

spa opportunities

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Jeisman targets growth in Middle East for Spa Alila

Steve Jeisman, the man behind Spa Alila, believes Alila Hotels & Resorts' total ownership of its spa brand means the company is well-placed to become a leading trendsetter in the Middle Eastern market.

Jeisman, who developed the spa brand for Alila in 2006 and has been director of spa and development ever since, told *Spa Business* that Spa Alila's healthy revenue streams and freedom to evolve to guests' demands would be key as the company makes its first foray into the Middle East this year.

The Asian boutique hotelier will open three new properties during 2014 and the company is eager to maximise the potential of its spa offering.

"There is a huge opportunity for Alila in this market, to grow brand awareness of Alila, be



A heritage fortress in India's Jaipur district will be home to the Alila Fort Bishangarh

a trendsetter and create a unique brand positioning which exceeds design and service expectations in this region," says Jeisman.

"Spa Alila provides a sophisticated level of 'wellness' brand association with Alila Hotels

and Resorts, attracting guests wishing to design or indulge in a consolidated health/wellness holiday featuring exercise, nutrition, rest and therapy, thus increasing hotel occupancy and brand awareness."

He added that in business terms, there is also an associated branding opportunity via Alila's online retail store, where the spa brand aims to drive sales of its Alila Living products.

Alila will kick off its Middle Eastern expansion with the launch of Oman's Alila Jabal Akhdar, opening in the first quarter of 2014.

Elsewhere, the Alila Seminyak is to open in Bali during the third quarter of this year, while a heritage fortress in India's Jaipur district is being transformed into the Alila Fort Bishangarh. Details: <http://lei.sr?a=r5Z8a>

'Digital natives' mark shift in complaint culture

More than a third of US consumers take to the internet to exact revenge following a poor service experience, according to a recent study.

The research by call centre solutions provider NewVoiceMedia finds that 34 per cent of the 2,030 adults surveyed air grievances across their network – utilising social media, internet forums and review channels – after receiving poor service. The figure leaps to nearly 60 per cent among 25-to 34-year-olds, the group increasingly referred to as 'digital natives' due to the ubiquity of the internet during their lifetime.

Continued on back cover

Steiner predicts 2014 hotbeds for investors

The Steiner Spa Consulting Team predicts 2014 will be a good year for spa development, and has outlined the places it tips spa companies will be looking to invest next.

Securing the World Expo for 2020 has given Dubai a boost and made it hot commodity in the Middle East.

China's second tier markets are developing: Chengdu, Chongqing, Wuhan, Kunming, Dalian, Shenyang and Guiyang have a pipeline of hotels and resorts, as brands already established in Shanghai and Beijing look to venture into other areas.

Eastern Europe, especially Poland and Hungary, are seeing positive growth and hotel chains have set their sights on oil rich Azerbaijan, particularly its capital, Baku, which



Steiner has named oil-rich Azerbaijan as a spa hotbed

has been a hotbed for spa investment over the past year.

Uruguay, Peru and Brazil are the most promising areas in South America and Vietnam, Indonesia and the Philippines are all seeing activity. In particular, Vietnam's coastline is attracting resort and destination brands. Details: <http://lei.sr?a=Q3b9q>

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IHG opening first EVEN wellness hotels

InterContinental Hotels Group (IHG) will open its first two holistic wellness brand Even Hotels on 15 June 2014, with launches in both Rockville, Maryland and Norwalk, Connecticut, US.

Initially revealed in 2012 following two years of guest research, the Even Hotel brand aims to provide solutions for all aspects of travellers' holistic wellness needs.

IHG has said that it is "the industry's first mainstream lifestyle hotel brand focused on the wellness space".

The concept emphasises four key components: Keep Active, Rest Easy, Eat Well and Accomplish More.

The hotel in Norwalk will feature 129 bedrooms and has been constructed with sustainability in mind along with design elements to help facilitate wellness. Features include ample green space, in-room fitness zones and healthy food and drink options. There will also be a health and fitness centre on-site.

The 167-bedroom Even Hotel in Rockville is similarly designed to help facilitate wellness and



IHG will open its first two holistic wellness hotels on 15 June 2014

features flexible work spaces, gardens, in-room fitness zones and a 1,200sq ft (111sq m) gym.

The company initially aims to roll out the wellness brand in North America with a target of 100 hotels in five years, with the first in major US cities planned originally planned for 2013, but subsequently pushed back to 2014.

Two further locations, in New York, are due to open in 2015 with a 150-room new build and a flagship 230-room tower near Grand Central Station. Details: <http://lei.sr?a=Z6M3x>

Loews Regency to include Julien Farel Salon & Spa

Loews Regency Hotel on Park Avenue in New York, US has reopened after a year of extensive renovations costing US\$100m (£60.7m, €73.7m).

The Regency hotel, which first opened its doors in 1963, has 379 bedrooms and now features four new private meeting spaces and a new 1,700sq ft (1,58sq m) gym.

The newly renovated hotel will offer a Salon & Spa by celebrity hairstylist Julien Farel when it opens in March this year. The 10,000sq ft (929sq m) facility, designed by NewYork-based firm Meyer Davis, will offer a complete wellness experience encompassing hair, nails, makeup and fitness.

The salon will feature 32 hair stations, private suites and a lounge. The spa will include three single and one double massage rooms, one double, two facial rooms, a nail suite and a post-treatment relaxation lounge.

On the ground floor of the hotel JF Men will also be launched – a service which includes two



Loews Regency Hotel has reopened following a one-year refurbishment

private multi-service rooms to cater to men's grooming needs.

"For more than 50 years, Loews Regency has captured the hearts of guests from around the world through distinctly personalised attention to individuals" said MD at Loews Regency, Jim McPartlin. "By partnering with the city's finest talents and experts, we've put the best of New York City at our guests' fingertips." Details: <http://lei.sr?a=N9K7z>



Body Bliss launches aromatherapy app

Natural product manufacturer Body Bliss has introduced a new app designed to integrate custom aromatherapy alchemy into spa treatments and spa retail.

The Aroma Design Bar with Intentional Aromatherapy App allows users to create a custom blend, which in-spa “Alchemistas” will then make up for them to use as part of their spa treatment.

In the recently-released *SpaFinder Wellness 365 Top Ten Global Spa and Wellness Trend Forecast*, “Aromatherapy: Scent With Intent” was highlighted as a top trend for 2014, naming Body Bliss as an innovator.

“I have worked with Body Bliss for over a decade on numerous spa and wellness projects,” said Amy McDonald, principal of hospitality and care specialists Under a Tree Consulting. “The Intentional Aromatherapy App allows the art and science of aromatherapy, which is highly customisable, to be taken to a new level of integration and personalisation for each guest.”



The app will allow users to create personalised aromatherapy treatments

“Body Bliss formulas are designed to capture the heart of the individual,” said Body Bliss founder Nick James. “Our blends hold a specific intention encoded in the formulation for a defined, positive outcome for wellbeing.”

Having successfully established a worldwide network of artisanal and co-operative farmers and distillers, Body Bliss imports raw materials from around the globe which are integrated into its spa products and treatments. Details: <http://lei.sr?a=p4z4N>

Wellness at home trend gaining momentum says Gary Henkin

WTS International president and founder Gary Henkin has said that consumers and spa patrons will gravitate more to the growing trend of improving lifestyle and wellbeing through wellness offerings and programmes.

“More spa-goers are concerned not only about receiving a relaxing spa experience but also about getting results from their spa treatments,” said Henkin. “We believe they will want to continue receive results long after they leave the hotel or resort. Thus, there is a trend to have consumers continue their protocols, lifestyle changes and product uses at home.”

A full interview with Gary Henkin is available in the Movers & Shakers section of the current edition of the *Spa Handbook* available in print here: <http://lei.sr?a=A907e> and online here: <http://lei.sr?a=P3l4>

Hilton opens first DoubleTree hotel in Moscow

Hilton’s expansion of its DoubleTree brand is continuing apace, with its Moscow Leningradsky-Riverside site slated to open in the second quarter of this year.

Steiner Spa Consulting is consulting on and licensing the Chavana Spa at the 270-bedroom hotel, which will be managed by Hilton Worldwide.

Six treatment rooms and double treatment room with its own hot tub and steam shower offer a variety of local and Balinese treatments.

Other spa facilities include a pool, sauna, hammam, hot tub and relaxation area. The hotel will also offer a fitness centre, restaurant, bar and meeting space.

A yacht club and marina is located next to the hotel, providing visitors with the option to travel by water to downtown Moscow, as well as to the Black and Baltic seas.

Jeff Matthews, co-president of Steiner Spa Consulting, says: “We are looking forward to



The 270-bedrom hotel will be managed by Hilton Worldwide

opening our first Chavana Spa in Moscow with the Hilton group and the opportunity to synergise both our brands to bring exceptional services to our guests.”

Hilton also recently launched a DoubleTree Suites by Hilton hotel in Bangalore, India. Global head of DoubleTree by Hilton, John Greenleaf, says this launch is “a significant milestone in our growth in India, a key strategic market for the brand.” Details: <http://lei.sr?a=5m2Z7>



The bathhouse was designed with an anti-spa ethos

Kickstarter bid for San Francisco spa pop-up falls flat

A bid to raise funds for a pop-up spa in San Francisco made of shipping containers has failed, after less than a tenth of the funds required were secured via crowd-sourcing website Kickstarter.

Wellness entrepreneur Nell Waters attracted just \$26,508 of the US\$240,000 (£146,000, €173,862) target to fund the SOAK urban bathhouse concept designed by San Francisco-based Rebar.

The plans centred around a courtyard idea, where stacked containers would house a lounge, sauna, hot tubs and a roof deck, along with changing rooms and toilets.

The site’s developers believed SOAK would have created an “anti-spa” ethos, with a focus on making the use of its facilities more of a social practice.

Rainwater was to be used to provide around 50 per cent of the spa’s required water, while recycled greywater would be used to irrigate a garden on the rear patio of the site. Details: <http://lei.sr?a=g5y3y>

Work starts on Kessler's US Grand Bohemian Hotel

Ground has been broken on the Kessler Collection's latest project – the 100-bed-room Grand Bohemian Hotel Mountain Brook – in Birmingham, Alabama, US.

Once open the boutique hotel will boast a spa, art gallery, cooking school, a sculpture garden, 12,630sq ft (1,173sq m) of meeting space and a rooftop terrace and a restaurant showcasing local flavors and ingredients.

The hotel's signature Poseidon Spa will feature aromatherapy massages, facials and special treatments.

Set to debut in early 2015 in the city of Mountain Brook's Lane Parke Village development, the hotel will debut as a part of Kessler's Autograph Collection.

Richard Kessler, chairman and CEO of The Kessler Collection, said: "We believe the Grand Bohemian Hotel will be an inspiring place that will meet community needs and surpass expectations, while adding to the quality of life here in beautiful Mountain Brook." Details: <http://lei.sr?a=8b2v6>



Premier Training has warned against crash diets

Premier issues warning against crash diet weight loss method

Following on from National Obesity Awareness Week in the UK and in the wake of new year resolutions, Premier Training is urging people to be cautious when considering crash diets.

The need for prudence during crash dieting was highlighted in a 2011 study at Newcastle University, which looked at the impact of an 800-calorie a day diet on people. The diet included three 200-calorie liquid shakes a day, plus 200 calories of non-starchy vegetables.

Despite showing signs of a possible breakthrough against type 2 diabetes, the study demonstrated the diet was difficult to adhere to due to constant hunger and bouts of fatigue. The researchers recommended it should only be followed under close medical supervision. Details: <http://lei.sr?a=k4u6Y>

Amani franchises first safari spa in Africa

Safari spa company Amani is receiving numerous franchise requests from businesses in African countries and recently sold its first franchise to a lodge in Kenya.

Countries such as Nigeria, Angola, Ghana and Tanzania are increasing in spa numbers, which Amani founder Ronleigh Gordon has said is key for Africa's blossoming spa industry.

The burgeoning middle classes in Africa has led to Amani receiving the franchising requests says Gordon, who set up her first spa in 2006 and has since built a spa empire based around the unique safari spa locations.

Within a year of its 2006 launch, her spa concept received the first of four awards from the national industry magazine *Les Nouvelles Esthetique* for its unique offering. Soon after, other lodges began asking Gordon to create or refurbish spas in their properties and to own and operate them autonomously.

The Amani spa model has since diversified and now also has facilities in urban hotels,



It's not unusual for guests to enjoy a treatment as an elephant wanders by

although the safari spa concept is still core to the company's business model, accounting for seven facilities – the majority of which feature three or four treatment rooms, with large windows that let in sunlight and bushveld views to provide a unique African experience.

Safari spas are generally located in remote locations and operate in between the times when guests go on safari in the morning and in late afternoon.

For more on Amani and Ronleigh Gordon, the Q4 edition of *Spa Business* magazine is now available. Details: <http://lei.sr?a=Doj9a>

Fairmont seals deal for Kuala Lumpur hotel

Fairmont Hotels & Resorts has announced plans to continue its push into the south-east Asia market by opening a 62-storey luxury hotel and spa in the Kuala Lumpur City Centre (KLCC) development in 2017.

Fairmont's parent company, FRHI Hotels & Resorts (FRHI), has signed a deal with Cititower (a joint venture between Qatari Diar Real Estate Investment Company and KLCC Holdings) to launch its first property in Malaysia.

The 750-room hotel will feature six dining outlets, 2,787sq m (30,000sq ft) of meeting and banquet space and recreational facilities including a swimming pool, health club and spa.

It will form part of a Pelli Clarke Architects-designed project – nestled in the KLCC development near to the Petronas Twin Towers, the tallest twin buildings in the world – which will also encompass one high-rise office tower, connected to the hotel via a



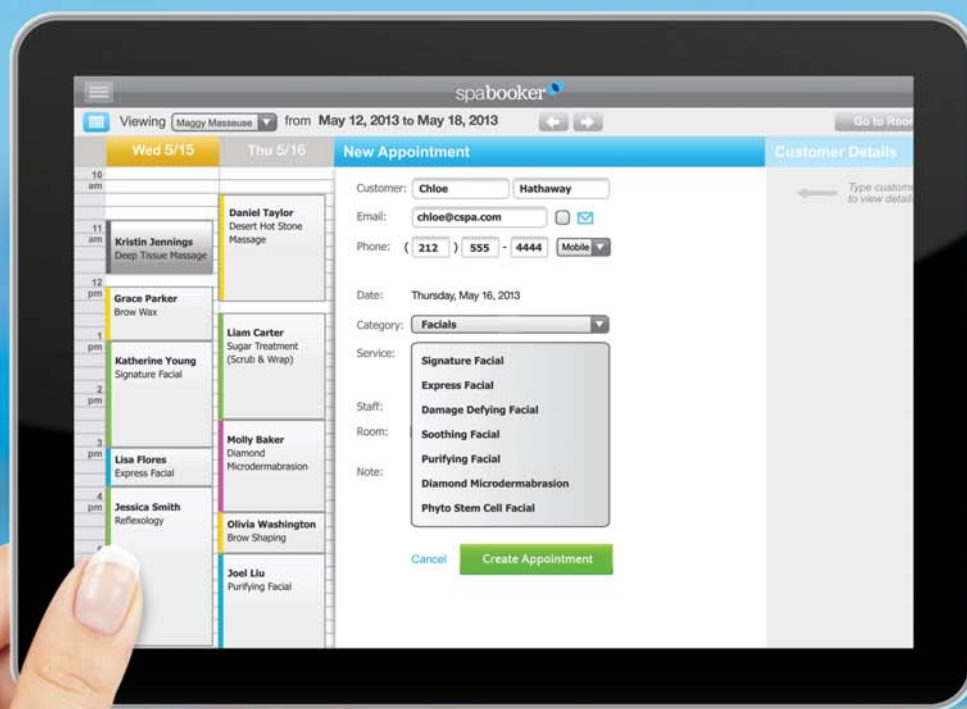
The hotel will be located in Kuala Lumpur City Centre (KLCC)

six-storey retail podium.

"Fairmont Kuala Lumpur is an important milestone for both our brand and for FRHI," said Jennifer Fox, president of FRHI International and the Fairmont Brand. "We're very excited to be entering Kuala Lumpur, a key gateway city in the region and remain focused on expanding the Fairmont brand in south-east Asia and other leading destinations globally." Details: <http://lei.sr?a=N2Q4V>

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Mantra Group reveals domestic expansion plans

Australia-based Mantra Group is continuing its domestic expansion plans following the announcement of a new hotel in Brisbane and a new hotel and spa in Townsville, Queensland with further additions expected throughout 2014.

In Townsville, a hotel management agreement was formally signed on a new 185-bedroom hotel set to open in 2016 as part of a restaurant and leisure precinct planned for the city's central business district.

The four-star Mantra Townsville will offer a pool, fitness centre and spa in addition to extensive conferencing facilities for up to 500 people.

Further additions to the Mantra network include apartment hotels in Brisbane and Melbourne which are expected to be formally announced by April 2014.

The new hotels complement other recent announcements, including Peppers Dunmore Brisbane, which is set to open in 2015 and Peppers Docklands Melbourne in 2016. Details: <http://lei.sr?a=6K7h5>



The 372-bed Westin hotel will be the first in Doha

Starwood to open its first Westin hotel in Doha, Qatar

Starwood has revealed plans for the first Westin property to be located in Doha, Qatar.

Opening in 2015, the proposed 372-bedroom Westin Doha & Spa is part of an expansion by Westin in the region, with two properties already in the UAE and a further four hotels in the pipeline.

The hotel will sit on a 49,000sq m (527,000sq ft) area in the heart of Doha's central business district.

Facilities will include a spa, three swimming pools, 10 meeting rooms and a choice of five restaurants and bars.

Starwood's expansion plans in the Middle East also include openings in Sharjah, UAE and Erbil, Iraq. Details: <http://lei.sr?a=d6M8T>

Marriott opens Russian ski resort hotel

Marriott Hotels has opened a new five-star hotel with a spa in the Gorky Gorod ski resort in Krasnaya Polyana, Russia.

The Sochi Marriott Krasnaya Polyana Hotel is located at the bottom of the resort's ski slopes and is situated next to the new, 30,000sq m (322,000sq ft) Olympic Media Centre built for the 2014 Winter Olympics.

The 428-bedroom hotel's Soul spa is spread across 2,000sq m (21,500sq ft) and features nine treatment rooms, with guests treatments based on the four elements: earth, air, fire and water. Treatments vary from traditional massages to a snow shower, while hydro massage, aromatherapy, Turkish bath and a Finnish sauna are also on offer. Other wellness features include a steamroom and fitness centre.

The new hotel also boasts an indoor and outdoor pool, whirlpool and two restaurants including the centrepiece River Café serving international cuisine with European, American, Russian and Asian influences.



Sochi will be the location for the 2022 Winter Olympics

Markus Schmidt, area general manager of Interstate Hotels & Resorts in Krasnaya Polyana, said: "This hotel will offer an extraordinary experience to all guests due to its location and the sheer number and quality of services and facilities it offers. The experience of Interstate Hotels & Resorts and its highly skilled associates combined with the unique local culture will ensure that our guests will enjoy their time with us." Details: <http://lei.sr?a=k5v4K>

Spa Cenvaree opens at Centara Grand Modus

Centara Hotels & Resorts has officially opened Spa Cenvaree at its Centara Grand Modus Resort Pattaya in Bangkok, Thailand.

The five-star Grand-branded hotel opened in August 2013, with the spa following in December.

The Cenvaree spa brand uses Thailand's heritage of natural treatments and healing, placing emphasis on the body and blending native herbs with massage therapies.

Among the spa experiences are the Modus Signature Sand Journey which uses a hot sand pouch to soothe the muscles, combined with a full body massage with virgin coconut oil and ending with the finishing touch of jade stones on the face to keep the body refreshed. The spa also offers the Thamae Paris Facial, which uses four tea extracts, namely regenerating white tea, stimulating black tea, soothing red tea and antioxidant green tea combined with spring water.

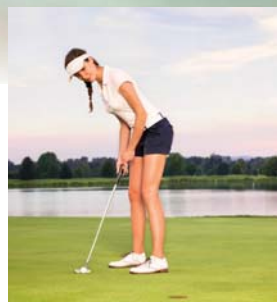
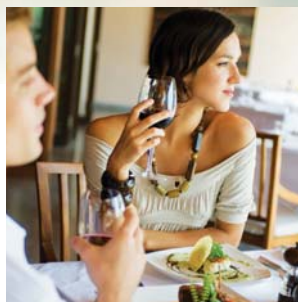


The Spa Cenvaree opened in December and uses natural Thai treatments

Facilities in the 450 sq m (4,844sq ft) spa include six ensuite treatment rooms each with private steam baths.

Elsewhere, the new five-star Centara Grand Modus Resort & Spa Pattaya, located at Naklua in North Pattaya, has 231 rooms and suites, plus five restaurants and bars, three swimming pools and 236sq m (2,540sq ft) of meeting space. Details: <http://lei.sr?a=3q6y4>

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The European Spa Event is organised by Wellness World Business, a B2B magazine of spa, wellness and health in the German speaking area. The event is an opportunity for professionals of the spa, wellness and health tourism branche from all over Europe to come together and listen to keynotes.

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12-13 Nov 2013

Spa Life UK

Wyboston Lakes, Bedfordshire, UK
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Spameeting Autumn Middle East, India & Russia will be held 27-28 November at the Meydan Hotel, Dubai

management education. It includes the CEO Summit, Spa Life Forum, and UK Spa & Wellness Conference.

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www.spa-life.co.uk

18-19 Nov 2013

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27-28 NOVEMBER 2013

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Spatex 2014

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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
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23-24 Feb 2014

Professional Beauty London

London ExCeL

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.

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GOCO unveils US\$3m Bangkok offices

Wellness hospitality management and consultancy GOCO has started 2014 on the front foot by moving into its new US\$3m (£1.83m, €2.21m) office building in the heart of Bangkok.

Formerly the South Asia home of the Versace fashion house, the building was bought by GOCO 12 months ago and has undergone an extensive redesign.

The company's 28 staff are spread across six floors – furnished with an array of art from across Asia – while three more are given over to a team lounge/café, a conference facility and a penthouse guest suite.

The company is eager to practice what it preaches, according to CEO Ingo Schweder, which is why executive chef Khun Noo has been drafted in to provide nutrient-rich daily meals for the team, using market-fresh ingredients.

In addition, the company was eager to promote spiritual wellness, consulting a Chinese feng shui master and an Indian vastu master to “create the right energy flow.”



GOCO's new office is located in Bangkok's city centre's Lang Suan area

“We also invited the senior monks from a local Buddhist Monastery we support to provide blessings and well wishes at our opening,” Schweder told *Spa Business* magazine.

“We wanted to have a true ‘home’ for GOCO Hospitality, demonstrating our values, sense of style and creating a dynamic space to network, collaborate and be creative.”
Details: <http://lei.sr?a=h9t6p>

Jewel opens rebranded wellbeing resort in Jamaica

The new 225-bedroom Jewel Paradise Cove Beach Resort & Spa has opened in Jamaica, complete with a signature Radiant Spa after undergoing a multi-million dollar renovation.

The redevelopment of the adult-only resort, formerly a Breezes Resort, has the addition of a new spa as well as a remodelling of its bedrooms and suites.

Run by US management firm Aimbridge Hospitality, Paradise Cove joins Jewel Dunn's River Beach Resort & Spa and the Jewel Runaway Bay Golf Resort & Spa as the third Jewel property in Jamaica.

The resort offers an all-inclusive health, spa and fitness theme which includes juice and smoothie bars throughout the property, a variety of healthy cuisine options and an extensive list of watersports.

The oceanfront two-storey Radiant Spa offers several treatment rooms, a pool with swim-up bar, spa pool, nail salon and a fitness centre with treatments including its specialty



Jewel's signature Radiant Spa is a new addition to the renovated resort

in-ocean two-therapist massage plus a range of other massages, deep cleansing facials and seaweed body wraps.

“We are proud to have opened our third Jewel resort property in Jamaica, and we continually strive to raise the bar of our guest experience on an island recognised for its warm and genuine hospitality and exceptional service levels,” said Rich Cortese, senior vice president Caribbean operations and development for Aimbridge Hospitality. Details: <http://lei.sr?a=s4G2G>

Kandolhu Island Resort opens on Maldives North Ari Atoll

Kandolhu Island Resort on the North Ari Atoll has officially opened in the Maldives following an extensive US\$12m (£7.4m, €8.8m) refurbishment.

Operated by Maldives-based Universal Resorts, Kandolhu opened on 15 January and was formerly an excursion island for larger resorts.

The resort has 30 villas in five different styles, with either direct beach access or clear views of the Indian Ocean. Also included are four restaurants, a bar, water-sports and diving facilities.

The Kandolhu Spa offers a complete wellness experience. Spa facilities include a separate fitness area, four treatment rooms and a wet area, each with sauna, steam-room, cold pool, spa pool and rain showers. Treatments on offer include couples massages, beauty and skin care treatments with a focus on European and Asian blend therapies. Details: <http://lei.sr?a=Q4S6f>



It is one of the biggest eco-developments in the UK

Frogmore backing new 5-star eco-friendly UK coastal resort

Real estate firm Frogmore, known for its Westfield shopping centre in west London, is investing more than £16m in a new 5-star eco-inspired coastal resort in Cornwall.

Known as Una St. Ives, the 20-acre scheme is one of the biggest developments of its kind in the UK and designed to combine the freedom of self-catering with the standards and service of a destination hotel.

Each property – featuring green sedum roofs and solar panels – has been constructed with wood from sustainable sources and includes sheep's wool insulation and triple glazing.

They are decorated with environmentally friendly paints and the flooring is sustainably made from recycled materials and bamboo.

Available to buy off plan, phase one will be complete in August this year, with a further 78 properties to be built during the following months. Details: <http://lei.sr?a=fj52s>

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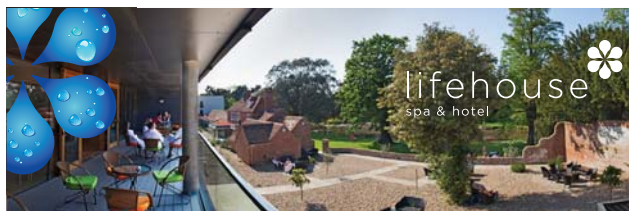
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Location: London, United Kingdom

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Social networks give consumers a voice

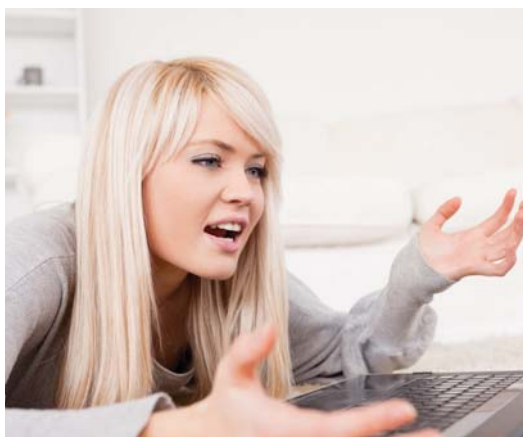
Continued from front cover

Although the bulk of older respondents still prefer more traditional channels for complaining, such as telephone and email, the generational shift towards social network-based complaints poses a significant set of challenges for companies to overcome.

“Not long ago, customers would tell friends and family if they were dissatisfied with service they’d received,” says NewVoiceMedia CEO Jonathan Gale, who commissioned the research. “While this is damaging to a brand, it’s not nearly as powerful as when customers take their complaints online; particularly as consumers are increasingly turning online to read about others’ experiences before choosing a product or supplier.”

Aside from the evolving channels for complaints, the survey also records that good service has an equally profound effect on consumer loyalty.

Seventy per cent said it had a considerable influence on their willingness to stay with a service, while 69 per cent said good customer service would lead them to recommend a company to others.



60 per cent of 25-to 34-year olds complain over the internet

Given the modern potential for internet complaints to go viral – and the profit risks which accompany this – customer service expert and author Shep Hyken believes a ‘prevention is better than cure’ strategy is more vital now than ever before.

“Give customers a positive experience and they reward you with loyalty,” says Hyken. “Fail and you risk being one of the companies that collectively has lost US\$41bn (£24.8bn, €29.9bn) when customers switched to a competitor.”

Details: <http://lei.sr?a=t5X5U>

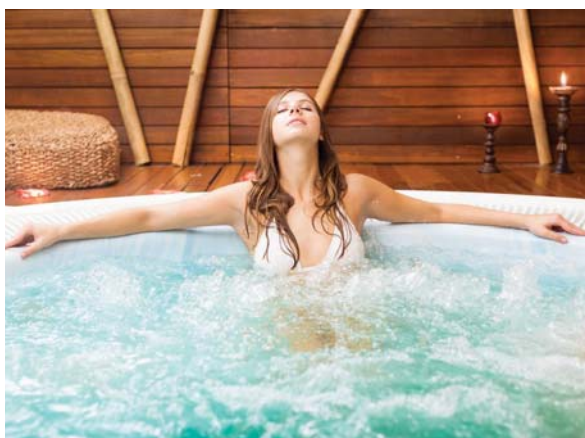
CDC highlights risk of disease in spa pools

A new report from the US Centers for Disease Control and Prevention (CDC) suggests that disease outbreaks tied to water often happen after people use spa pools or spas.

Published in the CDC’s *Morbidity and Mortality Weekly Report*, the paper reveals that between 2009 and 2010, there were 81 outbreaks – defined as two or more people who visited the same location, at around the same time, becoming sick – and 1,326 cases of illness in the United States linked to recreational water exposure (pools, lakes, spa pools, etc), according to information reported from 28 US states and Puerto Rico.

According to the report, 18 of these outbreaks (22 per cent) were linked with spa pools or spas and roughly 40 per cent occurred in February or March, with many of these stemming from hotels.

One of the most common illnesses linked with spa pool/spa outbreaks is an infection



22 per cent of disease outbreaks were linked with spa pools or spas

with the bacterium *Pseudomonas aeruginosa*. Healthy people can develop *Pseudomonas aeruginosa* infections, including ear infections or skin rashes, after exposure to spa pools which have not been properly chlorinated, according to the CDC.

Most recreational-water outbreaks occurred in the summer months: of the 57 outbreaks in treated facilities (such as pools), 25 took place in July or August. Details: <http://lei.sr?a=J4W9y>

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