surrounding arboretum. Angus Morrough-Ryan – partner at De Matos Ryan Architects – has been appointed to work on the design of the new spa, which will be open to on-site residents and guests.

The Lakes by yoo development director Giles Baker said: “The introduction of the new



The scheme will open in February 2012 and includes a 791sq m spa

spa is great news for our residents and further increases our luxury offering. In a place where such a huge emphasis is placed on relaxation and getting closer to nature, it makes total sense for us to provide a spa.”

The Lakes by yoo is the result of a joint venture between The Raven Group and yoo. Details: [www.thelakesbyyoo.com](http://www.thelakesbyyoo.com)

## New operator for The Datai Langkawi

Malaysian operator Archipelago Hotels and Resorts (AHRSB) has been chosen to operate The Datai Langkawi – a luxury resort located on the north-western tip of Malaysia’s Langkawi Island. It forms part of AHRSB’s bid to grow globally as a city hotel and resort management group, with its portfolio also including The Club at Saujana Resort and The Carcosa Seri Negara.

The Datai Langkawi resort features 54 rooms, 40 villas and 14 suites, in addition to a spa that is integrated into the surrounding tropical rainforest and includes four spa pavilions.

Signature treatments on offer at The Datai Langkawi spa include The Datai Massage, Balinese Massage, Warm Stone Massage, and



The resort’s spa is integrated into the surrounding tropical rainforest

Rainforest Harmony. Archipelago Hotels’ managing director Franz A. Zeller said: “We look forward to enhancing The Datai reputation further by creating truly memorable experiences for our guests.”

## Hong Kong spa introduces Reiki healing

Hong Kong’s Peninsula Spa by ESPA has announced the launch of new healing therapies by Reiki, which translates as ‘universal life force energy’ and aims to enhance wellbeing.

Reiki was initially devised by Japanese Buddhist Mikao Usui in the early 1900s in

a bid to “activate” the body’s natural healing processes and restore physical/emotional wellbeing. Three elements comprise the practice, including Gasho meditation; Reiji-ho summoning of energy; and Chiryō – Reiki treatments applied by hand.

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