

# spa opportunities

17 JANUARY - 31 JANUARY 2014 ISSUE 181

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## Spafinder Wellness 365 releases 2014 trends report

Wired wellness, urban retreats, hot springs and even death are among the top themes likely to shape the spa market in 2014, according to the 11th edition of the annual Top 10 Global Spa and Wellness Trends Forecast 2014 from Spafinder Wellness 365, which was published on 14 January.

The report is authored by Spafinder Wellness Inc president Susie Ellis and developed by company research analysts. It's based on ongoing surveys with spa and wellness businesses and stakeholders around the globe, thousands of travel agents and hundreds of thousands of consumers. The rigour that underpins it makes it more of a sector forecast than a speculative trends list, according to Ellis.

Speaking to *Spa Business* magazine ahead



Spafinder Wellness 365 predicts an exciting 2014 for the spa industry

of its release, she said ever-increasing levels of stress in modern life are fuelling the growth of the industry. "I've been in the business 40 years, but the fundamentals haven't changed – people go to spas to relax and de-stress, and now

they're in need of spa and wellness retreats more than ever."

One of the trends Ellis is most excited about is wired wellness and the growth of wearable tech which enables health tracking and preventative interventions: "There's just so much happening in that arena that it will profoundly affect us all of us in the years to come," she said.

The potential resurgence of the hot springs market is another major area for Ellis. In centuries past, springs were lauded for their life-giving qualities. One example

comes from England, where the previously barren Queen Mary bore a male heir after a trip to Bath Spa in 1687 – but the advent of modern medicine saw hot springs slip down the wellness ladder. (*Continued on p. 16*)

### Spa complex planned on former naval battery site

Plans to construct a hotel and spa complex on a former naval battery outpost in Plymouth, UK, have been resurrected by Rotolok Holdings.

The £10m (\$16.4, €12m) scheme designed by LHC Architecture - featuring a 3,322sq.m (10,899ft) luxury hotel boasting 43 rooms and a spa overlooking Plymouth waterfront - was originally turned down last year, amid concerns over Drake Island's wildlife and a Grade II-listed building.

The island is named after famous seafarer Sir Francis Drake, who reached the 2.6ha (6.4 acre) outpost in 1580, after circumnavigating the globe. Details: <http://lei.sr?a=w4B5W>

### GSWS 2014 venue and dates revealed

The Global Spa & Wellness Summit (GSWS) has announced that its eighth annual summit will be held at Morocco's Four Seasons Resort Marrakech from September 10-12.

The event, which most recently saw the Dalai Lama make an appearance in New Delhi, India, is considered the world's most prestigious gathering of business, government and academic leaders in the wellness, travel and spa industries. The host-country sponsor and co-organiser is the Moroccan Agency for Tourism Development (SMIT) expects to attract a record number of attendees for this year's event.

"Business, health and wellness are among the six structuring programs of the Moroccan Strategic Vision for Tourism Development 2020," said Imad Barrakad, CEO of SMIT.



The summit is to be held at the Four Seasons Resort

"We are targeting Morocco as an international destination for wellness via new concepts based on an ecological approach, taking advantage of Morocco's local riches. Holding the 2014 GSWS in Marrakech is an opportunity for Morocco to introduce the richness and potential of the country for spa and wellness." Details: <http://lei.sr?a=e7m9x>

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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.  
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## Kickstarter to help bathhouse project

A Kickstarter project has been launched to raise funds for the creation of an ecological urban bathhouse made from shipping containers in San Francisco, US.

Wellness entrepreneur Nell Waters is trying to raise £146,000 (US\$240,000, €173,862) to make the project happen, with the SOAK facility being designed by Frisco-based studio Rebar.

The bathhouse has been designed with ecological principles in mind that would allow the facility to operate separately from municipal power and water supplies, while also being capable of moving to a host of different cities.

The plans have been put together around a courtyard idea, where stacked containers will house a lounge, sauna, hot tubs and a roof deck, along with changing rooms and toilets.

The site's developers believe that SOAK will create an anti-spa ethos, with the centre's focus on making the use of its facilities more of a social practice. It is thought that rainwater will be used to provide around 50 per cent of the



The bathhouse has been designed with ecological principles in mind

spa's required water, while recycled greywater would be used to irrigate a garden on the rear patio of the site.

To heat the water used by SOAK, solar-powered water heaters will be used in combination with photovoltaic panels installed on the roof.

If the funds are found for the project by January 2014, designers will set about working on refining the bathhouse's designs, with the hope of putting together a two-container prototype for observation sometime next year.  
Details: <http://lei.sr?a=r2B5m>

## GHM's Chedi Sakala to launch in February

Hotel management group GHM's most expansive property to date, the new Chedi Sakala hotel in Bali, Indonesia is set to open at the end of February.

The 261-room hotel, the group's third on the island, is situated on a 2.4ha (5.8 acre) site on Nusa Dua Peninsula at Tanjung Benoa Beach.

It will feature 247 two-bed, ocean-view suites at 58sq m (624sq ft), all offering a kitchenette, separate living room, dining room and walk-in pantry. Infinity pools with built-in whirlpools and full kitchens are to be provided for each of 14 two-storey pool villas.

Also available to guests will be an underground spa, accessed by an 18m (59ft) spiral staircase and offering eight treatment rooms; a health club; two swimming pools; and a lagoon bar.

Facilities are to include The Restaurant, offering a menu featuring Indonesian, Indian, Thai, Chinese, Japanese and Mediterranean



The hotel will join two existing GHM-owned properties on the island

cuisine, with The Chedi Ballroom, a Kids Club and a Club Lounge to follow later in the year. The 630sq m (6,780sq ft) ballroom, situated beneath The Restaurant, can be divided into six meeting rooms.

The Chedi Sakala will be joining two existing GHM-owned properties on the island - The Legian Bali in Seminyak and The Chedi Club Tanah Gajah in Ubud.  
Details: <http://lei.sr?a=F8J2z>





## US launch for Metropolitan by COMO

Metropolitan by COMO is set to make its US debut with the opening of a new Miami location at the end of January.

The 74-bedroom hotel overlooks Miami beach and is located at the centre of the city's Downtown Historic District.

The COMO Shambhala – the hotel's luxury wellness spa – offers a personalised approach to wellbeing and includes four treatment rooms plus an outdoor yoga terrace with view across the city. A daily schedule of complimentary yoga and pilates will also be available to guests.

Other facilities include a steamroom, fitness room and rooftop hydrotherapy pool. A juice bar is also included on the rooftop, serving COMO Shambhala juices and blends to enhance the wellness experience.



Metropolitan by COMO features an outdoor yoga terrace with city views

The hotel also features a swimming pool, bar and two restaurants.

Interiors are by Italian designer Paola Navone, who preserved the hotel's Art Deco heritage and contrasted it with an urban, contemporary design. Details: <http://lei.sr?a=U5s4s>

## Solis opens three Sochi resorts for 2014 Games

Solis Hotels & Resorts is rolling out three new hotels in Sochi, Russia, ahead of the 2014 Winter Olympics taking place in February.

The Solis Sochi Hotel offers direct access to the ski slopes, 120 bedrooms, 229sq m (2,464sq ft) of meeting space, three restaurants, a bar lounge and spa facilities.

The spa includes two treatment rooms, a sauna, steamroom, relaxation area and fitness centre with 24/7 access to the gym facilities. Treatments on offer include a serral mud chamber and rasul therapy.

The 52-bedroom Solis Sochi Suites will function as a media village for the Winter Olympics and consists of a Swiss-style restaurant, lobby lounge, 202sq m (2,174sq ft) of meeting space and a spa, which includes five treatment rooms. Other spa facilities include a hammam, steamroom, sauna, relaxation area, swimming pool and a fitness centre.

The Dolina 960 hotel will be Solis-managed and includes 48 bedrooms, a restaurant offering European cuisine, a library, spa facilities with steamroom, hammam, sauna, swimming pool and two experience showers. The hotel



Solis's three new Sochi resorts will be used for the Winter Olympics

will also host media and Olympic delegates during the games.

All three hotels are located at a 960m (3,150sq ft) elevation above sea level at Krasnaya Polyana ski resort.

Aside from the action during the Winter Olympics, the resort offers sport and leisure facilities all-year round, giving guests the chance to explore the local environment.

The Sochi region represents a unique blend of mountain and sea climate, surrounded by age-old forests and mineral springs. Details: <http://lei.sr?a=e2a8y>

## Scientists hail potential of obesity crash-diet findings

Scientists may be on the verge of a major breakthrough in the battle against obesity, after trials found a short-term crash diet can reverse the effects of type 2 diabetes in a matter of weeks.

The research, conducted at Newcastle University, found that putting overweight diabetics on an 800-calorie per day diet, could restore natural insulin levels and return them to health.

Type 2 diabetes, which unlike type 1 is closely linked to obesity, is thought to be caused by excess fat around the pancreas and liver which reduces insulin production.

In healthy people, the liver should only contain around two per cent fat, whereas this can exceed 40 per cent in obese people.

A recent report found that obesity levels of adults in developing nations have almost quadrupled to an estimated one billion since 1980, putting millions more at risk of diabetes. Details: <http://lei.sr?a=s2a4U>



Spa facilities will receive a significant upgrade

## Gulf Hotels signs agreement for new US\$8m spa complex

Gulf Hotels Group (GHG) has signed an agreement with construction firm Almoayyed Contracting to build a new US\$8m (£4.8m, €5.8m) spa complex at The Gulf Hotel in Bahrain.

The two-storey 3,100sq m (33,368sq ft) spa will have separate floors for men and women and will feature spa pools, hammam, sauna, steamroom, experience showers and relaxation facilities as well as treatment rooms on both floors.

In addition, the women's floor will include a gym, beauty salon and spa boutique.

The spa will also include a rooftop terrace with relaxation areas and a refreshment service.

Palmer-Gregg Associates will design the spa interior with Bahrain-based MSCEB handling the architectural features. Details: <http://lei.sr?a=V8S5p>

## Report: consumer involvement affected by standing in market

Consumer involvement in the wellness market is based upon people's standing and relationship with the sector, new research from the Hartman Group has revealed.

The findings show consumers think, live and shop differently depending on where they are in the health and wellness world.

Featured as part of a wider report named *Health + Wellness 2013 A Culture of Wellness*, figures show that 13 per cent of consumers are labelled as core consumers.

This small segment represents the early adopters, trendsetters and evangelists, who privilege authenticity, sustainability, quality and knowledge and often serve as the source of this knowledge, as they navigate retail and other sites of health and wellness decision making.

Importantly, the report also states that for the first time, all consumers are sharing in a broadened, personal, proactive wellness perspective. Details: <http://lei.sr?a=t5h8x>



Bhutan is famed for valuing wellness over wealth

## Six Senses targets 2016 for five spa travel circuit in Bhutan

Six Senses is developing a travel circuit of five spas in the Buddhist nation of Bhutan - a country famously strict on development and tourism - planned to open in early 2016.

The spa lodges, located in Thimphu, Punakha, Phobjikha, Bumthang and Paro, will have a total of 90 bedrooms between them, and each will have between two to six treatment rooms.

Each spa lodge will focus on a different strand of the gross national happiness index - covering everything from physical and mental wellness to environmental and social wellbeing - with a circuit of all five offering a wellness experience unique to Bhutan. More projects in the development pipeline across the world can be found in the current edition of the *Spa Handbook* available in print here: <http://lei.sr?a=A907e> and online here: <http://lei.sr?a=P3l4>

## Kempinski and L.RAPHAEL team up

Kempinski has opened its second hotel in Moscow, La Plus Belle Hotel Nikol'skaya.

Situated on the doorstep of the Bolshoi Theatre, the hotel has undergone six years of restoration by Leo International Design Group - the architects responsible for Le Meridians in China and Thailand and a number of Shangri Las hotels - and features many opulent touches such as gilt, red velvet furnishings and chandeliers.

The 211-bed hotel has six restaurants and bars, a fitness centre and meeting rooms. It also features the first spa in Russia run by the Swiss product house, L.RAPHAEL, which has already established spas in the Grand Hyatt Cannes Hotel Martinez and the Four Seasons New York, as well as standalone spas in Geneva, New York and Swiss ski resort, Verbier. The 1,600sq ft (149sq m) spa has 15 treatment rooms, a



The 1,600sq ft spa includes 15 treatment rooms and a retail boutique

swimming pool, interior terraces and a retail boutique. In keeping with the hotel, the design features marble floors and chandeliers.

The spa menu features a mix of massages, beauty treatments and hairdressing and the signature treatments are L.RAPHAEL's own oxygen, ultra-gravity and beauty diamond features. Details: <http://lei.sr?a=v3e8X>

## Centara secures southern Thailand expansion

Centara Hotels & Resorts has continued to expand its presence in the south of Thailand, signing management contracts for three new properties within the same master development in Klong Muang, Krabi.

The agreement sees Centara take over management of the Centara Pelican Bay Resort & Spa, the Centara Pelican Bay Residence & Suites and the Centara Pelican Bay Villas.

The development of the properties has been led by Perry & Son Co Ltd.

"Krabi has emerged as a prime tourist destination in recent years, and has enormous potential for the future," said Thirayuth Chirathivat, chief executive officer for Centara Hotels & Resorts. "We're proud to have been a leader in developing Krabi for visitors, and these three new ventures give us superb scope to add to our presence in this part of Thailand."

The first of the three sites to open will be the Centara Pelican Bay Residence & Suites, which is currently in its pre-opening period, with a soft opening planned for early 2014. The property will feature 92 residential units, with a restaurant, swimming pool, business corner and a beach club.



The first of the three properties to open will be Centara Pelican Bay

Centara's second new opening, the Centara Pelican Bay Resort & Spa, will enter its design and planning stage by the middle of this year, with a soft opening expected in the first quarter of 2017. As well as 210 rooms, the resort will include a Spa Cenvaree, fitness centre, two restaurants, a bar and a swimming pool with a snack bar.

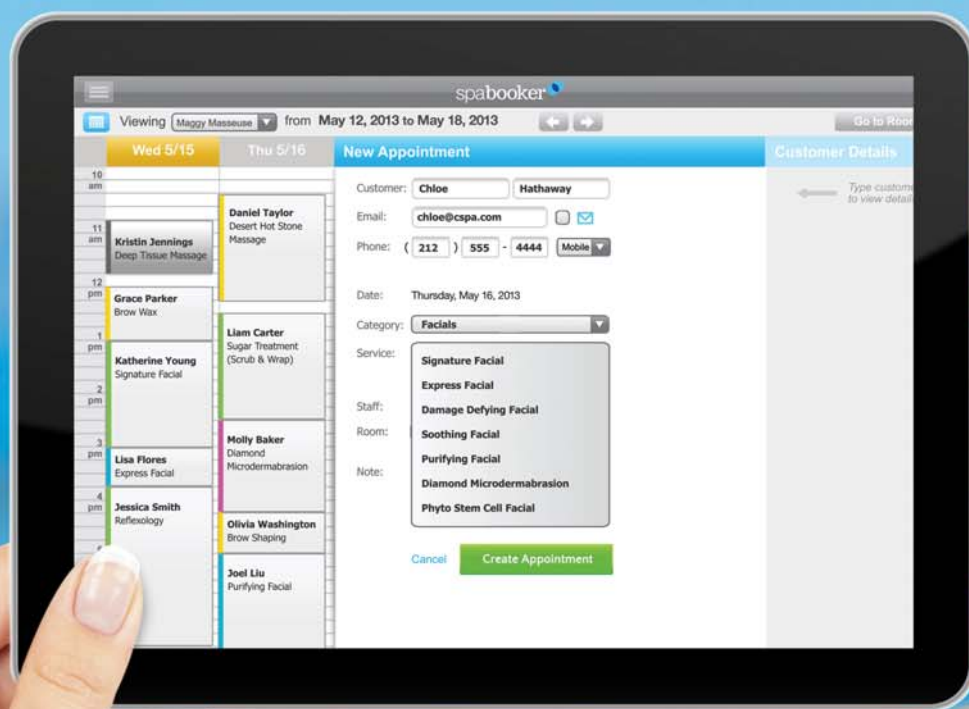
Other features are to include a business centre, a banquet room and a kids' club.

The final property, Centara Pelican Bay Villas, will be an all-villa resort, which is expected to be ready to open at around the same time as the Pelican Bay Resort & Spa. Details: <http://lei.sr?a=D5X9Z>



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## Obesity levels in developing nations quadruples since 1980

Obesity levels of adults in developing nations have almost quadrupled to an estimated one billion since 1980, according to a report from a UK think tank.

The Overseas Development Institute (ODI) said that one in three people worldwide are now overweight and urged governments to do more in shaping and influencing diets.

In the UK, 64 per cent of adults are classed as being overweight or obese and the report has predicted a "huge increase" in heart attacks, strokes and diabetes.

Worldwide between 1980 and 2008, the number of adults classed as having a body mass index greater than 25 grew from 23 per cent to 34 per cent, with the majority of that increase coming from developing countries with rising incomes, such as Egypt and Mexico.

The ODI's Future Diets report blames the change in diet from cereals and grains to consumption of more fats, sugar, oils and animal produce. Between 1961 and 2009, consumption of sugar and sweeteners has risen on average by more than 20 per cent. *Details: <http://lei.sr?a=v6M5C>*



The spa has partnerships with DECLÉOR and Espa

## Lifhouse Spa lauded for corporate wellness programme

The Lifhouse Spa & Hotel in Essex, UK, has capped a successful 2013 by sealing several industry accolades, two months after winning endorsement from Virgin Holidays for its corporate wellness programme.

The business was named among the top six British spas by the *Sunday Times* travel magazine, as well as being voted best rated spa by guests on *laterooms.com*.

Located in Thorpe Le Soken amid 12-acres of English Heritage-listed gardens, the retreat prides itself on aiding corporate wellbeing through a raft of dedicated offerings launched in 2013.

It has 89 bedrooms and 35 treatment rooms, plus a spa boutique, café and restaurant. *Details: <http://lei.sr?a=P6e6H>*

## Velaa Private Island opens in Maldives

Velaa Private Island has opened in the Maldives, with a Spa My Blend By Clarins.

Located north from Malé, in the Noonu Atoll, the island is the vision of owner Jiri Smejck. The Czech billionaire wanted a Maldivian resort that "met his standards for what a luxurious private resort should be" and intends to "bring new meaning to private moments" in the Maldives.

The resort, designed by architect Petr Kolar, is made up of 43 private villas and five four-bedroom residences. Each private retreat offers a generous outdoor space and private pool. The spa features six suites, with two reserved for couples. This is the fourth Spa My Blend by Clarins to open, joining those in Paris, Cannes and Toronto.

The spa will also have a steamroom, sauna and the Maldives' first-ever snowroom. Alongside these features is a Cloud 9 flotation suite providing a cloud-shaped reclining treatment pod by Klafs and Sha.

There is also a relaxation area looking out to sea, a hair salon, juice bar and retail lounge. Additionally, 10 of the villas on the island will



Velaa has opened in the Maldives, with a Spa My Blend By Clarins

include private spa suites with the full spa menu on offer guests can also choose the seven "Private Wellness Moments" packages – which give tailored wellness programmes to guests on a three or seven day basis.

To accompany the spa, the resort has a yoga pavilion offering sessions with a yoga master and personal training programmes. Velaa Private Island's gym is equipped with world-class Technogym equipment, while sports being offered include a Troon Short Game Golf Academy designed by two-time Masters champion Jose Maria Olazabal. *Details: <http://lei.sr?a=D2H4G>*

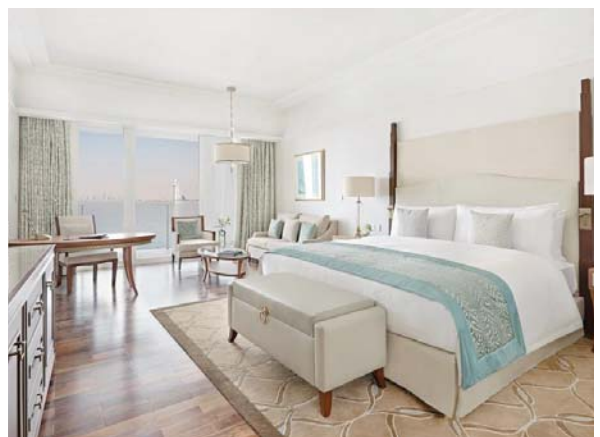
## Waldorf Astoria debuts on Palm Jumeirah

Hotel giant Hilton Worldwide's luxury brand Waldorf Astoria has revealed its newest offering with the opening of the Waldorf Astoria Dubai Palm Jumeirah in the UAE.

The 319-bedroom property offers a number of recreational facilities including tennis courts, a range of watersports, 200m (656ft) of private beach, two outdoor pools, a children's club, fitness centre and a Waldorf Astoria Spa.

The 2,000sq m (21,527sq ft) spa, which includes an outdoor garden, offers bespoke treatments that blend traditional wellness philosophies with the brand's signature techniques to create a range of unique therapies.

The hotel is opening with limited facilities until 1 March and the spa will not be available till then. Also included at the hotel are a



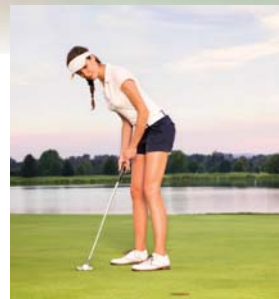
The 319-bedroom property offers a number of recreational facilities

number of bars and restaurants, eight meeting spaces and a 600-capacity ballroom.

The resort is built on Dubai's Palm Jumeirah, an artificial archipelago in the shape of a palm tree, which is a hotbed for a number of hotel and resort operators including Fairmont, Kempinski and Atlantis. *Details: <http://lei.sr?a=e8p7V>*



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# DIARY DATES

**1-3 Feb 2014**

## **Cosmobelleza & Wellness**

The Cosmobelleza & Wellness international beauty trade show will provide a platform for those working within the hairdressing, aesthetics and wellness sectors to meet and talk business.

Tel +34 93 241 46 90

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

**02-04 Feb 2014**

## **Spatex 2014**

Ricoh Arena

SPATEX 2014 is a UK's dedicated pool and spa trade event. Now in its 18th year, SPATEX is the number one premier Show where those involved in the wet leisure industry either exhibits or visits. The Show include a wide range of sectors in the industry such as pools, spas, saunas or hydrotherapy. Wet leisure, in both the domestic and commercial sectors is represented.

Tel +44 1264 358558

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

**23-24 Feb 2014**

## **Professional Beauty London**

London ExCeL

Professional Beauty is the event to attend where the new wave of trends are announced. Focused on strategy and business issues, the two day event will host the Professional Spa & Wellness Convention. It aims to give a platform to spa owners and senior managers to share their experiences of operating a successful spa. Running alongside Professional Beauty, the 2014 agenda will see a variety of topics including spa as a business, financial management, tourism as a revenue driver for spas, design and architecture vs practicality.

Tel +44 2073510536

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

**2-3 March 2014**

## **Esthetique Spa International Las Vegas Conference**

The Venetian Sands Expo,  
Las Vegas, Nevada, USA

ESI is a trade show aimed at aesthetics, spa and medical spa professionals, providing an opportunity to network with hundreds of leading companies.

Tel: +1 866 772 7469

<http://spashowusa.com>



SPATEC Europe takes place between 7-10 May 2013 at the Sheraton Rhodes Resort in Rhodes, Greece

**9-14 March 2014**

## **International Esthetics, Cosmetics & Spa Conference New York**

Javits Convention Center, New York, USA

New York's IECSC in 2014 is set to feature exhibitors from the skincare, wellness and equipment sectors.

Tel: +1 203 383 0516

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

**21-23 March 2014**

## **Beauty Dusseldorf**

Dusseldorf, Germany

A trade fair for cosmetics, beauty and wellness professionals, attracting 50,000 trade visitors and 1,250 exhibitors.

Tel: +49 211 4560 7602

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

**15-17 April 2014**

## **International Exhibition of Medical Tourism, SPA and Wellness - Healthcare Travel Expo**

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A meeting place for major suppliers of medical and health services, travel industry representatives not only from Ukraine.

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[www.lmt.kiev.ua](http://www.lmt.kiev.ua)

**7-10 May 2014**

## **SPATEC Europe**

Sheraton Rhodes Resort, in Rhodes, Greece

The event will bring together Europe's spa operators of medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key domestic and international suppliers to participate in a series of one-on-one meetings. Throughout the event, attendees

meet spa owners, operators, directors and suppliers during planned networking activities.

Tel +356 99 45 8305

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

**10-12 Jun 2014**

## **HBA Global Expo**

Javits Convention Center 655 W 34th St,  
New York, United States

HBA is a B2B event that provides personal care and beauty manufacturers with a spectrum of new ingredients, solutions, supplier resources and education to help bring innovative concepts to market.

Tel: +1 609 759 4700

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

**12-13 Jun 2014**

## **SPAMEETING ASIA**

Sheraton Saigon Hotel & Towers,  
Hô Chí Minh-Ville, Vietnam

The event will gather key buyers from Asia and worldwide suppliers from the spa industry. They will hold one-to-one business meetings for buyers and suppliers.

Tel: +33 (0)1 44 69 95 66

[www.itec-france.net](http://www.itec-france.net)

**19 Jun 2014**

## **Forum HOTEL & SPA**

Four Seasons Hotel George V, Paris, France

International event for news and information regarding the spa and hotel industry. Represents opportunity to be in contact with industry leaders, developers, Spa managers, hotel owners and directors and journalists from all over Europe.

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# Himalayan hotel sets out high hopes

Shangri-La Hotels and Resorts is set to realise its lofty ambition of a hotel and spa in the heart of the Himalayas - the highest region on earth.

The Hong Kong-based hotel operator and owner will cut the ribbon on Tibet's Shangri-La Hotel, Lhasa on 17 April.

Sitting 3,650m (11,975sq ft) above sea level, the 289-room hotel is encircled by the world renowned Himalayan mountains, glaciers and desert-like landscapes, serving as a luxurious base for those wishing to explore dramatic scenery and some of the world's most significant Buddhist sites.

Visitors to Lhasa are strongly advised to acclimate to the high altitude before exploring widely, and this has been incorporated into the spa, which features an oxygen lounge, reflexology sessions and a range of other treatments.

Drawing heavily on Tibetan design, customs and architecture, the resort also houses a



Potala Palace is among many World Heritage Sites near the hotel.

fully-equipped gym, an indoor swimming pool, a Tibetan Tapas lounge bar and cafe, several themed restaurants, an elevated cocktail terrace and a 1,215sq m (3,986sq ft) grand ballroom.

The opening marks Shangri-La's continued expansion across the South Asia region, having last year opened hotels and resorts in Chinese cities such as Shenyang, Qufu and West Shanghai, with several more projects in the pipeline. Details: <http://lei.sr?a=j7g7J>

## Green spaces better for health than winning lottery

Living in an urban area with green spaces has a better impact on mid to long-term mental wellbeing than winning the lottery, a study has suggested.

Researchers from the European Centre for Environment and Human Health (ECEHH) at the UK's University of Exeter, found moving to a green space had a sustained positive effect for at least three years. In comparison, pay rises, promotions, or even lucrative lottery wins, only provided a 6-12 month boost to mental wellbeing before they returned to base levels.

The findings, which appear in the journal *Environmental Science and Technology*, suggest that access to good quality urban parks is beneficial to public health.

According to Dr William Bird, a GP and the CEO of Intelligent Health, it all comes down to human origins as outdoor hunter gatherers, a lifestyle our bodies are still in tune with. "We're not quite sure why, but constant stress seems to be offset by nature, which helps to recharge the biological batteries in our cells," he said. Details: <http://lei.sr?a=e7D5E>

## Half of Britons tried to lose weight during 2013

More than half of Britons tried to lose weight at some point last year, according to new research from Mintel, which also highlights some of the key trends and tactics adopted by dieters.

The research found that two thirds of women in the UK claimed to have tried to lose weight in 2013, while four in ten men also admitted to having thoughts relating to personal weight management.

The findings also conveyed some interesting results in relation to how dieters chose to go about losing their desired amount of weight.

It was found that exercise took priority over making changes to food or drink intake, with physical workouts proving most important for 60 per cent of those questioned.

For those who did decide to make dietary changes, the research shows 49 per cent chose to cut back on fatty foods, while 48 per cent felt it was vital to eat smaller portions and cut back on sugary foods and drinks.

Interestingly, only a quarter of dieters decided to consume more products labelled as low in sugar or fat.

"The majority of UK adults have tried to slim down in the last year, reflecting the strong societal focus on weight, size and diet," said Emma Clifford, Senior Food Analyst at Mintel. "The fact that exercise tops the nation's dieting actions reflects high levels of awareness



Spas could help people with their weight loss regimes

about the importance of exercise to general health and wellbeing, as well as the pleasure that sport gives to many consumers.

"Increasing physical activity to burn more calories may also make people feel less guilty about eating certain foods which is good news for 'standard' brands but is not favourable for light and diet products."

• More information on Mintel's findings, is available here: <http://www.mintel.com/press-centre/social-and-lifestyle/dieting-in-2014-you-are-not-alone> Details: <http://lei.sr?a=n9A8H>



The Dreams resort will open in December 2014

## AM Resorts opening Costa Rica site under Dreams brand

A new resort is scheduled to open at the end of 2014 with the launch of Dreams Las Mareas in Costa Rica by AM Resorts.

Launching in December 2014 Dreams Las Mareas will be the first Dreams Resort & Spa in Costa Rica and is to feature a Dreams Spa by Pevonia with a hydrotherapy circuit, beauty salon, spa boutique and 10 therapy cabins for individual and double therapies.

The spa menu has been created by combining hydrotherapy with indigenous treatments to offer an invigorating and refreshing experience and a full spa menu of body treatments and therapies.

The resort will have 447 suites, all with private balcony and spa pool. Also included will be five gourmet restaurants with a variety of offerings from around the world. Details: <http://lei.sr?a=C6H5M>



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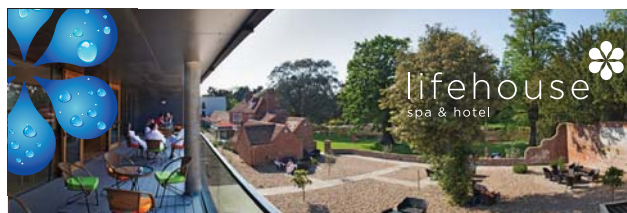
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# Spafinder lists top wellness trends

(Continued from p.1) "I realise we're betting against the market slightly, but I really think hot springs are making a comeback," she said.

"Virtually every country in the world has hot springs and they're often much less expensive to access, bringing spa concepts to a much wider audience than traditional treatments."

Ellis, who is also the chair and CEO of the Global Spa & Wellness Summit (GSWS), said: "At last year's GSWS in New Delhi, the hot springs forum was very well attended and operators have subsequently formed a committee to promote better links between hot spring sites across the globe."

Other trends identified by the report include death and the potential for spas to address customers' needs during challenging times – a trend supported and previously identified by *Spa Business* in its 2013 *Spa Foresight*™ report. For Ellis, the chief reason for its inclusion is that Baby Boomers – the largest spa-going demographic – are starting to confront their own mortality.

"It sounds strange, but spas have always been linked to life transformations and transitions, so death is a natural progression," she said. "We're also beginning to see spa offerings moving into hospitals and assisted living facilities, allowing ageing populations to enjoy relaxation and comfort in their final years."



Hot springs are bubbling up nicely for 2014

The top 10 spa trends for 2014 are:

- Healthy Hotels 2.0
- Wired Wellness
- Hot Springs Heat Up
- Suspending Gravity
- Ferocious Fitness
- "Natural" Beauty Meets Social Media
- Aromatherapy: Scent With Intent
- Wellness Retreats Rise... & Urbanise
- Death & Spas: Thriving During Life's Transitions
- Top 10 Surprising Spa & Wellness Destinations.

The full 75-page report, can be downloaded here: <http://www.spafinder.co.uk/trends2014>

Details: <http://lei.sr?a=b2G2s>

## Clinton Foundation stages 2014 conference

The 2014 Health Matters: Activating Wellness in Every Generation conference took place in La Quinta, California, looking to promote health and wellness throughout the United States.

The three-day event, which began on 13 Jan, welcomed speakers and industry members from across the business, technology, sports and philanthropy sectors to network and promote ideas related to health and wellness.

Now in its third year, the annual conference is led by the Clinton Foundation, whose Clinton Health Matters Initiative has been designed to encourage individuals, communities and organisations to make meaningful contributions to the health of others.

Panel discussions took place on health transformation, with the talks moderated by former US President Bill Clinton. There were also talks on physical activity with fitness expert Denise



Panel discussions were moderated by former President Clinton

Austin, as well as debate on mental health and prescription drug abuse prevention.

Chelsea Clinton was also set to moderate a debate on leveraging digital platforms to promote health, while other discussions focused on the health care divide and promoting healthy lifestyles.

Details: <http://lei.sr?a=V9b4g>

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