

spa opportunities

10 MAY - 23 MAY 2013 ISSUE 163

Daily news & jobs: www.spaopportunities.com

Baccarat plans to launch luxury resorts and spas

Baccarat, the renowned French crystal company, is moving into another luxury arena with ultra high-end residences, hotels and resorts with spas.

The company plans to open six hotel/resorts/residences by 2016 – three of which will be located in Morocco.

The spa concept has been created by Swedish-based consultancy Raison d'Être.

The 130-bed Baccarat Hotel Rabat, in the capital of Morocco, is being funded by a local private company.

When the hotel opens in 2014, its Baccarat-branded spa is expected to be one of the largest and most comprehensive in the region and will target regular local clients via an exclusive hotel membership as well as hotel guests.

Standout facilities include six Moroccan hammams (three each for women and men) using semi-precious stones – two cool 35 degrees Centigrade jade rooms, two warm 45 degrees Centigrade amethyst rooms, and two hot 55 degrees Centigrade crystal chromotherapy



Baccarat will unveil its New York project in 2014

rooms. There will also be eight single treatment rooms, two VIP treatment suites, an alchemy area, an indoor and outdoor pools, a beauty and hair salon, a spa retail area, and fitness and yoga studios.

Meanwhile, Baccarat Spa Resort in Marrakech will feature a destination spa built on a 5-acre (2-hectare) estate alongside 60 residential villas and two restaurants.

The resort is scheduled to launch in 2015 and the spa “will be the first of its kind in Marrakech... it will stand out because of its all-encompassing wellness offering and results orientated programmes”. It will have accents of glamour, socialising, fun and relaxation as, according to Raison d'Être “healing does not need to be boring; it can be fun, explorative, delicious and communal”.

Outside Morocco will be Baccarat Hotel & Residences New York (2014), Baccarat Hotel & Residences at Dubai Pearl in UAE (2016) and plans are in place for Baccarat Residences Shanghai. Details: <http://lei.sr?a=v7A7j>

Rotana to open resort on Saadiyat island

Hotel management company Rotana is set to open a new luxury property – Saadiyat Rotana Resort – on Saadiyat island in 2015.

Set on Saadiyat Beach, a 9km stretch of white sand, the property will feature 354 guestrooms and suites in addition to 13 private beach villas.

The resort will offer the group's signature Zen the spa at Rotana and a fully-equipped Bodylines health and fitness club.

Other hotel features will include a private stretch of beach, a variety of food and beverage outlets and large meeting and conference facilities.

Details: <http://lei.sr?a=a5h6k>

New VP for Elizabeth Arden Red Door Spas

Elizabeth Arden Red Door Spas has appointed Sharilyn Abbajay its senior vice president of spa operations and retail redevelopment.

Abbajay, who held a senior level position with Red Door Spas nearly 15 years ago, will manage operational standards and strategies for spas in New York and Washington DC.

She will also oversee the growth and development of the brand's first comprehensive at-home skin and bodycare line Red Door Spa Professional.

Abbajay, who started her career as a spa technician, brings more than 35 years experience to the role and previously worked as vice president of global spas and retail at Marriott Corporation, where she oversaw 185 spas worldwide.



Vice president of spa operations Sharilyn Abbajay

Sharilyn also founded consulting firm Abbajay & Associates in 2003. CEO of Red Door Spa Holdings Todd Walter said: “As we continue to grow our spa presence, her expertise in retail channels and spa management will ensure Red Door Spa remains best in class.” To read an interview with Abbajay in *Spa Business* magazine, Q1 2011, see: <http://lei.sr?a=g8M5j>

GET
SPA
OPPS

Magazine sign up at
spaopportunities.com/subs

Job board live job updates
spaopportunities.com

PDF for iPad, Kindle & smart phone
spaopportunities.com/pdf

Ezine sign up for weekly updates
spaopportunities.com/ezine

Online on digital turning pages
spaopportunities.com/digital

Instant sign up for instant alerts
spaopportunities.com/instant

Twitter follow us:
[@spaopps](https://twitter.com/spaopps) [@spaoppsjobs](https://twitter.com/spaoppsjobs)

RSS sign up for job & news feeds
spaopportunities.com/rss

CONTACT US

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

Subscriptions

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

Editor

Liz Terry +44(0)1462 431385

Managing Editor

Tom Walker +44(0)1462 471934

Journalists

Aoife Dowling +44(0)1462 471938

Jessica Tasman-Jones +44(0)1462 471922

Products Editor

Kate Corney +44(0)1462 471933

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

Sarah Gibbs +44(0)1462 471908

Recruitment, training and tenders

Paul Thorman +44(0)1462 471904

Simon Hinksman +44(0)1462 471905

Annie Lovell +44(0)1462 471901

Property advertising sales

Simon Hinksman +44(0)1462 471905

Financial Administrator

Denise Gildea +44(0)1462 471930

Circulation Manager

Michael Emmerson +44(0)1462 471932

Subscribe to Spa Opportunities:

Online: www.leisuremedia.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471913

Annual subscription rates are UK £31,

Europe £41, Rest of world £62, students UK £16.

Spa Opportunities is published fortnightly by

The Leisure Media Company Limited, Portmill House,
Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed
in the USA by SPP, 75 Aberdeen Road, Emigsville, PA
17318-0437. Periodicals postage paid @ Manchester,
PA POSTMASTER Send US address changes to Spa
Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437.

The views expressed in print are those of the author and
do not necessarily represent those of the publisher The
Leisure Media Company Limited. All rights reserved.
No part of this publication may be reproduced, stored
in a retrieval system or transmitted in any form or by
means, electronic, mechanical, photocopying, recorded
or otherwise without the prior permission of the
copyright holder. Printed by GC Print Solutions plc.

©Cybertrek Ltd 2013 ISSN 0952/8210

Steiner launches consulting division

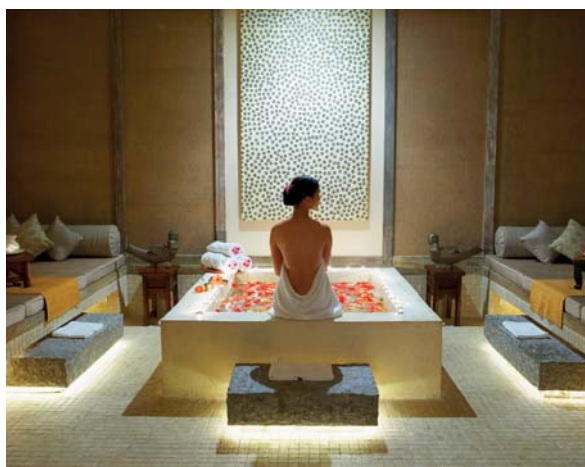
The world's largest spa company Steiner Leisure has announced it is launching a new division, Steiner Spa Consulting (SSC), to be jointly headed by Jeff Matthews and Bruce Price.

Focussing on hotel spas, the global team will include 40 fulltime experts across business, education and spa operations, drawing from the company's expertise developing and managing more than 200 spas.

SSC's scope of services will include concept and design, construction assistance and advice, recruitment and training, pre-opening planning, post-opening support and ongoing operations management.

Steiner is also developing the Steiner Index - a predictive tool to assess the viability of spa projects, which will be made available as an industry-wide resource in June 2013.

The group's product brands Mandara, Elemis, Bliss and Chavana will be available to hotel operators, developers and investors utilising



A global team of 40 will provide expertise across a range of areas

SSC services, but clients will not be limited to using these brands.

Director of global spa development and operations at Starwood, Jeremy McCarthy, said: "Steiner is a global spa powerhouse with an incredible reputation in the industry for their strong spa brands, results-oriented product lines, profitable spa operations, and their leadership in spa training and education."

Details: <http://lei.sr?a=E6y6A>

Messilah Beach Hotel & Spa to be unveiled

Jumeirah Messilah Beach Hotel & Spa opened in Kuwait on 7 May - the first Jumeirah hotel in the Gulf region outside the United Arab Emirates.

Designed by New York's Skidmore, Owings and Merrill, the luxury beach-front development includes 316 rooms and suites, 80 residential suites and 12 villas with views of the hotel gardens.

The 3,500sq m (37,674sq ft) Talise Spa includes 17 treatment rooms and two private suites, as well as a salt room - a Middle Eastern treatment that uses Himalayan salt blocks to rejuvenate and relax guests.

Health and wellness restaurant Club Executive is adjacent to the spa and provides healthy snacks and views of the Arabian Gulf.

Water is a central theme in the resort's design with water features flowing from the central lobby and connecting with streams, channels and fountains in the gardens.



The Jumeirah hotel will feature 408 guest rooms, suites and villas

Additional features at the hotel include: six restaurants; a floodlit tennis court; two swimming pools; 200m (656ft) of private beach, a kids' club; and a 1,950sq m (20,990sq ft) ballroom - the largest-ever in Kuwait.

Mark Griffiths, general manager of the hotel said: "Kuwait's new landmark will bring with it an exciting set of new experiences interlaced with heritage and history. Jumeirah Group's extensive international experience will reward the guests with experiences unrivalled in Kuwait." Details: <http://lei.sr?a=b3U6j>



New 1.5bn euro 'Barcelona Island'

A new development featuring Europe's tallest hotel is underway on a man-made island that will be connected through a glideway and over-seas walkway with the city of Barcelona, Spain.

The Barcelona Island project has entered the next phase following an agreement between investment company Apogee Investors and Mobilona LLC to manage the financing.

With the initial investment projected at €1.5bn (US\$2bn,

€1.3bn), Mobilona plans to construct the first of its kind 'Space Hotel' on Barcelona Island which promises to offer guests an "out of this world" experience through immersive building technology and the integration of the Internet of Things (IoT). All suites and residences will be equipped with immersive wall and surface displays that provide panoramic impressions of the universe.

The 984ft (300m) Galaxy Tower, which will house the hotel was designed by architect Erik Morvan and will feature 2,000 hotel suites and residences.



The tower was designed by Erik Morvan and will house a zero gravity spa

The hotel's highlights include the world's first 'zero-gravity' spa. Spa guests are taken in a Space Glider to the spa which will be located inside a high altitude park and tropical garden on top of the Universe Tower.

Hostesses will provide a range of health, beauty and wellness treatments. Afterwards guests can visit the Space Observatory and enjoy unobstructed views of stars in the night sky. A private infinity pool is also available that allows guests to watch the Orbit Tower's rotating ellipses shift towards the sun in 24-hour phases. *Details: <http://lei.sr?a=g8A3p>*

Mandarin Oriental Pudong resort opens

Mandarin Oriental Hotel Group has officially opened its new Shanghai resort and spa facility in China.

Located on the banks of Huangpu River, Mandarin Oriental Pudong is housed within Harbour City, a new 62-acre waterfront destination developed by Shanghai Rui Ming real estate company.

The resort, which occupies 111,000sq m (1,195,000 sq ft), features 318 guestrooms and 44 suites along with 210 executive apartments and was designed by architect Bernardo Fort-Brescia of Arquitectonica.

Presidential suites are also available featuring sky garden terraces and views of the Shanghai skyline.

The 2,415 sq m (26,000sq ft) spa features 13 private spa and beauty suites including two couples suites and two VIP suites.

The couples' suites are complete with a thermal steam shower, vanity area and twin treatment beds, while the VIP suites offer

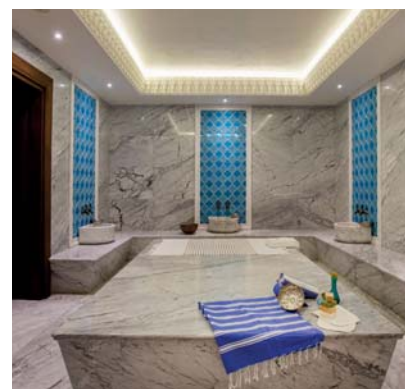


The 62-acre waterfront destination features 318 rooms and 44 suites

a steam shower, twin treatment beds and large vitality baths. The spa also houses a private consultation space offering Visia complexion analysis.

Water and heat facilities include a crystal steam room, tepidarium chairs, aroma experience showers and saunas and an ice fountain. Massage and beauty treatments focus on anti-aging, body firming and skincare therapies.

Beauty by Mandarin Oriental salon also features. *Details: <http://lei.sr?a=D7Y9f>*



There are two private marble hammam rooms

Marti Istanbul reveals its new spa and wellness facilities

Turkish design hotel Marti Istanbul has unveiled Marti Wellness by Spa Soul on the top floor of its property.

With views over the city the spa offers five treatment rooms, steamrooms, a sauna, two private marble hammam rooms and a Roman bath in an 850sq m (9,149sq ft) Ottoman-inspired space.

In addition to traditional Turkish treatments, including the Turkish Hammam Bath, the spa menu includes algo-radiance facials and foot acupressure.

Those staying in one of the hotel's 31 suites have access to their own private hammam. Guests can also use a hair and beauty salon and gym located on the hotel's 11th floor.

Located in the Taksim district, Marti Istanbul has 270 rooms and suites and was designed by Zeynep Fadillioglu in 2012. *Details: <http://lei.sr?a=f8B9Y>*

Luxury hotel group Ahn Luh to open two new properties

Hotel group Ahn Luh has expanded its presence in China with the signing of hotel management contracts for two new upscale hotels in Shanghai and Shaoxing.

The Ahn Luh Lanting is scheduled to open in Q3 2014 and the Ahn Luh Zhujiyajiao is expected to open in Q2 2015.

Located in Shaoxing, Ahn Luh Lanting will be a 99-key development incorporated into 35 heritage houses, 30 minutes from Hangzhou in the province of Zhejiang.

The hotel will feature a spa and wellness centre, a medical hall and tai chi facility. Its dining concepts will incorporate authentic Chinese elements.

Ahn Luh Zhujiyajiao is named after - and located in - a historic area in Shanghai's suburbs and will consist of 35 villas. The property will also include a spa and a tai chi centre. *Details: <http://lei.sr?a=U4f3W>*



The indoor lap pool at the refurbished Florida spa

Spa at Williams Island reopens following revamp

The Spa at Williams Island, Florida, has reopened following a US\$5m (4m euro, £6m) refurbishment, as part of a US\$10m (8m euro, £6m) revamp of the 84-acre community.

The 27,000sq ft (2,508sq m) spa will offer therapeutic facial, massage and body treatments, a 60ft (18m) lap pool, steamroom, sauna, whirlpool and cold plunge pool.

Massage treatments include hot stone, reflexology and spine stretch Breuss massage. Spa product lines will include Darphin Paris and organic treatments by Eminence.

The project architect was John Forbes and interior designers were Fanny Haim & Associates, while the general contractor was LM Development.

Williams Island has more than 1,900 condominiums and town houses and in addition to its spa features it also houses a private marina and grand slam tennis centre. *Details:* <http://lei.sr?a=I4P4q>

The Taj Group unveils 100th hotel in India in Gurgaon

India's hospitality giant The Taj Group has launched its 100th hotel in India with Vivanta by Taj in Gurgaon.

The group has 117 hotels globally and this new opening takes the overall portfolio of Vivanta by Taj - Hotels & Resorts to 26 hotels. Located 30kms south of the capital New Delhi, the hotel features the group's signature Jive Spa.

The spa blends ancient Indian wisdom with contemporary therapies offering a range of services including Indian aromatherapy massages, time-honoured Indian treatments, body scrubs and a range of body wraps.

Steam and sauna facilities, a swimming pool and health centre will also be available to guests. *Details:* <http://lei.sr?a=O6N6O>

Turtle Bay spa revamp completed

Hawaii's Turtle Bay Resort has launched its reinvented surf-side spa, fitness and wellness centre, the Nalu Kinetic Spa.

Perched on the edge of the ocean, the new look spa has doubled in size to 11,000sq ft (1,022sq m) and offers the perfect place to unwind after surfing, kayaking or horse rides along the beach.

"To us a spa is more than steam baths, scented towels and pretty pedicures. It's where fun, fitness and the vibrancy of total health stream together, as inseparable as the waves that flow into each other," says director of wellness at the resort, Sierra Shore.

Dramatic wall windows make the most of the views. Organic, eco-friendly and marine-infused products, Naturopathica and Osea, are in use. The signature treatment is the Nalu wave therapy, which takes place on a wave motion



The spa has dramatic wall windows to make the most of the sea view

table (only the third in the US) which mimics the buoyancy and natural healing rhythm of the ocean. Deep release is achieved through gentle rocking, gliding and kinetic movements.

A movement studio has also been created, which enjoys the coastal views through floor to ceiling windows. Zumba, hot hula and yoga are offered, as well as cardio and strength training equipment. *Details:* <http://lei.sr?a=Z1p2v>

Hilton launches its eforea spa in Canada

Hilton has opened its first Canadian eforea spa at Hilton Toronto/Markham Suites Conference Centre & Spa.

The 5,000sq ft (465sq m) spa features 13 treatment rooms, including one dedicated to male spa services with furniture, décor and amenities designed specifically for men.

Smooth flowing curves in the spa design are intended to enhance the natural flow of space and a free-flowing waterfall is the centrepiece of the spa.

At the core of the eforea concept are three signature spa journeys. The Essentials Journey is composed of technologically advanced treatments. The Escape Journey integrates organic plant ingredients and traditional healing practices. The Men's Journey is a collection of



Smooth flowing curves are intended to enhance the natural flow of space

re-energizing experiences specifically for men. Spa products on offer include Kerstin Florian, LI'TYA and VitaMan.

Global head of Hilton Hotels & Resorts Rob Palleschi said: "eforea is proving to be a strong solution for owners with 14 spas open and 90 in development." *Details:* <http://lei.sr?a=7Z1L6>

Soneva to offer luxury yacht stay at Maldives resort

Soneva has revealed plans to offer guests the chance to stay in luxury yachts at their Soneva Fushi resort in the Maldives, which will include on-board spa treatments and activities.

The Soneva In Aqua concept will accommodate groups of up to four on a 19.25m (63ft) yacht, tended by a captain, sous chef,

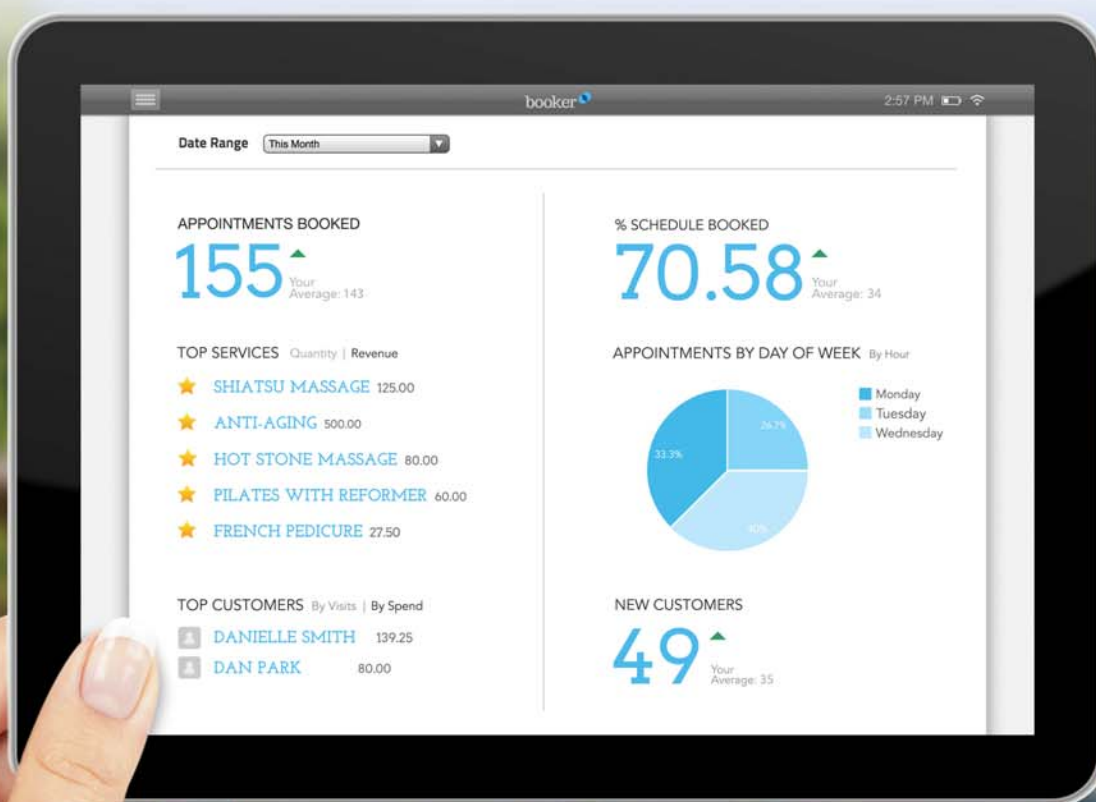
dive instructor, housekeeper and concierge. The project is expected to be fully launched on 1 January 2014.

Spa treatments and wellness activities will be administered by a Six Senses Spa therapist and can be had at sea or on a secluded stretch of island. *Details:* <http://lei.sr?a=EgkoE>



The Pulse of Your Spa at Your Fingertips

Join SpaBooker, the leading provider of spa software, powering over 3,000 spas worldwide with online booking, appointment scheduling, centralized reporting, and so much more.



Watch our video and get a free demo at www.spa-booker.com/fingertips

Our Global
Spa Clients



SIX SENSES[®]
RESORTS & SPAS



Barceló

Call your spa specialist today at +1.888.964.0844



World Spa & Well-being Convention 2013

Education • Standards • Innovation

Gain access to this lucrative market
and unlock a world of opportunities

18 - 21 September 2013
Hall 4, IMPACT Exhibition Center
Bangkok, Thailand




Event Highlights

- Elemental Registration
- Spa Study Tours
- Natural & Organic Zone
- Spa 'Super Deals'
- Education Village
- Business Matching
- Spa Workshops
- Thailand Spa & Well-being Awards
- Spa Concierge
- World Pavilion
- Industry Seminars



For more information, please contact Ms. Nichaporn Pongsanam
Call on +66 (0) 2833-5215 or nichapornp@impact.co.th, project@thaispaassociation.com



www.worldspawellbeing.com  [facebook/WorldSpaandWellbeingConvention](https://www.facebook.com/WorldSpaandWellbeingConvention)

Organizer



Show Manager



Supporters



Supporting Associations



Media Partners



Reply Form

Please complete this fax reply form and fax to: +66 (0) 2833 5127-9

SB_APR13

We are interested in: ☐ Exhibiting ☐ Visiting ☐ Sponsorship ☐ Receive more information

Name (Mr/Mrs/Ms)

Position: Company:

Address:

City: Country: Postcode:

Phone: Fax:

Email: Website:

Spa 51° set in heart of the Swiss Alps

The Swiss Development Group has started work on a residential, hospitality and spa project in Leukerbad, in the heart of the Swiss Alps, where the Valais mountain's thermal waters have bubbled at a temperature of 51°C since Roman times.

Situated 1,402m above sea level, the site, designed by US architects Michael Graves & Associates, is set to host 28 luxury apartments boasting their own natural thermal whirlpools and outdoor 'moon bath' pools. It will also include a five-star resort hotel, operated by Kempinski.

Meanwhile, US spa consultancy Under a Tree will be developing Spa 51°, a contemporary luxury interpretation of Russian and Alpine spa traditions.

The 15,000sq ft (1,400sq m) spa is set to feature a fitness centre and outdoor lap pool, plus around 10 treatment rooms which will connect to a European-style bathhouse with substantial hydrothermal experiences.



Guests can enjoy expansive views of the picturesque Valais mountains

Bathhouse facilities will comprise a traditional Russian sauna - a high heat chamber that can reach temperatures of 100°C - a cooler tepidarium, an inhalation room, steam room, plunge pool and resting area which lead to an indoor mineral pool. This is joined by a swim-through passage to an al-fresco hydromassage pool and relaxation gardens with views over the picturesque valley. There will also be a separate expansive Banya Suite available for private bookings. Details: <http://lei.sr?a=S1f3S>

Sense spa unveiled at Abu Dhabi resort

Rosewood Hotels has unveiled its first Abu Dhabi property on Al Maryah Island at the core of the new central business district featuring its signature spa concept.

Located between the Sowwah Square and the Cleveland Clinic, Rosewood Abu Dhabi consists of 189 guestrooms and suites all with floor-to-ceiling windows.

The hotel's Sense, A Rosewood Spa offers an extensive range of therapies, treatments and services - including signature offerings that integrate local healing traditions. The spa's nine full-service treatment rooms are outfitted in soft neutral tones with curved white leather sofas and lilac chenille lounge chairs to help soothe the senses.

The treatment lounge has dark wood floors and bronze and plum tiled walls, and features a soaking tub with marble surround.

In addition, two signature rooms are dedicated to traditional hammam cleansing rituals. To encourage guests to drift and relax, the hammam room offers bronze mosaic tiles, white



Treatment areas feature soft neutral tones to help soothe the senses

crystalline rift-cut stone, driftwood sculptures and rippling drapes.

Relaxation areas feature cold mist showers, a large whirlpool with glittering silver and platinum tile interiors, a sauna with fibre optic lighting and an infrared stone feature wall and a steam room with chromo therapy features.

The pampering services are enhanced with bio-technology to achieve a greater state of well-being. Details: <http://lei.sr?a=J6uoT>



MANAGING
YOUR
BUSINESS

Core by premier provides a complete management software suite for the leisure, spa and wellness industry.



MEMBERSHIP ADMIN
CENTRALISED BOOKING
STOCK MANAGEMENT
POINT OF SALE
MARKETING

t: +44(0)1543 466580

e: sales@premiersoftware.co.uk

w: www.premier-core.com





SPATEC¹³
Europe

SPATEC Europe 2013

PUBLIC SECTOR SPAS AND MALE CONSUMERS WERE HOT TOPICS AT THE SEVENTH SPATEC EUROPE FORUM IN TENERIFE. KATIE BARNES REPORTS

More than 160 spa professionals gathered at Ritz-Carlton's Abama Golf & Spa Resort in Tenerife this April for the seventh SPATEC Europe forum. Over the course of two days, 1,500 face-to-face, 20-minute meetings were held between those running, consulting and investing in spas and suppliers ranging from software firms and steamroom manufacturers to table, tanning and linen providers.

While representatives from the UK made up a large proportion of attendees, there was a significant contingent from mainland Europe – notably from emerging spa markets such as the Balkan region. International delegates came from as far afield as the US, Dubai and Thailand.

In an opening Educational Session, chaired by management consultant Berni Hawkins of Neue Media, delegates heard about key industry research, trends and opportunities from four panellists. We've highlighted some takeaway points below.

PUBLIC SECTOR SPAS

Sarah Watts, managing director of Alliance Leisure – which works on UK public leisure

1,500 face-to-face meetings took place between spa suppliers and operators over the two days

developments – spoke about the emergence of public sector spas in the country. “There are 15 local authorities in the UK which are looking to install big-scale spas,” she said. “This is a big growth area and presents suppliers with a huge opportunity and may enable operators to learn something new.”

Notably, these types of spas are delivering in revenue. Inside Spa, one of the first UK public sector spas which opened at Pendle Wavelengths leisure centre in 2007 (see SB07/3 p64), generates £500,000 (US\$776,750, €792,600) a year purely on a ‘pay as you play’ basis said Watts. A formidable achievement given that it's located in Nelson, a town with a poor demographic, in Lancashire, north England. With affordable prices – a 55 minute body massage costs £46 (US\$85, €65) – it's also introducing new customers to spas. It's also performing better than other leisure sector elements such as a standalone swimming pool or a sports hall which typically brings in only £70,000 (US\$108,750, €82,950) a year.

She attributed the spa's success to two factors: “Over the last few years the celebrity culture and lipstick effect have really played into the public's hands.

“A lot of our clients are very aspirational and want to use the same face cream as the stars. So that's brought them into the spa and

now it's our job to demystify the rest of the offering via education.”

HOTEL SPA TRENDS

Following the launch of Hilton Hotels *Emerging Global Spa Trends* research last year, Louise Moore, the company's director of spa operations and development in Europe, emphasised some of its top findings.

Firstly, she said: “Hotel operators worldwide are increasingly realising that spas can actually influence hotel bookings. The presence of a spa means there's an immediate assumption that a property is more upscale.

“In our survey, 45 per cent of respondents said a spa was an important factor when booking. In addition, statistics revealed by Smith Travel Research show that luxury hotels with spas [in the US] increase their RevPAR by 10-11 per cent, their ADR by US\$95 (€72, £61) and their occupancy on weekends by 67 per cent... In some cases spas are even outperforming other hotel departments like food and beverage.”

Secondly, Moore championed the male spa-goer as a real emerging marketing, putting paid to the assumption that spa customers are overtly female – “it's simply not true”, she said.

The key to capturing this market, Hilton has found, is having a no-nonsense approach



Forty per cent of people said they'd be likely to use a local spa if it was linked to a membership and wellness programme. Enticing and keeping such clients will be a key strategy for Hilton moving forwards



Networking alfresco (top); forum organisers Questec-McLean Events (above left); Elena Bazzocchi from Comfort Zone and Sammy Gharieni (above right)

– “men buy primarily based on facts and results”. And while 80 per cent of men go for massage, they predominately opt for sports/deep-tissue therapy. Yet facials are on the increase, with a 20 per cent up take thanks, in part, to an association between male grooming and career progression. Importantly, Moore said that Hilton’s research showed that men want products and treatments that are theirs, not that are repackaged or reworded from a female line.

She added: “The male market is deeply loyal. When they find something they like, they’ll stick to it – which is fantastic.

“But they’re also impulsive and don’t typically pre-book: so it’s a challenge for operators to consider how to remain flexible in accommodating that group.”

Lastly, Moore focused on the importance of local spa-goers in a world where hotels can “no longer rely on the custom of hotel guests, particularly in an urban environment.” Forty per cent of survey respondents said they’d

be likely to use a spa in their local area if it was linked to a membership. Enticing and keeping onto such clients, revealed Moore, is going to be a key strategy for the Hilton worldwide spa team moving forwards.

ASSOCIATION ANNOUNCEMENT

In the closing of the Educational Session, Charlie Thompson, the chair of the newly formed UK Spa Association took to the stage to talk about the organisation’s future goals.

One key area, he said, would be to work with Habia – the country’s hair and beauty authority – which controls spa sector standards. Significantly, Habia announced in February that it is to develop a register of beauty therapists in the UK to create a national certification framework for spa qualifications and roles for use by employees and employers. It will go live in September and will emulate the UK’s Register for Exercise Professionals which now has more than 30,000 members (see SB13/1 p74).

Habia is part of Skills Active, which is a channel for government funding in the UK. With this in mind, the UK Spa Association will be looking to tap into a number of resources to help develop the industry.

Another primary target will be to set up a UK spa performance benchmark survey with a promise to gather, analyse and announce the results in time for SPATEC Europe 2014.

There’s a huge demand for UK spa industry statistics and with a full show of hands from the event’s 160 attendees it already has the backing of many sector professionals. Details: www.mcleaneventsinternational.com

SAVE THE DATE

The 2014 SPATEC Europe forum is scheduled for **7-10 May**.
Venue to be confirmed

DIARY DATES

28-30 May 2013

Beautyworld Middle East

Dubai International Convention and Exhibition Centre

Dubai, United Arab Emirates

The largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East. On the world stage, few trade events can match the impact and influence of Beautyworld Middle East on the beauty industry, where thousands of forward-thinking business visitors come together to look for products and services that global exhibitors have to offer.

Tel: +971 4 389 4500

www.beautyworldme.com

02-03 Jun 2013

The Organic and Natural Beauty Show

Excel Centre, London, United Kingdom

The Organic & Natural Beauty Show is the first event in Europe purely dedicated to natural and organic beauty products from around the world. The show covers cosmetics, raw materials, ingredients and packaging, anti-ageing, slimming products, nutritional supplements and vitamins. It offers a unique networking platform for exchanging ideas, launching new products and meeting retailers, distributors and health and beauty professionals.

Tel: +44 20 7482 1000

www.naturalbeautyshow.com

20 Jun 2013

Forum HOTEL and Spa

Four Seasons Hotel George V
Paris, France

Following five years of being hosted at the prestigious Ritz Hotel in Paris, the Forum HOTEL & Spa will move its location over to the George V Four Seasons Hotel in 2013. The event organizer, Vladi Kovanic, has selected an ambitious theme: EXCELLENCE. To satisfy a demanding clientele and partners, the number of conferences and workshops has been increased while a new "think tank platform" will also be introduced this year. The traditional "Black Diamond Award" will be given to the most innovative personality among European spa managers.

Tel: +33 (0)1 42 40 90 77

www.forumhotspa.com

23-28 Jun 2013

Spa Cultures Dream Time

Hotel an der Therme
Bad Orb, Germany



Natural & Organic Products Europe incorporates the Natural Beauty & Spa event and two other shows

Have you always wondered what your Dreams may be saying to you, or about you? Some believe Dreams are windows into the Soul. Many ancient cultures like the Greeks and Romans combined dreaming with their stay at a spa. This atmosphere of relaxation, rest and sleep integrated with "taking the waters" seemed to enhance and nurture dreaming, and the ability to look deeply into one's inner self. SpaWaters, Dreams & Cultures, a week-long program held at Bad Orb, Germany, explores these principles in a modern-day spa setting.

Tel: +1 210 912 9907

www.spacultures.com

15-18 Jul 2013

Cosmobeaute Malaysia

Putra World Trade Centre

Jalan Tun Ismail, Kuala Lumpur, Malaysia
Events at the trade fair includes sharing and discussion of latest beauty trends, demonstration of latest products, interactive seminars by professionals and showcase of newly develop beauty products. Cosmobeaute is the only proven beauty trade fair as the perfect meeting place for beauty industry players and professionals to expand their network.

Tel: +603 8023 0820

www.cosmobeauteasia.com

08-11 Sep 2013

SPATEC Fall North America

Rancho Bernardo Inn

San Diego, California, US

The SPATEC portfolio comprises of a series of appointment based events that

bring together key spa operators of leading medium-to-large hotel, resort, destination, athletic, medical and day spas to meet with key leading domestic and international suppliers.

Additionally, professional education programs, engaging networking activities and a Supplier Showcase round out the event experience.

Tel: +1 214 592 4270

www.spatecna.com

09-11 Sep 2013

COSMEETING

Porte de Versailles

Paris, France

Cosmeeting Paris is the tradeshow to discover the latest innovations in facial care, body care, hygiene, hair care, natural or organic cosmetics, accessories, ethnic cosmetics and professional brands.

Tel: +33 (0)1 44 69 97 67

www.cosmeeting.com

16-19 Sep 2013

Equipotel Spa and Wellness

Anhembi Exhibition Park

Olavo Fontoura 1209, 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



Global Spa & Wellness Summit

JOINING TOGETHER. SHAPING THE FUTURE.



India 2013

October 5-7, 2013 - New Delhi, India
“A DEFINING MOMENT”

Learn more at www.globalspaandwellnesssummit.org

BARCELONA, THE MOST INTERNATIONAL WELLNESS EVENT.

All the trends and developments of the welfare and personal care market will be here. Take part in this essential event, which brings together the products and solutions of the industry, and make contact with the managers of hotels, resorts, spas and wellness centres who come in search of business opportunities.



Fira Barcelona

**Gran Via Venue
15-18 October 2013**



INTERNATIONAL AQUATIC EXHIBITION

www.salonpiscina.com

ACUPUNCTURE IN YOUR SPA?

- 12-day UK accredited course for spa therapists
- Increased credibility
- Guaranteed revenue generation

KORE

KORE Therapy
ACADEMY

PUTTING THE WELLNESS INTO SPA!

Email: info@koretherapy.com www.koretherapy.com

CONTACT US NOW
01253 728035

KORE Academy's 'Clinical acupuncture' course is focused on treating 20 common illnesses & injuries.

Therapists learn TCM theories, acu point selection and needling techniques. The course can be delivered to your company on a variety of dates to suit your needs, or it can be taken on prearranged weekends in Northamptonshire, Lancashire or Cheshire.

This course is now validated by Cumbria University and used by Blackburn University for its BSc Developing Practice in Complementary Health Therapies.

KORE will also help you with marketing strategies.

Make your spa attractive to everyone!



HUMBER

The Business School

ESTHETICIAN / SPA MANAGEMENT

Learn both sides
of the industry -
business and
wellness.

**be
more**

business.humber.ca



 **UCI IRVINE | EXTENSION**

Discover a worldwide leader in spa education.

Taught by leading industry experts and offered completely online to accommodate learners worldwide, University of California, Irvine Extension's Spa & Hospitality Management Certificate Program presents cutting edge ways to make your spa stand out in a competitive market.

**Build a foundation for
success and profit
through extensive training
in all areas of the spa
business, including:**

- Business planning
- Day-to-day operations
- Quality management
- Retailing
- Human resources
- Customer engagement
- Green Strategies

<http://unex.uci.edu/mkt/campaigns/spaHospitality.asp>



HEALTH AND SAFETY COMPLIANCE

FIRST AID AND DEFIBRILLATION INSTRUCTOR

BUSINESS START-UP

A CAREER... ... as a First Aid Instructor

- 5-day course
- Level 3 Instructor Qualification
- Level 3 Assessors Qualification
- Defibrillation Instructor Qualification
- Expected earnings potential of £30K+
- Courses held throughout UK
- Comprehensive ongoing support

 @nucotraining

 Nuco Training Ltd

Upcoming courses:

JUNE: Portsmouth, Dundee and Chatham

JULY: Durham, Stirling, Colchester, Doncaster & Warrington

AUG: Oxford, Telford and Stirling

• On-site instructor training available at reduced rates

Nuco Training Ltd, Endeavour House,
Central Treviscoe, St Austell, Cornwall PL26 7QP

Tel: 08456 444999 | Email: sales@nucotraining.com

THE UK'S LEADING INDEPENDENT PROVIDER OF FIRST
AID AND DEFIBRILLATION INSTRUCTOR TRAINING

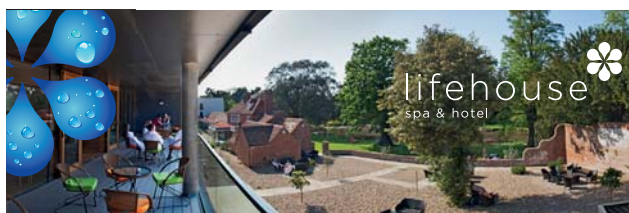
nucotraining.com



OVER
14 YEARS
TRAINING
SUCCESS



nucotraining
AN APPROVED CENTRE WITH AN OFQUAL AND SOA REGULATED AWARDING ORGANISATION



Exciting opportunities are available at Lifehouse

Lifehouse Spa & Hotel is an exciting, contemporary health spa, offering a unique, life enriching experience, tailor-made for every guest.

We are currently recruiting for the following position:

Massage Therapists (varied hours)

The ideal candidates must be eligible to work in the UK and have the following key attributes:

- Ideally Cidesco trained or minimum NVQ/ Diploma Level 3 in Therapy
- Proven Experience within a Spa or Large Salon
- Exceptional Drive & Ambition
- Flexibility to work weekends and evenings essential

Lifehouse offers a very competitive package along with excellent benefits & commission

To apply please contact hr@lifehouse.co.uk or visit www.lifehouse.co.uk

No Agencies

spa opportunities forthcoming issues:



24 May 2013

Book by 16 May

07 June 2013

Book by 30 May

21 June 2013

Book by 13 June

TO ADVERTISE

Tel: +44 (0)1462 471908

Email: spaapps@leisuremedia.com



AUCHRANNIE HOTEL, SPA RESORT, COUNTRY CLUB

Spa Manager

Salary: 20k-25k, plus bonus

Location: Isle of Arran, United Kingdom

We are looking for a passionate individual with enthusiasm & personality to drive the operational and financial direction of our newly refurbished spa. Set within the award winning Auchrannie Resort the successful individual must ensure the complete viability of the spa, maximising all opportunities and resources.

A proven track record and experience of running a spa facility is essential.

You should ensure the highest standards are adhered to, and that guest experience exceeds expectation. Working closely with the General Manager & Therapist Manager you will establish & maintain marketing objectives, operating criteria, programming, budgeting, VIP guest visits, staff relations and training.

This is a unique position based on the beautiful Isle of Arran. The position comes with chargeable live in accommodation With a salary of 20k-25k, plus bonus, leisure membership & resort discounts.

For information on how to apply please email hr@auchrannie.co.uk



spa opportunities JOBS ONLINE



■ Spa Therapists

Company: Your Spa

Location: Ramsgate, Kent, United Kingdom

■ Head Therapist

Company: The Bulgari Hotel and Residences London

Location: London, United Kingdom

■ Massage Therapists

Company: Lifehouse Spa & Hotel

Location: Essex, United Kingdom

■ Spa Reception and Reservations Agent

Company: The Bulgari Hotel and Residences London

Location: London, United Kingdom

For more details: www.spaopportunities.com



Reservation
Assistant™

Spa & Activity Software

Spa & Activity Software

for your success



"As Turkey's first and only Destination Spa, creating unforgettable guest experiences is very important to us. TAC supports us at all stages of this process through Reservation Assistant, its holistic spa management solution. Reservation Assistant helps us manage our resources efficiently and react flexibly to our guests' needs."



Hakan Balcan
General Manager
Richmond Nua Wellness-Spa
Sapanca

Richmondnua
wellness-spa

TAC Informationstechnologie GmbH
Schildbach 111 | 8230 Hartberg | Austria
T: +43 3332 6005 990
E: office@reservationassistant.com

Offices:
Am Oekopark 10a | 8230 Hartberg | Austria
Gasometer A, Guglgasse 6 266 | 1110 Vienna | Austria
1007 Church Street, Suite 401 | Evanston, IL 60201 | USA

www.tac.eu.com
www.reservationassistant.com

First Nobu hotel opens in Las Vegas

Restaurant group Nobu has officially opened the first Nobu Hotel at Caesars Palace in Las Vegas, US.

The 181-bedroom property – a collaboration between Caesars Palace, chef Nobu Matsuhisa and Nobu Hospitality primary shareholders, actor Robert De Niro and film producer Meir Teper – has been designed by New York-based David Rockwell, who has fused Japanese and Asian traditions with Western influences.

Guests staying at the hotel can take advantage of a special Nobu Hotel spa menu at the 50,000sq ft (4,645sq m) Qua Baths & Spa located within the 85-acre Caesars Palace resort. The ancient Rome-inspired spa includes 51 treatment rooms, a cedar wood sauna, a herbal steamroom, tea lounge and a 5,500sq ft (511sq m) fitness studio.

Six services on the treatment menu will use products from Spanish skincare brand Natura Bissé's C+C Vitamin Line and the Diamond Collection.

These include the Diamond Magnetic Body Ritual, Diamond Radiance Facial, O2

Awakening Facial, Scrub Bar and the hotel signature Nagomi Ritual. Natura Bissé will also supply room amenities to the hotel.

General manager for Nobu Hotel Gigi Vega said: "When creating spa treatments for Nobu Hotel, it was important for us to offer services that were in line with the Nobu brand."

"Both Nobu and Natura Bissé have similar philosophies - family orientated businesses that offer high quality products curated with natural and simple ingredients."

Nobu, which operates 25 restaurants globally, plans to open hotels in London, Riyadh and Bahrain. Details: <http://lei.sr?a=u8p7r>



(From left to right) film producer Meir Teper; actor Robert De Niro; Joaquín Serra of Natura Bissé Group; and chef Nobu Matsuhisa

IMAGE: PATRICK GRAY/RETNA

GSWS launch first infographic competition

The Global Spa & Wellness Summit (GSWS) has launched its first infographic competition, a global challenge to communicate information about the spa and wellness industry through the format of an infographic.

Registration for the contests has opened and entries will be accepted until 31 August 2013. The contest is open to anyone over the age of 18, anywhere in the world.

The winners will be announced and showcased at the annual Summit being held at The Oberoi, Gurgaon in New Delhi, India from 5-7 October 2013.

Three winners will share cash prizes totaling US\$5,000 (€3,825, £3,255).

The contest requires participants to create infographics that blend visuals with data and content to allow information to be presented in an engaging, easy-to-grasp way.

Marc Cohen, GSWS board member and professor at RMIT University, Australia, said:

"Infographics can be a powerful educational vehicle because they distil complex ideas and data in a simple, eye-catching format."

"We believe the submissions will help consumers, the business world and the media understand the depth, breadth and benefits of our industry more clearly."

Contestants are challenged with using this design medium to present an informed, inspired vision of any aspect of spa or wellness they choose. Details: <http://lei.sr?a=r8P9e>



The results of the competition will be announced at the 2013 summit

Argentina Spa Association

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

Asia Pacific Spa and Wellness Coalition

T: +65 9777 3204 W: www.apswc.org

Association of Malaysian Spas (AMSPA)

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

Australasian Spa Association

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

Bali Spa and Wellness Association (BSWA)

W: www.balispawellness-association.org

Brazilian Spas Association

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

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

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

China Spa Association

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

Association of Spas of the Czech Republic

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

The Day Spa Association (US)

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

Estonian Spa Association

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

European Spas Association

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

Federation of Holistic Therapists (FHT)

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

French Spa Association (SPA-A)

W: www.spa-a.com

German Spas Association

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

Hungarian Baths Association

T: +36 1 220 2282 W: www.furdoszovetseg.hu/en

The Iceland Spa Association

W: www.visitspas.eu/iceland

The International Medical Spa Association

T: +1 877 851 8998 W: www.medicalspaassociation.org

International Spa & Wellness Association (ISWA)

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

International Spa Association (ISPA)

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

Japan Spa Association

W: www.j-spa.jp

Leading Spas of Canada

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

National Guild of Spa Experts Russia

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

Portuguese Spas Association

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

Romanian Spa Organization

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

Samui Spa Association

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

Serbian Spas and Resorts Association

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

South African Spa Association

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

Spanish National Spa Association

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

Spa Association of India

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

Spa Association Singapore

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

Taiwan Spa Association

W: www.tspa.tw

Thai Spa Association

T: +66 2168 7094 W: www.thaispaassociation.com

Turkish Spa Association

T: +90 212 635 1201 W: www.spa-turkey.com

The UK Spa Association

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

Ukrainian SPA Association

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