

# spa opportunities

26 AUGUST - 8 SEPTEMBER 2011 ISSUE 119

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## Desroches Island Resort opens spa

Desroches Island in the Seychelles, owned by Collins Group and South African entrepreneur Jack Brotherton, has launched its new spa.

The Escape Spa has been designed to blend in with the natural surroundings and is the only spa in the Indian Ocean to offer the Elemental Herbology treatment range.

Facilities at the spa include four treatment rooms and a couples suite – all fitted with private showers – and a large 'Chill-Out Space'.

A spokesperson said that the conservational philosophy of the Desroches resort is reflected in the extensive treatment menu.

"Natural oils and expertly selected ingredients have been blended together to create signature treatments unique to Desroches," she said. "Massages have been designed to encompass the earth's elements – wood, fire, earth, metal and water – and all treatments



The Escape Spa has been designed to blend in with its surroundings

are delivered by experienced therapists from Indonesia, Thailand and the Philippines."

Spa consultant Tess Neoh was part of the spa design team.

Desroches Island Resort is operated by Seasons of Africa.

Desroches Island forms part of the Amirantes Archipelago and is part of the "one island, one hotel" setup in the region.



The resort will be located on the Mnuddhii Island

## Dusit to open USD77m Maldives spa resort

Thailand-based Dusit International has announced plans to open its first resort in the Maldives – on Muddhii Island on the Baa Atoll. The resort, scheduled to open in December 2011, will feature 46 Beach Villas, two Beach Houses, 30 Water Villas, 20 Ocean Villas and two Ocean Houses.

Facilities will include a tree-top spa and a 50m swimming pool. Dusit acquired the Baa Atoll resort earlier this year and is currently undertaking a US\$77m (€53m, £47m) redevelopment of the property.

## ITSpa tourism event in Istanbul cancelled

The ITspa event, scheduled for February 2012 in Istanbul, Turkey, has been cancelled by its founder Richard Joslin.

Launched earlier this year, the event was described as the "new global event designed exclusively for the spa and wellness travel business". Joslin issued a short statement on the failure of the venture, but declined to go into detail.

"With much regret, ITspa has been closed, on a permanent basis, and will not be relaunched," he said. "Our launch was not successful."

## First Singapore spa for Banyan Tree

Singapore's first Banyan Tree Spa has been launched at the Marina Bay Sands hotel.

Located on the 55th floor of the hotel, the 1,213sq m (13,100sq ft) Banyan Tree Spa Marina Bay Sands boasts 15 treatment rooms – including two Royal Double Spa Suites – with panoramic views over the city state; a Beauty Salon; a Tea Lounge for post-treatment relaxation; and the Banyan Tree Gallery retail area.

Designed by Banyan Tree's design arm Architrave, it is also the first Banyan Tree Spa to be holistically themed around the "timeless concept" of the Tree of Life.

Upon entering the spa lobby, guests will see a Tree of Life feature wall art piece while an



Each treatment room will be individually named

Arbol de la Vida Tree of Life sculpture from Mexico completes the interior theming.

All treatment room names are inspired by variations of orchid and the menu includes the signature Harmony Banyan – an 180-minute massage performed by two therapists.

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## Scrub Island joins Autograph Collection

Scrub Island Resort, Spa and Marina in the British Virgin Islands is to become the first Caribbean location to join Marriott International's Autograph Collection in early 2012. The 67-room, suite and villa resort will be added to the Autograph Collection's portfolio as part of a franchise agreement with Scrub Island Development Group.

Located on a 230-acre (93-hectare) private island, the resort features the 6,000sq ft (557sq m) Ixora Spa on a hillside overlooking the Caribbean Sea. The spa boasts three treatment rooms, including two for couples. L'isola and Privai are the product lines used, with services including hydrotherapy baths and massages.

A fitness centre equipped with 15 Life Fitness machines and free weights; watersports; and a lagoon-style, four-tier pool with waterfalls



Scrub Island Resort, Spa and Marina is located on a private island

and swim-up bar are also on offer. Laurent de Kousemaeker, chief development officer for Marriott in the Caribbean and Latin America, said: "The Scrub Island Resort is perfect for the Autograph Collection because it is one-of-a-kind, independently operated property that can retain its personality."

## IHG reports 'strong growth' in H1 2011

InterContinental Hotels Group (IHG) has reported "strong growth" for the six months to 30 June 2011, despite unrest in the Middle East and the effect of the Japanese earthquake.

In its interim results for the period, the operator posted a first half global RevPAR increase

of 6.7 per cent on the first half of 2010 – 7.6 per cent excluding Egypt, Bahrain and Japan.

Revenue increased by 10 per cent to US\$850m (£525m, €597m), with operating profit also up by nearly a quarter to US\$269m (£166m, €189m).

## GLL to expand Spa-London portfolio

UK-based leisure trust Greenwich Leisure (GLL) is to expand its Spa-London brand – an affordable public sector spa concept.

Mark Sesnan, managing director of GLL told Health Club Management that the first new site would open at the Rainbow Centre in Epsom, later this year.

GLL, which operates publicly-owned leisure centres on behalf of local councils, first launched the Spa-London brand in 2007 as a "test bed" and has held off rolling it out until now.

Sesnan said: "It forms part of our product portfolio, but only in certain locations.

"You're not going to see another 20 Spa-Londons, but you will see some more. The next one is being built as we speak and we're



The first Spa-London branded site was launched by GLL in 2007

debating whether to set up another at our existing leisure centre in Wimbledon."

To read the full interview with Mark Sesnan and to find out more about GLL's future plans, see *Health Club Management* August 2011. Details: <http://bit.ly/ph09Mi>

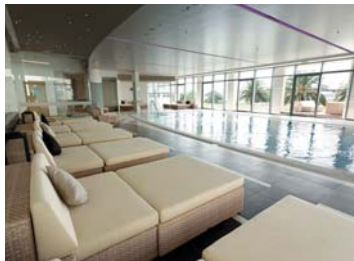


## OCCO Spa launches at Dubrovnik

Dubrovnik Sun Gardens, an integrated resort which includes a 201-bedroom Radisson Blu Hotel, has launched its new Spa by OCCO. Inspired by the Dalmatian Coast and Adriatic Sea, the new spa will use OCCO products incorporating home grown natural and local ingredients in the range of amenities and treatments.

Facilities at the spa include 12 treatments rooms, a coal sauna, salt sauna, hammam, aromatherapy steamroom and a lagoon pool complete with underwater vitality jet loungers and an artificial waterfall.

There are also two luxury couples' treatment suites, an 18m indoor swimming pool, a Spa Vitality-branded juice bar, tepidarium and a large health and fitness area equipped with Technogym kit.



Spa facilities include an indoor swimming pool and relaxation area

Adriana Barlafa, spa manager at Dubrovnik Sun Gardens, said: "We are very excited to be the flagship spa featuring OCCO and to introduce a spa range using natural and local ingredients. OCCO guarantees an authentic spa experience and a chance to soak up all that the beautiful surrounding area has to offer."

## London hotel puts Corinthia 'on the map'

Corinthia Hotels director Simon Naudi has revealed how the opening of its new £305m flagship property in London earlier this year will help shape the company's global expansion plans.

Talking to *Leisure Management* (Issue 3, 2011), Naudi said Corinthia London "will give us a different platform of visibility" and put the group "on the global map".

Located in the heart of the capital, the 294-room is housed in a building previously occupied by the Ministry of Defence and includes a 3,300sq m (35,521sq ft) ESPA Life spa.

ESPA Life is the new spa concept from management and skincare group ESPA and offers a holistic wellness facility alongside a luxury spa experience.



The Corinthia London hotel will include an exclusive ESPA Life spa

Facilities also include Massimo Restaurant and Oyster bar headed up by Massimo Riccioli; a British-inspired eatery run by Garry Hollishead; and the Bassoon bar.

To read Simon Naudi's interview with *Leisure Management* (Issue 3, 2011) see: [www.leisure-management.co.uk/a.cfm?a=z6N5t](http://www.leisure-management.co.uk/a.cfm?a=z6N5t)

## New hotel tower set for Salamanca complex

Seneca Gaming Corporation has confirmed plans for a new US\$53m (£32.7m, EUR37.3m) hotel tower at the Seneca Allegany Casino and Hotel in Salamanca, New York, US. The project will add a further 200 rooms to the gaming and entertainment resort.

Facilities at Seneca Allegany Casino and Hotel include a full-service spa, offering a number of treatments such as Swedish massage; aromatherapy; full body wraps; and facials. Facilities include spa pools, a sauna area and indoor swimming pool.



The Burj Al Arab hotel in the emirate of Dubai

## Dubai's Assawan Spa revamped

Jumeirah Group has overhauled the Assawan Spa and Health Club menu at its Burj Al Arab hotel in Dubai, to coincide with the launch of the 'Ultimate Fitness Retreat'. The facility has entered into a partnership with PTX Performance Training to provide guests with a programme of high performance training, fitness instruction and healthy dining.

Delivered over a period of four days and three nights, the Ultimate Fitness Retreat initiative aims to be a physically and mentally challenging course and includes full board at the hotel.

The programme will focus on three core elements - body, mind and spirit - with the 'body' to incorporate a personal training schedule and comprising group and individual sessions. In the 'mind' section, guests will learn new life skills, while 'spirit' will feature daily massages, pilates and unlimited access to the spa facilities.

## La Bella Spa Salon opens third location

La Bella Spa Salon has announced the unveiling of its third location at the Hard Rock Hotel and Casino Albuquerque near Isleta Pueblo, New Mexico, US.

According to New Mexico Business Weekly, owner Dawn Davide said that she had been approached to take over the operation of the hotel's spa area.

La Bella Spa Salon offers a range of services, such as its signature La Bella Vita Facial and La Bella Fiore Massage. Product lines used include Phytomer, Sanitas and Jane Iredale.

Davide told the publication: "We were really excited about the resort concept. My intent is to take La Bella global."

## ICMI expands European hotel portfolio

Inverloch Castle Management International (ICMI) has announced that it has expanded its European portfolio with the acquisition of properties in Cardiff and Tuscany, Italy.

The properties are to add to the Fort William-based hotel management consultancy existing estate of locations across Scotland and Villa Giuseppina in Italy.

Cardiff's Holm House is a 12-room boutique hotel and features a spa with relaxation room; a gym; and a hydrotherapy pool. The hotel has partnered with Aromatherapy Associates.

Meanwhile, Albergo Villa Casanova has been converted from an 18th century renovation and offers 14 suites; terraces; an infinity swimming pool; and a tennis court.



An artist's impression of the Baha Mar resort

## Morgans to operate new Baha Mar hotel

Morgans Hotel Group (MHG) has secured a management and licensing agreement to run a new 310-room lifestyle hotel as part of the Baha Mar Resort development in the Bahamas.

The Mondrian-branded property is scheduled to open in late 2014 and is expected to feature 188 hotel rooms; 122 Mondrian-branded residential units; an ocean-view lobby; and a spa.

A fitness centre; multiple swimming pools and cabanas; and meeting space are also planned, in addition to food and beverage outlets - including two full-service restaurants. Work started on the 1,000-acre (405-hectare) Baha Mar resort scheme earlier this year, which is being delivered in partnership with China State Construction Engineering Corporation.

## New spa for Mandarin Oriental

Mandarin Oriental, Singapore has opened its new fifth-floor Spa at Mandarin Oriental, which has been designed by hospitality interior design firm AB Concept. Located next to the property's tropical pool, the spa is inspired by the equatorial climate and heritage of Singapore and boasts six treatment rooms - two of which are couples' suites.

Private suites allow guests to benefit from a private, healing sanctuary, with a VIP

Treatment Suite including a couples' vitality pool and a couples' steam shower.

Other spa facilities comprise a separate manicure and pedicure area; a reflexology area; a tea lounge for relaxation; and one-to-one consultation areas.

The spa offers the Mandarin Oriental Signature Spa Therapies and product line, which have been devised with specialists in



The new spa will include six treatment rooms and two couples' suites

traditional Chinese medicine and aroma therapists. Signature products used at the Spa at Mandarin Oriental have been created for the group by UK-based Aromatherapy Associates, with each product based on five oriental principles - wood, fire, earth, metal and water.

General manager Paul Jones said: "Mandarin Oriental, provides guests with a luxurious, sensory and therapeutic experience."

## The Rooms launches at The Albany

A new spa called The Rooms has been launched at The Albany - a wellbeing centre in London's Regent Park.

Formerly known as Lifesmart, when it was run by Carole Caplin (see Health Club Management magazine March 10, p40), the club remains under the ownership of Bill Kenwright, who financed the project.

Now known as The Albany, much of the original concept has been maintained, but the offering has been broadened out to encompass a more diverse range of products and services - including spa treatments from The Rooms.

The Rooms' original flagship site was launched in Hertfordshire 20 years ago by director Heather Dawn. Now supported by



The new The Rooms spa will operate within The Albany wellbeing centre

a training school set up 10 years ago, The Rooms works alongside businesses wanting to set up their own treatment offering - including Cannons (Nuffield) in Letchworth Garden City, where The Rooms set up and ran the business for the first five years.

## Raison d'Etre launches new spa concept

Consultancy Raison d'Etre has devised a spa concept in Riyadh, Saudi Arabia, that consists of two buildings - one for men and one for women - connected via an underground tunnel.

Facilities include nine treatment rooms - including a 75sq m (807sq ft) spa suite - a

floatation room, a three-storey high hanging spa garden and a number of fitness and exercise rooms for group classes.

The spa is owned by the King Abdullah Financial District and the operator will be determined at a later date.

# STOP!

## ASK YOURSELF

*Wouldn't it be nice to know that there was an alternative to exhibitions?*

*How about an event where you had a personal meetings schedule with the club operators you really want to meet...*

*...face to face?*



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## Northwood Investors acquires luxury Florida resort

Northwood Investors, a New York-based private real estate investment firm, has completed a deal to acquire The Cheeca Lodge and Spa resort in the Florida Keys, US.

The 214-room resort covers a 27-acre (11-hectare) site in Islamorada and features a 5,700sq ft (530sq m) spa, which has seven treatment rooms for massage, facials and body therapies.

Other spa facilities feature poolside cabanas; a wet room with Vichy shower; and a whirlpool and oceanside Tiki Hut, as well as a 25-yard, adults-only lap pool and a fitness studio.

Meanwhile, The Cheeca Lodge and Spa also offers two fresh and one salt water pools; tennis courts; and a Jack Nicklaus nine-hole, Par Three golf course.



The new courses are targeted at Chinese spa staff

## Sun Island centre develops new wellness programmes

Sun Island Wellness Centre in China is rolling out a series of new wellness programmes. The courses are based on the belief that the human body possesses a natural healing ability, the focus is on a holistic approach, encompassing diet, nutrition and food preparation methods as well as physical healing with spa and medicinal massages.

These include spinal reconditioning and meridian massages as well as complementary relaxation techniques such as Yoga, meditation and Qigong.

As part of the programme, Sun Island will be hosting a twin conference from 22 to 25 September 2011 with the theme "Healing the Earth, Healing the Human Being".

This concerted initiative is a partnership between Sun Island Wellness Research Centre and the Biodynamic Agriculture.

Founded in 2010, the Sun Island centre is owned by Prime Group International.

## SpaFinder teams up with actress

SpaFinder is joining forces with actress and wellness advocate Mariel Hemingway as part of efforts to inspire millions of Americans to lead healthier and happier lives.

SpaFinder and Hemingway will work together on a number of initiatives during Wellness Week, a nationwide initiative taking place from 19 to 25 March in 2012.

Wellness Week 2012 will bring together spas, fitness studios, yoga practitioners, Pilates studios and other wellness businesses to introduce Americans to the range of wellness options available to them.

In addition to offering free classes, workshops, seminars and consultations, participating operators will also offer weeklong specials (either 50 percent off discounts or flat-rate US\$50 deals), providing consumers with an affordable way to experience and discover



Actress Mariel Hemingway will be the face of the Wellness Week event

the best of the wellness lifestyle. SpaFinder.com will showcase extensive wellness-related news, features and resources, including expert advice, healthy recipes, insider tips and much more.

Sallie Fraenkel, who directs Wellness Week for SpaFinder, said: "We are thrilled to join forces with Mariel Hemingway as she exemplifies what the wellness lifestyle is truly all about."

## Book4Time secures Starwood spa deal

Spa booking software provider Book4Time has been named the global preferred supplier for Starwood Hotels & Resorts Worldwide.

As a result, Book4Time will work with all of the hotel giant's 350 spas. Book4Time has also secured a similar deal with United Arab

Emirates-based The Grooming Company, which operates four spa brands - NBAR, Jet Set, 1847 and Tilia & Finn.

The company currently operates 19 spas in the region and is planning further openings throughout 2012.

## UK's visions of China project to include a spa

Proposals for a new multi-million pound cultural visitor destination - Visions of China - in Rotherham, South Yorkshire, have been unveiled by the partnership leading the scheme.

It follows a decision by Rotherham Metropolitan Borough Council (RMBC) to name China Vision Ltd and MCD Developments as its preferred developer for the Pithouse West site. The £100m+ project is being headed by China Vision chair Dr Lee Kaihung and joint CEOs Peter Moore and Steven Byrne of MCD Developments.

An oriental spa and centre of wellbeing will provide treatments such as acupuncture; holistic therapies; and meditation alongside "more



The ambitious project will include a number of spa and wellness aspects

recognised" spa treatments. The spa and a restaurant and tea bar will be located amid 15-20 acres (6-8 hectares) of water gardens constructed by "eminent Chinese landscapers" and inspired by the city of Suzhou.



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# DIARY DATES

## 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.congressodespas.com.br](http://www.congressodespas.com.br)

## 7-10 SEPTEMBER

### SPATEC North America Fall

Ritz Carlton Laguna Niguel, California, US

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

The latest styles, products and collections from beauty suppliers around the UK.

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.

Tel: +1 203 736 1699

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

## 21-25 OCTOBER

### International Exhibition of the Hospitality Industry (Host)

Fiera Milano, Milan, Italy

The Hotel & Spa Emotion sector of this hospitality event will feature design, furnishings and suppliers from within the spa industry.

Tel: +39 02 48550

[www.host.fieramilano.it](http://www.host.fieramilano.it)

## 22-23 OCTOBER

### Camexpo

Earls Court, London, UK

Dedicated to meeting the needs of the complementary healthcare industry, Camexpo – a complementary, natural and integrated healthcare show – offers a broad range of products, services and training.

Tel: +44 1273 645119

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



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# SpaEvidence.com Launches

I'm honestly thrilled to announce an empowering and game-changing new online resource for the spa and wellness industries: SpaEvidence.com. Just launched, the site is the world's first portal to the medical evidence – the thousands of clinical studies – that exist for 21 spa and wellness approaches, whether massage, meditation or yoga.

Given that spa professionals have for too long been accused of having no “hard proof” that what they do works, the industry response has been positive, intense – even emotional. SpaEvidence.com represents a giant step forward for industry validation – while it forges a new, common ground between the spa and medical worlds. As one of SpaEvidence.com's medical consultants, Dr. Marc Cohen (Australia), put it: “This portal can provide every professional in the spa industry with a sense of pride that they provide medically-credible, effective services, which instantly raises their status to that of ‘health providers.’”

But to unlock all this transformative potential, spas need to use the site! So, here's a brief primer on what you'll find there, and how you can utilize it with clients and in communications. By spending just an initial 15-20 minutes at this easy-to-use portal, the entire, fascinating world of Evidence-Based Medicine will open up to you.

## The Site's 5 Core Features:

Visit [www.spaevidence.com](http://www.spaevidence.com) and get started by clicking on any one of the 21 therapies. Many more therapies will be added in the future.

**A Milestone – and Breakthrough New Online Resource – for the Spa Industry. Embrace the ‘Science Behind Spa’ – And Watch It Become Your Most Powerful Marketing Weapon**



**“Spotlight”** A great place to begin: this section highlights 5 medical studies per therapy, giving users a taste of the nature and diversity of the research they'll uncover.

**“Research”** The heart of the portal, where you search four of the most authoritative Evidence-Based Medicine databases (Natural Standards, the Cochrane Collaboration PubMed and the search engine, TRIP) for the universe of medical evidence on 21 spa approaches. Each database is conveniently pre-searched for each approach, and each database returns different, important information. Also, in the Research section, you'll find links called, “Important Things to Know” and “How the Medical Experts Classify the Research,” which I strongly encourage you to read.

**“Studies-in-Progress”** Investigate all the clinical trials for these 21 spa approaches now underway worldwide.

**“Contributions”** Spa professionals can contribute research studies they're aware of, or share your spa's own “case studies,” your clients' results with specific therapies.

**“Conversations”** Ask questions and interact with the community.

Most people get the hang of SpaEvidence quickly, and soon you'll be narrowing searches at each of the 4 databases for research on particular conditions you're interested in (acupuncture – headaches, etc.), and even performing searches for therapies not YET added to the site.



PHOTOS: SHUTTERSTOCK.COM / GOODLUZ / DMITRIY SHIRONOSOV / MAXPIX

Pyramid: The Research Evidence Hierarchy



Evidence quality can range from meta-analyses and systematic reviews of double-blind, placebo-controlled clinical trials at the top, down to anecdotes and conventional wisdom at the bottom of the pyramid.

▲ The database currently houses research on 21 different treatments, with a number of additional ones being included in the future

## SpaEvidence™

The Science Behind Wellness Therapies

- Beauty treatments are not part of the medical archive.
- Just because you don't find studies on how a therapy impacts a particular health issue, it does NOT mean that the therapy is proven NOT to be valuable; it simply means the evidence doesn't (YET) exist.
- When you encounter a therapy with little (or conflicting) evidence, get comfortable sharing that information (i.e., explaining there isn't much existing research, however there are many supportive case studies, and many people feel it's worth a try).
- Some therapies, like Ayurveda, involve highly customized solutions, and don't lend themselves to the traditional clinical model of the randomized controlled trial.

Embracing SpaEvidence (and medical science in general) does mean embracing transparency. It can be a big step, but it's not one to fear. It's the path to unthought-of industry legitimacy and growth. And that's why I encourage every spa to dive in today!

*By Susie Ellis, Board Member and Project Coordinator for SpaEvidence, a Global Spa Summit initiative. Any questions? Please email me at: [Susie.Ellis@spafinder.com](mailto:Susie.Ellis@spafinder.com)*

### SpaEvidence Will Grow Your Business:

The next step is creatively and systematically UNLEASHING the power of this ever-mounting medical research at your spa, because it's the most powerful marketing message you can send to potential and existing clients. The sky's the limit on how creative you get:

- Train managers/therapists to fully understand the portal and its four databases, so they can deploy (conversationally, or at a computer) the specific medical research to inform, convert and "sell" clients on a regime specific to their needs. This is trust and relationship-building at its finest.

- Link your own site to the robust content at SpaEvidence. Free banners are available at: <http://www.spaevidence.com/spaevidence/contact>

- Deploy the research supporting what you do at your spa: in signage, in client emails and newsletters, in your staff's email signatures. (I.e., a positive, new massage study comes out, get it out to your database with an offer.)
- If you've implemented client intake consultations or questionnaires, customize a course of therapy for each client, using the medical evidence to back your recommendations.
- Hold educational events to teach your community how and why to use this tool. Combine these with free, proven treatments.

Spas not only need to get creative with the data, they need to use it smartly. Communicate that:

- The VAST MAJORITY of clinical studies are devoted to new drugs and medical procedures - they've got the deep pockets!



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 Location: Knightsbridge, UK

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Company: Aromatherapy Associates  
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### ■ Spa Operations Manager

Company: Armthwaite Hall Hotel & Spa  
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# Chinese agreement for Nola 7

Bulgaria-based spa designer and supplier Nola 7 has signed a partnership deal with Beijing Stadiums Engineering (Beijing LSJH) which will see the company expand its services to mainland China.

The deal opens up the Chinese market for Nola 7 through the projects that Beijing LSJH has secured – and is currently bidding for. These include a number of government-led health care projects. Beijing LSJH is a design, research, engineering and installation company working mainly within the Chinese leisure and sport sectors.

Nola 7 will provide Beijing LSJH with a turn key wellness solution from design conception, engineering & manufacture through to implementation with Nola 7 team of specialists – including business analysts, engineers, designers and architects. A spokesperson for Nola 7



The deal will see Nola 7 work on a wide range of spa projects in China

told Spa Opportunities that the first project that the partnership will work on will be a luxury hotel with a European-style premium wellness spa centre. She added that further details would be released in due course.

Ivan Tanev, Founder and CEO of Nola 7, said: "This partnership is important in transforming our company into a global force."

## Hyatt opens doors to new Chennai hotel

US-based hotel giant Hyatt Hotels Corporation has launched its newest resort hotel in India – the Hyatt Regency Chennai in the south of the country.

Facilities at the 327-bed-room hotel include a Siddh Spa, a large fitness centre, a range of restaurants and more than 20,000 sq ft (1,900 sq m) of versatile convention and event space.

The signature Siddh Spa boasts six treatment rooms including a dedicated couple's room. Other amenities include steamroom, sauna, spa pool and a large outdoor swimming pool.

Peter Fulton, managing director for Hyatt International's operations in the southwest Asian region, said: "The strategic move to



The new Hyatt Regency Chennai includes a Siddh-branded spa

bring the Hyatt Regency brand to Chennai will introduce and deliver our authentic hospitality to this bustling market space." Details: <http://investors.hyatt.com>

## Canadian spa industry rocked by woman's death

The death of a 35-year-old woman at a farmhouse spa in Quebec, Canada, has led to calls for more regulation within the country's spa industry. The woman, named locally as Chantal Lavigne, died after undergoing a detox treatment at the Reine de la Paix spa.

It is understood that two women at the spa were undergoing an extreme form of detoxing which involved being encased in layers of mud and a plastic wrap for hours. The spa is owned by entrepreneur Daiva Goulet, who could not be reached for comment.

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