

## spa opportunities

17 AUGUST - 30 AUGUST 2012 ISSUE 144

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## Centara eyes expansion to Middle East and Asia

Centara Hotels and Resorts is planning to expand its Asian portfolio to 100 properties over the next five years as part of efforts to become one of the region's leading operators.

The group is a division of Central Group – one of Thailand's leading retail conglomerates – and opened its first hotel nearly 30 years ago in Bangkok's Ladprao district. It currently has a portfolio of 55 hotels and resorts – both managed and owned – across the Asia Pacific region, although some of these are in the pre-opening phase.

Centara has set a target of acquiring more than 45 hotels and resorts over the next five years, having reached its initial aim of 50 properties – announced in 2008 – a year early. The plans – based on being “asset light” and



The group has set itself a target of securing contracts for more than 45 hotels by 2017

securing more management deals – focus on leading destinations and includes members of ASEAN Economic Community from 2015.

In addition to major cities in the Indian Ocean region, Centara is considering moves

into the Middle East, Oceania and gateway cities in Europe.

A spokesperson said: “Centara's focus has been on expanding its five-star and four-star brands, but the recent advent of the Centra value brand, and the launch later this year of a new economy hotel brand, is greatly broadening the range of options.

“The launch last year of the Centara Boutique Collection brand and the Centara Residence brand has also spread the potential.”

• Last month (July), Centara launched its Cense

by SPA Cenvaree value spa brand. The first Cenvaree-branded spa is scheduled to open at Centara Hotel and Convention Centre Khon Kaen, Thailand. Details: <http://lei.sr?a=G6n7u>

## Revenues up 17 per cent at Steiner Leisure

Steiner Leisure saw revenues increase by 17.7 per cent during the first half of 2012 – from US\$336m (£272m, £215m) in H1 2011 to US\$396 (£321m, £253).

The growth was largely due to an increase in the number of spas the company operates. Steiner has added three land-based spas to its portfolio since H1 2011 – which offset a 3.1 per cent fall in the average revenue per staff per day from operations (from US\$421 in 2011 to US\$408).

• In June, Steiner launched a Mandara-branded spa at Pullman Gurgaon Central Park – a 285-bed-room hotel located in New Delhi, India. Details: <http://lei.sr?a=B5zL7>

## Oetker secures Guerlain partnership

The Oetker Collection has entered into an exclusive partnership with Guerlain for the development of branded spas, which will form part of new “masterpiece” hotels.

The first property expected to benefit as part of the new agreement will be Palais Namaskar in Marrakech, Morocco, which opened its doors earlier this year.

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. It is Guerlain's first opening in Morocco and



Palais Namaskar in Marrakech houses a 650sq m spa

joins its network of spas found in prime cities throughout the world, having originally been founded as a perfume house in 1828.

Signature experiences will include Orchidée Impériale Prestige Treatment.

The partnership will also see the Oetker Collection explore opportunities for future openings in conjunction with Guerlain. Read more: <http://lei.sr?a=07D5e>

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## Four Seasons signs Serengeti park deal

Four Seasons Hotels and Resorts is to take over the operation of Bilila Lodge in Tanzania's Serengeti National Park after signing an agreement with the property's owner. The deal will come into effect during the third quarter, with the property to be renamed Four Seasons Safari Lodge Serengeti. James Kosticky has been named as general manager.

Facilities include a 4,000sq ft (372sq m) spa with six stand-alone treatment rooms. All of the treatment rooms contain a full shower/steam shower, while one offers dual soaking tubs. Four Seasons has confirmed there will be some design alterations made to the spa, which it will operate. The group is also in the process of finalising the product suppliers.

Elsewhere, the lodge – offering accommodation in 60 bedrooms, 12 suites and five villas – has an infinity-edge swimming pool overlooking an active Serengeti watering hole. Four Seasons vice president of worldwide development Scott Woroch said the lodge



The luxury resort will be renamed Four Seasons Safari Lodge Serengeti

is the first of three "diverse experiences" being planned for Tanzania.

Woroch said: "This is an extremely rare opportunity for Four Seasons in that no other property of this size or scale exists, or is likely to ever be developed again in the Park."

"With the future development of a luxury tented safari camp in the Ngorongoro Conservation Area and an exclusive beach resort on the island of Zanzibar, Four Seasons will offer some of the finest holiday experiences in Tanzania." Details: <http://lei.sr?a=d8D8S>

## IMC Octave starts work on Yangcheng resort

IMC Octave – the real estate and hospitality arm of Singapore-based diversified company IMC Group – has started work on a 28,000sq m (301,389sq ft) wellness retreat hotel at Yangcheng Lake just outside of Shanghai, China.

Due to open in early 2015, the 90-bedroom property is being designed by US-based Tsao and McKown Architects and will include a 6,000sq m (64,583sq ft) spa and an integrated medicine and executive health centre.

The spa will contain 40 treatment rooms and two aquatonic pools – one indoor and one outdoor – which offer experiences such as hydromassage stations using therapeutic jet streams, micro-bubbles and geyers to relieve stress and promote healing.

A thermal area will house separate male and female sections, as well as a co-ed area including the indoor aquatonic pool and up to five other thermal experiences. Elsewhere, a mind-body centre will offer activities such



The 6,000sq ft spa will house 40 treatment rooms and will open in 2015

as yoga and pilates; meditation spaces; and a fitness suite, along with an outdoor yoga area and meditation garden.

GOCO Hospitality is working on the design of the spa at the wellness retreat hotel.

The group is currently in discussions with a view to securing an operator for the hotel, while work is being undertaken on the development of the project branding and name. Details: [www.imcgroup.info](http://www.imcgroup.info)



## New CHI spa to open in Singapore

A new CHI-branded spa is to open at Shangri-La Hotel, Singapore in October as part of the wider S\$66m (US\$53.1m, €43m, £34.1m) revamp of the property's Garden Wing.

Further details regarding the spa are yet to be revealed, although it will become the first CHI, The Spa in Singapore when it opens. Maps Design have worked on the creation of the new Garden Wing.

Located amid 15 acres (6.1 hectares) of tropical greenery, the wing houses 158 bedrooms – all of which underwent a complete transformation – and the new Waterfall Garden Café.

First opened in 1978, Shangri-La Hotel, Singapore's Garden Wing has been shut for eight months in order to allow its refurbishment and its design is influenced by its surroundings.

Manfred Weber, general manager of Shangri-La Hotel, Singapore, said: "It is our commitment to uphold the legacy of this legendary wing by enhancing the Shangri-La experience for our guests. It will also redefine Singapore's resort landscape, as the Garden



The spa will open in October and is the first CHI-branded site in Singapore

Wing is the only urban resort located within the city centre."

• Shangri-La Hotels and Resorts has also announced the launch of the first phase of its new iPhone mobile app, which will allow users explore, view and book reservations.

A second phase of the app will be unveiled during the first quarter of 2013 and will result in the addition of new features such as retrieving room text and voice messages among others.

For more information about the Garden Wing refurbishment at Shangri-La Hotel, Singapore: <http://lei.sr?a=R9w6E>



The refurbished spa is due open on 1 September

## Hawaii's Keahou Bay spa resort to reopen after revamp

The Sheraton Keahou Bay Resort and Spa will reopen fully later this year following the completion of a US\$16m (€13m, £10.1m) redevelopment of the property in Hawaii, US. As part of the work, the resort will be renamed as Sheraton Kona Resort and Spa at Keahou Bay on 1 September.

The redevelopment has included a radical upgrade of all its public facilities – including the 4,000sq ft (372sq m) luxury Hoala Spa with eight treatment rooms, an infra-red sauna and a steamroom.

Steve Lindburg, general manager, said the upgrade also included bringing Hawaiian culture to the centre of the customer journey. "We've invested considerable resources not only into revitalization of the resort's physical plant but also into efforts to better connect our guests with this area's rich history so that we might share more meaningful, authentic experiences with them," he said. Details: <http://lei.sr?a=T8I9f>

## Onyx Hospitality Group to expand rapidly in Asia

Thailand-based hotel management company ONYX Hospitality Group is to expand rapidly in the Asian market, after setting itself a target of operating 51 properties in the region by 2018.

As part of the plans, Onyx will roll out its Amari brand in India and the Middle East, while entering Sri Lanka in 2014 with its new select service brand, OZO.

The group has already secured contracts for eight new hotels – three Amari-branded, full-service hotels in Qatar, India and Thailand; four OZO hotels – two in Sri Lanka, one each in Hong Kong and Thailand; and a luxury, Oriental Residence-branded resort in Bangkok. The announcement comes just months after the group launched two new spa brands to support its hotel portfolio.

Maai, the full service spa brand, targets the more high-end, spa savvy customers, while Breeze is a "four-star" spa offering marketed as a "fun" brand and designed to make the



Onyx launched two new spa brands, Maai and Breeze, at the end of 2011

spa journey more approachable – especially to those who have never been to a spa.

The two brand-strategy is part of Onyx's plans to better cater for developers and property companies looking to include a spa offer as part of their Onyx-managed and branded hotels. At Breeze, Onyx will use Panpuri and Comfort Zone products alongside the Breeze-branded line and at Maai both ILA and Darphin products will be available. Read more: <http://lei.sr?a=z6D8I>

## Hilton to operate and rebrand Al Hamra spa resort in UAE

Hilton Worldwide has signed a contract with Al Hamra Real Estate Development company to take over the management of the 249-bedroom Al Hamra Fort Hotel in Ras Al Khaimah, United Arab Emirates (UAE). As part of the deal, the property will receive a comprehensive facelift and will be rebranded as Hilton Al Hamra Resort and Spa. While the hotel will keep its Arabic fort-style villas, it will undergo extensive renovation to update its facilities.

Due to open as a Hilton property during Q1 2013, facilities will include a large resort spa, eight restaurants, a health and fitness club, a private beach and a range of swimming pools.

The new hotel will become the fifth Hilton Worldwide property in Ras Al Khaimah. Read more: <http://lei.sr?a=bgF7V>



The plans add to YSP's "already exceptional offer"

## Rushbond plans luxury hotel and spa for Sculpture Park

Development company Rushbond has announced its plans to open a new luxury hotel and spa at Yorkshire Sculpture Park (YSP) in Wakefield, West Yorkshire. UK.

The company has worked in collaboration with architects DLA and hotel consultancy EPR on proposals for the refurbishment of an existing Grade II\*-listed mansion house at YSP.

Interiors of the building will be restored and a contemporary new structure will be added to house a bedroom wing as part of the project, which will see the hotel offer 77 bedrooms. Plans have now been submitted, which also allows for the development of a 100,000sq ft (9,290sq m) business park and 39,000sq ft (3,623sq m) of office space.

The company is now searching for a hotel and spa operator or investor to help deliver the project, which Rushbond said will add to YSP's "already exceptional offer". Read more: <http://lei.sr?a=e9S4s>

## Gaylord shareholders to vote on sale of brand to Marriott

Gaylord Entertainment shareholders are to have the chance to vote on the proposed sale of the brand name and management rights to four hotels to Marriott International.

According to a US Securities and Exchange Commission filing, the vote will take place next month (19 September) at the Gaylord Opryland Resort and Convention Center, Tennessee.

Under the proposed US\$210m (€170m, £134m) deal, Gaylord is to be transformed into a real estate investment trust and will retain ownership of the properties. Marriott will operate the hotels under management contracts with an initial 35 year term and a 2 per cent base management fee. Gaylord Hotels will join the Marriott portfolio of brands. Details: <http://lei.sr?a=E4d4Q>

# New spa opens at Alila Bangalore

A new spa has been added to the facilities at the 101-bedroom Alila Bangalore in India - the business lifestyle hotel opened earlier this summer by Alila Hotels and Resorts.

The specifications, build and operations of the 308sq m (3,315sq ft) Spa Alila have been led by the operator, while Hundredhands also worked on the interior design.

Facilities include one double and four single treatment rooms and also features steamrooms. Treatments are inspired by traditional Asian and European massage techniques.

The spa uses Alila living products exclusively throughout, which are made in Bali. Signature experiences include the Balinese Crème Bath featuring oils of rosemary and grapefruit.

UKN, a lifestyle-orientated developer from Bangalore, owns the hotel, which also offers



The Alila spa and hotel is owned by Indian lifestyle developer UKN

yoga by its fifth floor infinity pool overlooking the city. Sessions take place most mornings.

A spokesperson said: "Spa Alila is perfect for business travellers to relax and unwind in after a day's work, acting as a retreat from the hustle and bustle of the city."

• For more information about the UKN group and its hospitality properties visit: <http://lei.sr?a=C4RiE>

## 'All-weather' outdoor spa opens in Wales

Ruthin Castle in North Wales, UK, has revealed that The Moat - its all-weather spa concept incorporating indoor and outdoor experiences - opened to guests on 1 August.

The new spa is nestled amid the woodlands of the privately-owned castle hotel's moat, with facilities including one of the UK's first outdoor log-fired sauna tents.

Owners Anthony and Amanda Saint Claire worked with Blue Spa and Leisure in designing the spa, a process which included researching Finnish, Siberian and Russian experiences. More than £2m (US\$3.1m, EUR2.6m) has been invested in The Moat, which will be open to both hotel residents and non-residents and will offer a range of spa days, breaks and packages. A Dutch hot tub with seaweed and



Facilities include one of the UK's first outdoor, log-fire sauna tents

herbs, a fire pit for barbeques and a spring water shower fed by the Clywdian mountains are also among The Moat's exterior facilities.

Inside, the spa will contain spring water and mineral-rich hot tubs and a hot tub, along with five treatment rooms - one of which will be a VIP couples' room. Details: <http://lei.sr?a=m7G1w>

## Morgans to operate luxury hotel in London

Morgans Hotel Group has announced plans to open and operate a 234-bedroom luxury hotel in London, UK, during 2015.

Located in Great Scotland Yard in the centre of the city, the Hudson London hotel will be located in a 102-year-old Edwardian building - formerly used by the Ministry of Defence.

Westminster City Council has granted planning consent for the hotel, which is being purchased from the Crown Estate by private equity group Sansar Investments.

Morgans has been appointed to operate the site as part of a partnership agreement. Read more: <http://lei.sr?a=n1T3A>



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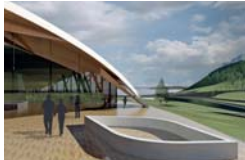
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## OFT: IHG online hotel agreements 'infringed law'

Hotel deals between InterContinental Hotels Group (IHG) and online travel firm Expedia and booking.com broke competition law, according to the UK's Office of Fair Trading (OFT). The OFT has issued a Statement of Objections, which alleges that agreements involving the three groups had restricted the ability to discount the price of room-only accommodation.

A formal investigation was launched in September 2010, with the infringements designed to "increase barriers to entry and expansion" for other agents looking to gain market share. It came after a small online travel agent had complained to the OFT that various hotel chains were preventing it from offering discounted sale prices on deals. *Read more:* <http://lei.sr?a=S5z6u>



The spa has been designed by architects BFLS

## Espalier submits planning application for Cornish spa

Espalier Developments has submitted a planning application for the construction of a spa at its planned £50m Millendreath holiday village in Looe, Cornwall, UK.

The developer has already revealed proposals for 150 luxury holiday homes on the site and has now made public its intention to establish a luxury spa as part of the resort.

Architects BFLS have designed the building which will house the spa, which will be located adjacent to the resort's private beach and include a number of treatment rooms; a health and fitness club; and an indoor swimming pool. Following lengthy consultation with residents and the Cornwall Council, Espalier has specified design adjustments to reduce the impact of the original concept, presented to residents earlier in the year.

The project team includes Arup, the engineers which developed London's Olympic velodrome and LDA, the landscape architects behind the Olympic Park masterplan.

Rick Gibbs, director of The Millendreath Project, said: "The new building will offer facilities typical of high quality leisure spas with a focus on health and wellbeing." *Details:* <http://lei.sr?a=B6S5L>

## Two new Turkish properties for Viceroy

Viceroy Hotel Group (VHG) is to make its first move into Turkey with the opening of two new properties - Viceroy Istanbul and Viceroy Bodrum - during the next two years.

The group has been named operator of the Nef Bebeköy resort development in Istanbul, which is to include a resort spanning 68,000sq m (732,000sq ft) and being led by developer Nef.

WATG are the project architects, with Viceroy Istanbul due to open in late 2013. Facilities will include an outdoor garden and forest area and a full-service fitness centre and spa. Meanwhile, Viceroy Bodrum is the result of an agreement with real estate firm Safir Grup and is expected to open in late 2014. It is also being designed by WATG.

Facilities will include a signature spa spanning 1,138sq m (12,250sq ft) with more than 10 treatment rooms - such as a double hammam, a VIP suite and a couples' treatment room. The spa will also include a spa boutique, a health



The Turkish resorts will follow the recent opening of Viceroy Maldives

café, relaxation mineral pools and a sauna, along with indoor and outdoor lounges and lifestyle areas for activities such as yoga.

VHG senior vice president Anton Babaw said: "Viceroy Bodrum will feature the hallmarks of our properties to inspire visitors and offer a unique experience in this market."

• The announcement of the two new Turkish properties comes after VHG opened a new spa at its Viceroy Maldives resort: <http://lei.sr?a=j2n3h>

## Starwood to introduce Westin brand to Florida

Starwood Hotels and Resorts has announced plans to introduce its Westin brand to Tarpon Point Marina - an upscale waterfront community in Cape Coral, Florida, US - in late 2012.

The 262-bedroom Westin Resort at Tarpon Point Marina is to launch following completion of a renovation of The Resort at Marina Village, which originally opened its doors in 2009.

Freeman and Hasselwander Resort Properties owns the property, which houses a 4,000sq ft (372sq m) spa to be converted into a Westin Heavenly-branded spa shortly after opening. The Westin Resort at Tarpon Point Marina will also offer a new Westin Kids Club and the newly-renovated WestinWORKOUT fitness studio, as well as extensive meeting space.

Starwood senior vice president of North America development Allison Reid said: "We are thrilled to enter the vibrant and increasingly popular Southwest Florida market."

"A long-time developer favourite, Westin continues to attract a growing share of



The new spa will feature a wide range of Westin's signature treatments

conversion opportunities like this one, fuelling the brand's expansion in North America."

Chris Freeman and Brad Hasselwander of Freeman and Hasselwander Resort Properties added: "We believe Westin is a perfect fit for this harbour community."

• For more information about Starwood's plans to introduce its Westin brand to Tarpon Point Marina in Florida: <http://lei.sr?a=F5n5G>

• To read more about Starwood's in-house spa concepts, see *Spa Business* 2010 Issue 3, p24: <http://lei.sr?a=H8z4K>



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# DIARY DATES

## 10-12 Sep 2012

### SPAMEETING Paris

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### Spa and Wellness by ILTM

Interlpen-Hotel Tyrol, Seefeld, Austria  
Spa & Wellness by ILTM is an exclusive, director-level event for pan-European buyers and global suppliers of spa and wellness holidays/breaks. The inaugural event will take place from 10-12 September in the beautiful Austrian Tyrol, at the Interlpen-Hotel Tyrol. The event will bring together Europe's most prestigious and important buyers of spa and wellness breaks with the world's leading spa and wellness resorts. This intensive two and a half day event will include pre-scheduled appointments between buyers and suppliers; conference sessions; lunches; evening events and the opportunity to experience the Interlpen hotel's superb Spa.

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

## 10-13 Sep 2012

### Equipotel Spa and Wellness

Anhembi Exhibition Park, Sao Paulo, Brazil  
Companies that commercialize spa products and provide consulting services for hospitality gathered together in a space especially designed for them at Equipotel trade fair: Equipotel Spa & Wellness. Visitors could view various products and services provided in spas, aesthetic centers and massage clinics.

Tel: +55-11-30605000

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

## 19-21 Sep 2012

### World Spa & Well-being Convention 2012

IMPACT Exhibition and Convention Center, Bangkok, Thailand

The World Spa & Well-being Convention 2012 is marketed a gateway to the Asian spa



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

industry, offering a myriad of opportunities to network, build business connections and be inspired with industry people across the region. The event has been divided into three concepts – “by Hand”, an exhibition of the services and equipment; “through Head”, an opportunity to “use your head” and exchange ideas and learn from business; and “with Heart”, encouraging the spa & well-being industry and those who use their ‘hearts’ when working in the industry.

Tel: +66 0833 5112

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

## 19-22 Sep 2012

### SPATEC Fall 2012

The Ritz-Carlton, Dove Mountain, Tucson, Arizona, US

All SPATEC events aim to bring the industry together at five-star locations and provide the ideal platform for spa professionals to build relationships with hand-picked suppliers in a relaxed environment conducive to serious business.

Tel: +1 214 592 4270

[www.mcleaneventsinternational.com/events/spatecfallna2012/about](http://www.mcleaneventsinternational.com/events/spatecfallna2012/about)

## 23-24 Sep 2012

### Olympia Beauty

Olympia Exhibition Centre, London, UK

More than 22,000 therapists, salon/spa managers and owners, make-up artists, hairdressers, nail technicians and students are expected at this trade show that also has three stages with live, educational seminars.

Tel: +44 (0)1959 569867

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

## 30 Sep - 01 Oct 2012

### Esthetique SPA International - Montreal

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Tel: +1 450 434-4738

[www.spa-show.com](http://www.spa-show.com)

## 09-12 Oct 2012

### Interbad

Landesmesse Stuttgart, Stuttgart, Germany

This trade fair for swimming pools, saunas and spas attracts operators of private and public swimming pools, spas, hotels with spa and beauty departments, and architects.

Tel: +49 711 18560-2398

[www.interbad.de](http://www.interbad.de)

## 15-17 Oct 2012

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## Spain's first L'Occitane spa opens

Gran Hotel Bahía del Duque in Tenerife has signed an agreement with French cosmetics brand L'Occitane en Provence to open the first L'Occitane-branded spa in Spain. As part of the deal, the spa at the hotel will be rebranded and a new treatment menu will be produced – embracing an emphasis on ecologically-friendly products and practices.

L'Occitane is currently working together with the resort's spa team on the new treatments, which will include holistic body and face treatments. Facilities at the spa include 20 treatment rooms, five outdoor treatment cabins, three thalassotherapy booths, a hammam area, sauna and an open air sundeck.

A beauty and hairdressing salon, a 35sq m (377sq ft) salt water vitality pool and a health and fitness club also form part of the spa area, along with a chi studio for Pilates, Yoga and meditation and a garden café restaurant.

Alain Harfouche, general director of L'Occitane en Provence, said: "It is a real privilege and honour for us to be opening the first



Spa facilities at the Tenerife resort include outdoor treatment cabins

L'Occitane Spa in Spain at the prestigious Gran Hotel Bahía del Duque.

"The uniqueness of the spa's facilities, the professionalism of the team and the special attention paid by the hotel management to environmental issues have been key elements in the signing of this agreement."

Gran Hotel Bahía del Duque has an emphasis on eco-friendly operations and was recently granted the Biosphere seal by the Responsible Tourism Institute.

Details: <http://lei.sr?a=08m7c>

## Sheraton opens first hotel in Jiaozhou, China

Starwood Hotels and Resorts has opened a new Sheraton property in Jiaozhou New District near Qingdao city in China's Shandong province – the brand's first in the locality. The 270-bedroom hotel is also Starwood's first managed property located in the district and is part of the group's expansion plans for second and third tier cities across China.

Qingdao Greentown Jiaozhou Bay Real Estate Development Company owns the hotel, which includes a 2,300sq m (24,757sq ft) Shine-branded spa with eight treatment rooms. Hong Kong-based International Leisure Consultants (ILC) was involved with creating the spa at Sheraton Jiaozhou, which will be operated by Starwood under a 15-year management agreement.

Other facilities include the YUE Chinese restaurant, the Feast all-day eatery and a lobby lounge, while the hotel also offers Sheraton



The new hotel will feature a 2,300sq m Shine-branded luxury spa

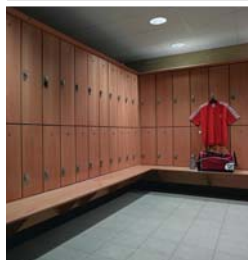
Fitness – programmed by Core Performance. Sheraton Hotels global brand leader Hoyt Harper said: "We are very excited that Sheraton Jiaozhou Hotel is the first international brand hotel in Jiaozhou."

"Sheraton's global pipeline is being fuelled by phenomenal demand in China, with 12 new Sheraton hotels slated to open across this fast-growing market by year's end."

More details: <http://lei.sr?a=f3d4V>

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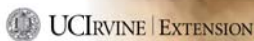
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## New ESPA partnership for Lifehouse Spa

Lifehouse Spa and Hotel in Thorpe-le-Soken, Essex, UK has announced it has entered into a new partnership with international spa products and design company, ESPA.

It is one of the first major products to be undertaken at the spa and hotel following its rescue from administration earlier this year and represents a six-figure investment.

Spa facilities - including 35 treatment rooms and a thermal area, have remained unchanged, although it has been re-equipped to reflect ESPA's input. Babor products are no longer used in the spa.

ESPA CEO and founder Susan Harmsworth said: "We feel proud to announce our partnership with the Lifehouse Spa and Hotel, which we consider to be a unique and exciting spa situated in magnificent surroundings."

Thorpe Hall Leisure, a company owned by Donald Emslie and Peter Murphy, purchased the Lifehouse Spa and Hotel out of the administration of Tangram Leisure earlier this year. Emslie and Murphy have assumed overall responsibility for the spa and hotel, while Brian Hunter is operations director and will oversee



The Lifehouse Spa was rescued from administration earlier this year

its day-to-day management. Stephen Carter has been appointed as non-executive director.

Speaking to Spa Opportunities, Emslie said the Lifehouse Hotel and Spa has "huge potential to be a first-class spa and hotel" and is predicting a bright future for the spa and hotel.

"Our philosophy is that Lifehouse is a place to get your life back in balance - a holistic view giving guests the maximum benefit," he said.

• To read more about the 2010 opening of the Lifehouse Spa see *Spa Business* 2011 Issue 1, p37, visit: <http://lei.sr?a=P3B7v>

• ESPA is in the middle of a year-long bid to secure partnerships with UK cultural institutions and experiential brands such as London's Serpentine Gallery: <http://lei.sr?a=M5p7w>

## Four Seasons opens at Guangzhou centre

Four Seasons Hotels and Resorts has held an official opening ceremony for its 88th hotel in the upper third of the 103-storey Guangzhou International Finance Center (IFC) in China.

The landmark 440m (1,444ft)-tall building has been designed by Wilkinson Eyre Architects and was built by Yuexiu Property Group at a cost of £280m (US\$441m, £357m). Guests enter Four Seasons Hotel Guangzhou through a 70th floor lobby, with its facilities including a number of restaurants on various floors and the 1,070sq m (11,578sq ft) Hua Spa.

The spa takes its name for the Mandarin word for flowers and features nine treatment rooms - three of which are double-size VIP suites - offering a full range of therapies and services. Products used in the spa are provided by Biologique Recherche and Aromatherapy Associates, with signature experiences including



The Hua Spa features nine treatment rooms and a relaxation area

the Flowers of the Four Seasons treatment. The spa also has male and female areas - the latter of which houses a water-based treatment area with Vichy-style shower; a crystal steamroom; a rashaoul mud chamber and a laconium.

A herbal steam bath, Swedish and Finnish saunas and an ice fountain form part of the men's area at the Hua Spa. A fitness centre and an infinity-edge pool are also on offer. *More Details: http://lei.sr?a=L4k4a*

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