

spa opportunities

13 APRIL - 26 APRIL 2012 ISSUE 135

Daily news & jobs: www.spaopportunities.com

New Bask spa concept to launch at Atlantic City's Revel

Bask, a new spa and wellbeing concept developed by lifestyle brand Exhale, has opened at Revel, a new US\$2.4bn (£1.8bn, £1.5bn) resort destination in Atlantic City, US.

The 32,000sq ft (2,973sq m) wellness sanctuary concept has been created exclusively for Revel and is among the resort facilities currently being previewed over an eight-week period that began on 2 April.

At the core of the Bask spa will be a 3,000sq ft (279sq m) coed bathroom in which guests can relax, socialise and unwind with the Himalayan salt grotto and hammam.

Bask also has 32 therapy rooms; steamrooms and a deluge shower, while the fitness centre will host exhale's Core Fusion and yoga classes and features SurfSET programming.

The spa will use exhale's five skincare lines - 302, Actifirm, Tata Harper, ISClinical, and



The Bask-spa is spread across 32,000sq ft and will feature a total of 32 treatment rooms

Sircuit - which are used across the brand's existing spa estate.

exhale currently has spas in a number of US locations, including three in Boston and seven in New York. It also has a spa at the Gansevoort Turks + Caicos resort in the Caribbean. Once guests have participated in

a workout or have benefited from one of Bask's therapies, they will have the option of visiting the LDV Hospitality-operated Bathhouse Bar.

Annabeth Eschbach, exhale president and chief executive officer, said: "We are thrilled to launch Bask at Revel, as this is our most expansive spa to date. We are excited to bring resort guests the mind body wellbeing of Bask and take the fun and Revel to a different level."

Elsewhere at the 47-storey Revel complex will be Eventy - a performance and event space located 61ft (19m) above sea level and boasting a 700-seat venue and a 150,000sq ft (13,935sq m) casino.

The Mezz will be 87ft (27m) above sea level and include a 5,500-seat theatre, while Resort is to start from 114ft (35m) above sea level and accommodate 1,800 guest rooms and suites. Details: www.revelresorts.com

2013 launch for first Virgin-branded hotel

Virgin Hotels is expected to open its first property by the end of 2013 in Chicago, US, after it completed the acquisition of the downtown Old Dearborn Bank Building in late 2011.

The 27-storey former office complex will be converted by Virgin Hotels into a 250-bedroom hotel, which will comprise a spa spanning between 4,000 and 5,000sq ft (372 and 465sq m).

Further details about the spa are yet to be revealed, although the hotel will also include meeting space; restaurants; lounges; and other areas reflecting the Virgin brand.

2014 completion for Mina Zayed scheme

Four "distinct spa and wellness" facilities covering 100,000sq m (1.1 million sq ft) are to form part of the Mina Zayed Waterfront Development in Abu Dhabi, United Arab Emirates. The 150-acre (61-hectare) development is scheduled for completion in 2014, with consulting firm GOCO Hospitality working on the feasibility, design and brand implementation.

MGM will run the entire development under the MGM Grand, Bellagio and Skyloft brands, offering a total of 780 guestrooms and 569 residences overlooking the Arabian Gulf.

GOCO said the spa experiences have been designed "in keeping with the MGM brand



The development will be operated by US-based MGM

parameters" and will offer a male grooming salon and a female beauty medi-spa on site, as well as the Middle East's first Bellagio-branded spa suites.

Mina Zayed Waterfront Development is located adjacent to Abu Dhabi's new growth areas of Saadiyat Island and Sowwah Island. It forms a central part of Plan Abu Dhabi 2030.

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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
subs@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 471901

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

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Park Hyatt opens new hotel in

Hyatt Hotels Corporation has announced the launch of its first Park Hyatt-branded property located in an Indian city with the 185-bedroom and 24-suite Park Hyatt Hyderabad. The eight-storey hotel has been designed by John Portman and Associates and includes The Spa, which is inspired by the royal Nizams of Hyderabad and has five treatment rooms.

Each of the treatment rooms are equipped with separate bath areas, while a Swedish sauna; a steamroom for men and women; and a unisex beauty salon are also among the spa facilities.

The Spa is the first location in Hyderabad to offer the signature Hydra Facial treatment. Products are supplied by Good Earth and Aromatherapy Associates.

Elsewhere, Park Hyatt Hyderabad offers a fitness centre and a temperature-controlled pool. All restaurants feature interactive show kitchens, including the signature Tre-Forni eatery. Park Hyatt Hyderabad joins the already-open



The hotel has been designed by architects John Portman and Associates

Park Hyatt Goa Resort and Spa in India, with the new Park Hyatt Chennai scheduled to open during the second quarter.

Hyatt International-South West Asia managing director Peter Fulton said: "These openings are reflective of the thoughtful growth of the brand in destinations that build customer preference, and they also add to the growing portfolio of Hyatt hotels in India." Details: www.hyderabad.park.hyatt.com

Four Seasons Baku prepares for June opening

Four Seasons is preparing to open the doors to its first ever hotel in Baku, the capital city of Azerbaijan.

Designed by UK-based architects ReardonSmith, the 175-bedroom hotel will include a range of restaurants and a luxurious 800sq m (8,611 sq ft) Jaleh Spa.

Facilities at the spa, which was designed in partnership by Spa Developments Consultancy and interior designer Richmond International, include nine single treatment rooms and a VIP couples' suite.

The wet areas, supplied by Barr and Wray, feature separate hammams for males and females, steamroom and an indoor atrium pool. There will also be a professional beauty and hair salon and a 211q m (2,271sq ft) fitness club. At the centre of the spa menu are treatments and products created especially for the Jaleh Spa by Swiss Perfection. Other product brands available at the spa include



The Jaleh Spa will feature 10 treatment rooms and extensive wet areas

Australia-based Sodashi, which has created several treatments exclusive to the Jaleh Spa; organic Irish brand Voya; Italian Comfort Zone; hair company Kerastase; and Cor Silver, which specialises in facials for men.

The hotel is one of many new developments scheduled for Baku. To read more about the tourism boom in Azerbaijan, see *Spa Business Q4 2012*: <http://lei.sr?a=KoO7E>



Sheraton plans aggressive spa expansion

Sheraton Hotels, the Starwood Hotels and Resorts-owned hospitality operator, has unveiled plans for an "aggressive" expansion of its signature hotel spa portfolio by 2015.

The group is proposing to launch 23 new Shine-branded spas across Asia, the Middle East and Eastern Europe as part of its continued focus in some of the world's fastest-growing markets.

Sheraton will open 10 Shine Spas this year alone, with the new Sheraton Macao Hotel - the brand's largest property - and Sheraton Fuzhou Hotel among those set to include spa facilities.

Starwood director of global spa development and operations Jeremy McCarthy revealed that "growing demand for luxury services" had been one of the major influences behind the decision to expand the Shine estate.

"The Shine Spa for Sheraton concept fulfils that demand and provides a relaxing and pampering spa experience designed specifically for the Sheraton guest," said McCarthy.



Starwood has announced plans to open 10 new Shine Spas during 2012

"We've learned from our research that the Sheraton guest values the quality of luxury, but not the pretence often accompanying it."

The Shine Spa brand was first launched in 2010 as a global concept offering upscale experiences at Sheraton hotels.

According to the group's research, 80 per cent of guests said they would consider using a spa when travelling.

Details: www.starwoodhotels.com/sheraton



Seaham Hall hotel has extensive spa facilities

Seasons Holidays buys Seaham Hall hotel

Bristol-based Seasons Holidays has completed the purchase of Seaham Hall, a luxury hotel and spa in County Durham, UK, out of the administration of von Essen Hotels 2 Ltd. The 20-bedroom hotel is sited amid 37 acres (15 hectares) of gardens and woodland on the north east English coastline and its facilities include the Feng Shui-inspired Serenity Spa.

Teak, granite and limestone are used in the Oriental-influenced design of the spa, which houses 19 treatment rooms, a 20m ozone cleansed pool with massage stations and a hammam. A sanarium with crystal light therapy; a sauna with quartz crystal; a black granite steamroom; a hydrotherapy bath with 12 massage stations; and an ice fountain also form part of the spa.

Barry Donaghey, managing director of Seasons Holidays, said: "We will be looking to build on the hotel's reputation to ensure it continues to be one of the top destinations at a national and international level."

Starwood to open W Hotel in Verbier in 2013

Hotel and resort operator Starwood is to manage a W-branded luxury property at the Swiss ski resort town of Verbier in December 2013.

The 122-bedroom Alpine hotel will be the first W Hotel at a ski resort and facilities will include an Away-branded spa.

Swedish consultancy Raison d'Étre has been appointed to design the spa and will also be responsible for the pre-opening and management of the spa.

The hotel will form part of the Medran project, the single largest construction project ever undertaken in Verbier.

The project is spearheaded by Les Trois Rocs, a local society formed by local businesses and investors.

Per Aquum unveils new Maldives resort

Per Aquum, the Singapore-based spa and hospitality management company, has announced the latest addition to its international portfolio with the Niyama resort in the Maldives.

Located on the south western atoll of Dhaalu, the property features a Lime-branded spa with eight treatment rooms - two overlooking lush vegetation and six overlooking a lagoon.

A Skin Bar for skin consultations; a Lime Tree contemplation garden; and the Quench juice bar also form part of the resort's spa, which offers appointments 24 hours a day.

Products used at Lime Spa are supplied by Anne Sémonin; REN and Esthédorm Paris. Treatments include a range of "After Dark" massages to help induce sleep.

Treatments will also utilise and infuse indigenous holistic components from around the globe to create bespoke experiences.



The resort's Lime-branded spa will include eight treatment rooms

Other facilities at Niyama include a 24-hour Pump-branded fitness centre; the Tribal dining experience; and Subsix, an underwater music club located 500m (1,640ft) offshore.

A spokesperson said: "This resort is turning the Maldives upside down with a plethora of options to get guests active and incite a sense of discovery, stimulation and fun."

Details: www.peraquum.com



The 297-bedroom hotel will include a large spa

Hyatt Regency spa hotel planned for Moscow

Hyatt Hotels Corporation has announced that one of the hospitality group's affiliates has signed a management agreement for a new Regency-branded property in Moscow, Russia. The 297-bedroom Hyatt Regency Moscow is to launch in 2015 as part of the wider Arena Park redevelopment, which also includes the new Dynamo Stadium in Petrovsky Park.

Facilities at the SPEECH Tchoban/Kuznetsov-designed hotel will include a spa; a fitness centre; four food and beverage areas; and meeting and ballroom space. Further details are yet to be confirmed.

Peter Norman, senior vice president of acquisitions and development for Hyatt International - EMEA, said Moscow has "strong appeal" to leisure travellers. *Details: www.hyatt.com/*

Pop Up Kids Spa to return to Shanti Maurice

A Pop Up Spa for guests aged between five- and 15-years-old is to make a return to the Shanti Maurice resort in Mauritius between July and September this summer.

The outdoor, cabana-style facility has already operated throughout the Easter holidays in order to give younger guests a taste of the resort's Nira Spa.

Spa manager Novie Jones said: "With an increase in children's spa interest, instead of turning our younger guests away to protect the adults-only haven that is Nira Spa, we simply pamper them in a different area.

"Not neglecting our ethos of remaining all natural, we thought this a wonderful opportunity where a junior spa could have the double edged effect of pampering, while educating future adults of the value of leaving a green footprint."

Jones added that Africology had been involved in devising a range of 100 per cent natural products for use on children's skin, which are also "completely edible".

Loisium to open second wine spa

Austria-based Loisium Wine & Spa Resorts is set to open its second spa hotel in Ehrenhausen, Southern Styria, Austria in June 2012.

The 105-bedroom hotel will include a Wine Spa, two wine-themed restaurants and a wine bar. The 1,400sq m (15,000sq ft) spa will have eight treatment cabins - including two couples' suites - a relaxation area, a sauna area with five saunas, heated outdoor pool with experience showers and a fitness zone with a yoga studio.

There will also be a reception and consultation area, a spa retail space and a spa bar with an open fire place and "living room".

Each Loisium property will be marketed as a four-star superior wine hotel and the iconic buildings have been designed by celebrated US architect Steven Hall.



The Loisium hotel has been designed by renowned architect Steven Hall

The first Loisium hotel opened in Langenlois, Austria, and the company already has plans for a third site in Alsace, France.

The Alsace hotel, scheduled to open in 2014, will include 96 bedrooms and a 1,300sq m (14,000sq ft) spa with 10 treatment cabins and an outdoor pool. *Details: www.loisium.at*

Fletcher's Cottage spa opens in Scotland

A new 750sq m (8,000sq ft) luxury day spa has opened at the Archerfield Links championship golf course near Edinburgh, UK.

The spa has seven treatment rooms - including a double treatment room and a salt brick inhalation room - as well as a large relaxation lounge with a wood burning oven and a secret walled garden. Within the garden, there are two seaweed bathing houses, which act as additional treatment areas.

Other facilities at the spa, which were designed and supplied by Nola 7, include a marine salt steam room, herbal aroma sauna, a mud cure room, an ice fountain, and contrast adventure showers. Consultant Sian Parry Jones created the concept for the spa, which

focuses on an ethical approach to health and well-being that is "in harmony with nature".

Treatments have been supplied by Voya, Aromatherapy Associates, Spieza, and Margaret Dabbs and include facials, body wraps and therapeutic massages.



Facilities at the spa include a herbal aroma sauna with views to the sea

Marti Istanbul prepares for launch in Istanbul

Marti Group, a family owned company founded in 1967, has announced that the 270-bedroom Marti Istanbul hotel will open later this year.

Designed by architect Zeynep Fadiloglu, leisure facilities at the hotel will include a Turkish-themed spa and four restaurants.

The spa will include 10 treatment rooms and a large wet area featuring a number of hammams, saunas and a VIP suite with its own adventure shower, private resting area, sauna, Turkish Bath and cool room. *Details: www.martiistanbulhotel.com*



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Exclusive spa resort to launch in Langkawi, Malaysia

Seri Chenang Resort and Spa will open on 30 June in Langkawi, Malaysia.

The independently-owned boutique property will include a total of six villas and 13 rooms and will be marketed as an exclusive hideaway resort.

Facilities include a luxury spa with a number of treatment rooms, an infinity pool, a health and fitness club, a private art gallery and 24-hour butler service for all resort guests.

The Kayanagan Spa will blend local culture with contemporary design and treatments will include facials, body scrubs and a range of massages. Details: www.serichenangresort.com



The hotel's designs follows Feng Shui principles

Oetker Collection to open Palais Namaskar

The Oetker Collection has expanded its portfolio of "masterpiece hotels" with the launch of the new Palais Namaskar Hotel and Spa in Marrakech, Morocco on 6 April. Built to follow the principles of Feng Shui, the hotel is nestled amid 50,000sq m (538,196sq ft) of scented Balinese-inspired gardens that are complemented by waterfalls and lakes.

Facilities include the 650sq m (6,997sq ft) Le Spa Namaskar, which includes four individual treatment cabins with outdoor terraces and two double cabins with private hammams. A hair salon and an area for manicures, pedicures and facials also form part of the spa, while treatments can also be administered throughout the hotel grounds or on an in-room basis. Body treatments are directed by ILA and Guerlain. Other facilities include outdoor baths and whirlpools; tropical showers; and heated pools to "harness the restorative powers of water".

A spokesperson said: "Every aspect of Le Spa Namaskar revolves around the three fundamentals of purity, energy and balance. Details: www.oetkerhotels.com

Accor enters Doha with MGallery

French hotel giant Accor and Qatar-based Msheireb Hospitality have joined forces to develop and manage an MGallery hotel in the Qatari capital Doha.

The 215-bedroom MGallery Doha will be marketed as a "distinctive boutique hotel" offering a modern interpretation of Qatari heritage and hospitality. The property is being developed by Msheireb, with Accor being appointed as operator. Msheireb is a subsidiary of Qatar Foundation for Education, Science and Community Development and was set up in April 2007.

Due to open in 2015, exact details are yet to be revealed but facilities will include a large spa, a themed outdoor pool and a range of restaurants. The hotel will be located within Msheireb Downtown Doha, billed as the world's first sustainable downtown regeneration project.

The scheme will see 31 hectares being redeveloped and upgraded, with an aim of transforming Doha's old commercial and



Accor is to operate the new hotel under its luxury MGallery brand

business district into a vibrant, ecologically sustainable city centre.

Abdul Aziz Al Emadi, CEO of Msheireb Hospitality said: "Developing a modern hotel that reflects the Qatari culture and heritage fits very well with our strategy to introduce innovative and integrated hospitality products.

"Our vision is to enrich the Doha's hospitality sector and contribute to the broader vision of Qatar, supporting the tourism sector to promote the country as an international destination."

Tingo 'money-back' booking site launches

Smarter Travel Media, a subsidiary of TripAdvisor, has launched a new hotel booking website that automatically rebooks rooms if they become available at a lower rate.

Tingo is designed to enable travellers to book a "Money Back" room from an extensive list of properties powered by the online Expedia Affiliate Network.

After a booking has been made, the website will monitor prices and automatically rebook the room if the rate drops. The difference in price will then be refunded to the traveller's payment card.

Around 95 per cent of hotels on Tingo could earn travellers a "Money Back" refund, while the rates will remain competitive even if the price isn't reduced after completing the booking.

Smarter Travel Media general manager David Krauter said: "Travellers could have saved millions last year had there been a simple system in place that automatically rebooked their room. And that's what Tingo does, by taking the gamble out of booking

Around 95 per cent of hotels on Tingo could earn traveller's money back

and refunding travellers' money when rates drop. It's a no-brainer."

The launch of Tingo comes just months after BackBid was unveiled, a travel website that allows people to post details of an existing reservation to other hotels at the same destination.

Hotels compete for your business by offering email discounts and value-added services. BackBid users can then make the new booking and cancel the existing one if preferable. Details: www.tingo.com

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DIARY DATES

18-21 April 2012

SPATEC Europe 2012Don Carlos Leisure Resort & Spa,
Marbella, Spain

SPATEC is a two-day forum of face-to-face meetings between UK and European owners, directors and senior personnel, with leading suppliers from the following categories: Apparel, Aromatherapy, Beauty Products, Body Toning, Fitness Equipment, Hydrotherapy, Linens/Robes/Towels, Manicure, Marine Therapies, Massage, Retail, Sales and Marketing Services, Single Use Items, Skincare, Software, Spa Equipment, Sun Protection, Steam Baths, Tanning and other new, innovative and relevant suppliers to the spa industry.

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[www.mcleaneventsinternational.com/
events/spatecEU2012](http://www.mcleaneventsinternational.com/events/spatecEU2012)

19-21 April 2012

Intercharm ProfessionalCrocus Expo International Exhibition
Centre, Moscow, Russia

The cosmetics industry in Russia, CIS and Eastern Europe will find new market opportunities and distributors, 2,500 brands and 20 educational programmes here.

Tel: +7 495 937 6861

www.intercharmpro.ru

14-15 May 2012

COSMEETING AmericaSheraton New York Hotel & Towers, New
York, US

This business road show will present emerging brands and high-end cosmetics products to distribution networks.

Tel: +33 1 44 69 95 69

www.cosmeeting.com

14-15 May 2012

Natural Beauty Summit AmericaSheraton New York Hotel & Towers, New
York, US

Held alongside Cosmeeting America, this summit targets those working in the natural beauty sector.

Tel: +33 1 44 69 95 65

www.naturalbeautysummit.com

14-16 May 2012

Beautyworld Japan

Tokyo Big Sight, Tokyo, Japan

This event will feature the latest products and services, information and trends in the



The Spatec events are based on one-to-one meetings between operators and leading suppliers

Japanese and Asian beauty and spa sectors.

Tel: +81 3 3262 8939

www.beautyworldjapan.com

15-17 May 2012

The Hotel Show

Dubai World Trade Centre, Dubai, UAE

An event which provides a networking and sourcing platform for up to 14,800 regional hospitality professionals. This year, it will have a special focus on 'beyond luxury'.

Tel: +971 4 438 0355

www.thehotelshow.com

17-19 May 2012

Sustainable Cosmetics Summit North AmericaInterContinental New York Barclay Hotel,
New York, US

This summit will explore sustainability issues facing the beauty and spa industries.

Tel: +44 20 8567 0788

www.sustainablecosmeticssummit.com

29-31 May 2012

Beautyworld Middle East

Dubai International Convention Centre

Leading trade show for cosmetics, beauty products, fragrances, wellness and spas.

Tel: +971 4 389 4500

www.beautyworldme.com

3-6 June 2012

Global Spa & Wellness Summit 2012

Aspen, Colorado, US

The sixth annual Global Spa & Wellness Summit (GSWS) will be held 3-6 June 2012 in Aspen, Colorado, US. The first gathering to be held in the US since 2008, the 2012 Summit will be very unique, as it's being held

in collaboration with the 61-year-old Aspen Institute, one of the most prestigious think-tanks in the world.

Tel: +1 212 716 1199

www.globalspaandwellnesssummit.org

12-14 June 2012

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21 June 2012

Forum HOTel & SPA

Ritz, Paris, France

The theme for the fifth annual HOTEL & Spa is Experience. Key objectives will include: client and therapist experiences; authenticity; offering a strong message; and creating a profitable spa business. It will be hosted by a panel of international experts.

Tel: +33 (0)1 43 21 05 69

www.forumhotspa.com

1-2 July 2012

VITASPA Spa Expo & Medical Spa Conference

Sheraton Hotel, Buenos Aires, Argentina

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www.vitaspaeestetica.com

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* ABC audit for LIW 2011 (20-22 September 2011). Total attendance: 9,064. Visitor attendance: 7,177. Exhibitor attendance: 1,877.

Kempinski signs Delhi hotel deal

Kempinski Hotels has signed a management agreement for Kempinski Ambience Hotel Delhi, with the opening scheduled for the second quarter of this year (2012).

The 480-bedroom luxury hotel will be located in the historic neighbourhood of Shahdara in the Eastern part of the city.

When opened, the property will boast an extensive spa and fitness centre with a sauna and hammam, as well as two swimming pools. No further details were revealed at this time.

The opening of the hotel will not affect the 25-year marketing alliance that Kempinski currently has with Indian operator Leela Palaces, Hotels and Resorts.

In 2011, the parties agreed that it was in the interests of both groups, to optimise the relationship, by aiming for a progressive and controlled phase-out over the next years.

Kempinski Hotels believes that this progressive phase-out will allow Leela to benefit from access to Kempinski's strong marketing campaigns, while gaining in independence.

Leela opened its own 260-bedroom hotel in Delhi in April 2011 in the Diplomatic Enclave area at Chanakyapur – the Leela Palace New



Facilities are set to include extensive spa facilities

Delhi. Its facilities include a 6,500sq ft (604sq m) Spa by ESPA designed by Jeffrey Wilkes.

Last month, Kempinski announced its re-entry into Latin America with the signing of a management contract for a new luxury resort in Colón Province, Panama.

Groupon UK forced to change practices

Daily discount voucher company Groupon has been found to be breaking UK consumer rules and has been given three months to change and improve its practices.

An investigation by the Office of Fair Trading (OFT) found "widespread examples" of Groupon's practices which were seen to breach consumer protection regulations.

Announcing the findings of its probe, the OFT said it has specific concerns over practices involving reference pricing, advertising, refunds, unfair terms, and the diligence of its interactions with merchants. The OFT has now set a July deadline for Groupon to undertake changes in its practices to comply with UK law.



Groupon's UK operations have come under scrutiny from regulators

The OFT has demanded that reference prices (adverts that compare an original reference price against a sale price), including savings, are accurate, honest and transparent.

To read more about the OFT's findings and recommendations, see: <http://lei.sr?a=R4t4H>

Habia secures UK wellness sector training deal

UK-based Habia is to work alongside the Association of Employment and Training Providers (AELP) to identify and address current and future skills needs in the UK wellness, beauty and hair sector. It follows the signing of a Memorandum of Understanding, which will

see AELP represent the interests of its beauty members on behalf of Habia.

AELP will also sit on the board of the Habia Skills Academy, which has been established to provide a forum through which the agency can consult providers on a wide range of issues.



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Ideal candidate is a customer orientated person with a strong commitment to excellence, superb communication skills and knowledge of both English and Italian languages. She will carry out facial and body treatments to a high professional standard and will be able to advise clients on their skincare regime and on other appropriate treatments. NVQ level 3 in beauty therapy, or equivalent, is mandatory while the knowledge of further massage techniques will be an advantage.

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Other information: positions will be based in Italy at the Hotel Cipriani Venice, Hotel Splendido & Splendido Mare Portofino, Hotel Caruso Belvedere Ravello, Grand Hotel Timeo and Villa Sant'Andrea Taormina. Seasonal opening will be from March to November 2012. Accommodation may be provided for non residents.

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CHIEF EXECUTIVE OFFICER

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The company has now acquired the UK distribution agency. As a result of this acquisition, Les Mills Fitness UK is already a substantial business delivering some 5,700 Les Mills programmes every year in 1,700 clubs with 30 employees and a team of 32 contracted trainers.

But that is just the start. Les Mills Fitness UK has ambitious plans and is seeking to appoint its first CEO to develop and deliver its substantial growth strategy for the UK market.

The Role

- To develop the business to deliver significant growth in the UK through existing channels and clients and to identify and develop new channels and revenue streams
- To establish Les Mills Fitness UK as an industry champion of the UK H&F sector
- To promote and advance the Les Mills brand in the UK
- To ensure Les Mills Fitness UK is an integral part of the global LMI success story
- To lead the transition from distributor model to proprietary model

The Candidate

- An experienced, results-focused leader with relevant industry experience
- A senior executive with excellent sales and marketing skills and a track record of commercial success
- Significant experience and understanding of how to penetrate the UK leisure and/or fitness markets at both strategic and tactical levels
- A strong organisational leader, people manager and industry thought-leader
- Proven change management skills and cultural sensitivity

This is a significant appointment and so we are looking for someone who is energetic and passionate about the Les Mills brand to lead the growth of our business in the UK.

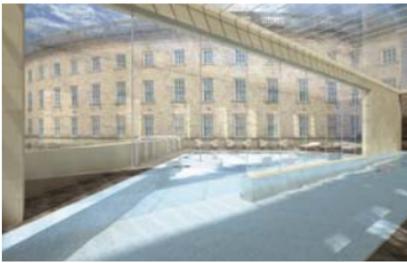


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Buxton developers secure land deal

The development of the UK's "first genuine spa hotel" for more than 100 years in Buxton, Derbyshire, has taken a step forward following the signing of a landmark agreement. High Peak Borough Council and Derbyshire County Council, the land-owners, have confirmed that an "historic" deal with the Buxton Crescent Hotel and Thermal Spa Company (BCHTS) for the scheme has been secured.



The spa hotel will incorporate Buxton's natural mineral water baths

The £35m (US\$55.9m, EUR41.9m) Buxton Crescent project includes a restoration of the town's Grade I-listed Crescent building and the Grade II-listed Natural Baths and Pump Room. It is anticipated that work will get underway on the first of two construction phases in June. Enabling works have already commenced.

A 79-bedroom spa hotel incorporating the Natural Baths is at the centre of the plans, in addition to a 2,000sq m (21,528sq ft) natural thermal mineral water spa and a visitor centre. The spa will comprise a dry treatment area with six massage rooms; a manicure and pedicure area; and an exercise studio, as well as electro-therapy and inhalation facilities.

Meanwhile, hydrotherapy wet treatment areas will incorporate four thermal mineral pools and an underwater jet massage, together with hydromassage and Scottish spray areas.

A swimming pool, a thermal mineral pool and a hydropool complete the line-up, in addition to a sauna world with saunas offering a variety of temperatures and an ice room.

BCHTS has been created to deliver the development by the Trevor Osborne Property Group and CP Holdings, owner of Danubius Hotels. It is investing £15m (US\$24m, €18m), while The UK's Heritage Lottery Fund has provided £12.5m (US\$20m, €15m).

Details: www.buxtoncrescent.co.uk

GSWS launches global spa training study

The Global Spa & Wellness Summit has appointed research specialist SRI International to conduct a global study on the state of spa management education and training.

The study, currently underway, will be conducted in three stages – the first of which will gather a baseline understanding and data on the current availability of spa management education and the supply of spa management graduates.

During the second stage, SRI will look to outline spa business needs for spa management personnel in order to improve industry alignment with spa management education programmes.

It is hoped that the final stage of the research will lead to a set of recommendations on how to address gaps between market needs and spa management education offerings, as well as



The study will lead to a set of recommendations on skill gaps

other challenges related to spa management skills and training. The results of the study will be unveiled at the forthcoming summit in Aspen, Colorado, US in June 2012.

Details: www.globalspasummit.org

To read more on the training study, see *Spa Business*, Q2 2012, p. 40.

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