

spa opportunities

28 FEBRUARY - 13 MARCH 2014 ISSUE 184

Daily news & jobs: www.spaopportunities.com

Delos developments for everyone, says founder Scialla

Paul Scialla, founder of real estate wellness company Delos, has insisted the company's developments are not just for celebrities and the high-end luxury market.

Delos made waves in November 2013 when actor Leonardo DiCaprio was reported to be an investor in Delos and to have purchased one of its homes boasting more than 500 wellness and health features.

The company is connected to the likes of musician will.i.am and former US President Bill Clinton but

Scialla is adamant that Delos developments are not just for the rich and famous and expressed his excitement at the potential that a wellness market combined with the property market presents to everyone.



Delos has a number of celebrity advocates including Bill Clinton and musician will.i.am

"Real estate is the largest asset class in the world – it's worth US\$150tn (€111tn, £91tn) – and we're looking to combine that with health and wellness," Scialla told to *Spa Business*. "More than US\$2tn (€1.5tn, £1.2tn) a year is

spent on preventative medical intervention, so obviously – for Delos – there's a massive economic play.

"We found that what we were offering appealed to every single person regardless of gender, age or income level. It was very clear to us that more people today are focused on health and wellness."

Delos is also implementing a Wellness Access programme, which will see the core components of Well Building Standards added to 1,200 homes and is working with will.i.am on an afford-

able housing project in Boyle Heights – a low income neighbourhood in Los Angeles, US.

To read more about Delos and Paul Scialla, the new edition of *Spa Business* is now available. Details: <http://lei.sr?a=r8Y8N>

Autograph Hotels enters three new markets

Marriott's upmarket hotel subsidiary, The Autograph Collection, is set to debut in three of the world's top holiday destinations: Sydney, San Diego and Chicago.

The 189-bedroom Pier One Sydney Harbour sits next to the Opera House and is the brand's first site in Australia.

Pier South Resort in San Diego is a beachfront boutique hotel with 78 suites and will feature a spa by Dames Day Spa.

The 353-bedroom Hotel Sax in Chicago's downtown River North area has also joined the collection and been renamed Hotel Chicago. Details: <http://lei.sr?a=Y4G7y>

Massage Green leads US budget spa charge

The man behind budget US spa franchise Massage Green Spa has set his sights on overseas expansion for the fast-growing operation.

CEO Allie Mallad, who founded the business in 2008, currently has 45 locations open in six states, with more than 500 units under development.

Mallad said the firm is seeking established overseas partners to break into new markets through franchise relationships and believes the company's low franchise fees are the secret to its speedy growth.

"We are SBA (Small Business Administration) qualified, however, 98 per cent of our expansion is completed with franchisees funding stores themselves, as we have one of the lowest cost of entry franchises in the country," Mallad told *Spa Opportunities*.



Massage Green Spa was founded by Allie Mallad in 2008

Advertising as a "luxury that everyone can afford," chains are open for 80 hours over across seven days a week and target professionals seeking stress relief on a budget.

The chain has gained attention for claiming to offer the 'Best value in America,' with an introductory full body massage for US\$29.95 (€22, £18).

Continued on back cover

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Subscribe to Spa Opportunities:

Online: www.leisuresubs.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.
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Horst Rechelbacher dies aged 72

Horst Rechelbacher, best known for founding both Aveda and Intelligent Nutrients as well as pioneering the natural beauty movement, has died aged 72 following a two-year battle with pancreatic cancer.

The Austrian started his career as a celebrity stylist. During this time, a chemical build up in his salons caused him and his colleagues to become ill. Rechelbacher responded by developing a more natural line of products with his mother and was among the first to seek non-toxic ingredients, organic certification, plant-based aromatherapy, fair trade sourcing and food-grade formulations for his shampoos and conditioners – released as Aveda products.

In 1997 Aveda was making US\$100m (£59.9m, €72.8m) a year and Rechelbacher decided to sell the company to Estée Lauder for US\$300m (£179.8m, €218.6m).

Rechelbacher used a significant amount of the money from the sale to raise world-wide awareness of the chemicals in beauty products, namely petroleum-based ingredients, which were often used in both 'natural' and 'organic' products.

He then launched his own line, Intelligent Nutrients – a product which was close to 100 per cent organic.



Horst was best known for founding both Aveda and Intelligent Nutrients

A statement from Aveda said: "Horst led a life of extraordinary leadership, creating a vision of what he wanted to be, and then bringing that vision to reality. At Aveda, we are, and will be forever grateful to Horst for the Aveda passion we are honoured to live every day."

Details: <http://lei.sr?a=5G6h4>

Golden Mile wellness centre debuts in Moscow

The 4,500sq m (48,438sq ft) Golden Mile wellness centre has opened in Moscow's Park Palace luxury estate, with a "Made in Italy" theme running through the design, build and interior.

Spread over two floors, the centre is largely divided between both wet and dry zones with various treatments allotted to each zone.

The dry zone comprises a 900sq m (9,688sq ft) fitness area, featuring a large gym and separate rooms for yoga and pilates classes, as well as a spa area. This 600sq m (6,458sq ft) spa houses 15 treatment rooms and two gender-designated areas, each containing a Turkish bath, sauna massage bed and a whirlpool.

The wet zone includes a large swimming pool for relaxation or fitness sessions, a bar, two whirlpools, a sauna, a Turkish bath, a Kneipp bath and a mood-lit shower with aromatherapy offerings.



The wet zone includes a large swimming pool for relaxation or fitness

There is also a snow cabin, complete with a waiting room where guests can acclimatise at a temperature of 8°C (46.4°F) before entering the 0°C (32°F) zone, which is regularly cooled down by snow jets.

Italian company Wellness Today – Happy Sauna Group oversaw the project from start to finish, enlisting compatriot architects Studio D73 for the design. Details: <http://lei.sr?a=v4t5P>



Tunisia's first ESPA spa coming in March

Tunisia is to become home to its first ESPA spa when the Spa & Thalasso at The Residence Tunis hotel welcomes the product house next month.

The spa features 30 treatment rooms across a 4,000sq m (43,000sq ft) space with the principles of ancient Roman thermal baths in mind.

The offering also includes an oriental hammam, sauna and steamroom, two relaxation terraces, as well as a cupola covering the spa's own seawater swimming pool.

A comprehensive range of treatments developed with ESPA will be on offer, with some exclusive options making the most of ingredients indigenous to North Africa and its surrounding nations.

Given its coastal location, the spa is able to offer a range of leading Thalassotherapy treatments to guests, making use of the seawater.

As well as relaxing experiences, the spa will also feature a fitness room, with yoga, pilates and aqua aerobics classes organised on a daily basis.

"ESPA has a long history as a market leader,



The spa facility is to feature 30 treatment rooms and a seawater pool

much as our hotel has been recognised for serving guests at the top of the luxury sector in this region since we opened in 1996," said David Sierra, general manager of The Residence Tunis. "This long-standing focus on expertise, service and heritage ensures a natural partnership between the two brands.

"We look forward to bringing our guests authentic, indigenous treatments that they will not find elsewhere, from March 2014."

Details: <http://lei.sr?a=H5c9F>

Alicante wellness clinic to host prestigious French osteopath

The SHA Wellness Clinic in Alicante, Spain will play host to prestigious French osteopath Boniface Verney-Carron later in the year.

A continuation of the clinic's commitment to bringing in 'masters' in all fields of health, Verney-Carron aims to soothe pain and improve wellbeing by balancing the body.

His training in both conventional osteopathy and acupuncture gives him an unusual approach to treating his patients – concentrating on the origin of the symptoms, rather than focusing on the symptoms themselves.

While at SHA, he will offer treatments including structural adjustments, mobilisation and soft tissue work; visceral osteopathy; cranio-sacral osteopathy; acupuncture and cupping. Details: <http://lei.sr?a=g4D7C>



The challenge is hiring staff with the necessary skills

Canyon Ranch to operate Celebrity Cruises' spas

Arizona-based spa operator Canyon Ranch will be running the spas on Celebrity Cruises from April.

The spa company will work in partnership with Celebrity to bring the Canyon Ranch SpaClub at Sea concept to Celebrity's fleet of vessels.

The on-board spas were previously run by spa company Steiner, which operates more than 125 cruise ship spas, most of which are co-branded with each cruise line.

In addition to Celebrity's spas, Canyon Ranch will also operate all beauty salons and fitness areas on the ships.

Canyon Ranch and Steiner are the two major spa players on the high seas, with Steiner on more than 25 cruise lines and Canyon Ranch's SpaClub at Sea on Cunard's Queen Mary 2 and the ships of Oceania, Regent and now Celebrity.

Canyon Ranch plans to introduce exclusive treatments and services tailored to the Celebrity clientele, including a range of new facial and body treatments, as well as yoga and meditation classes.



Canyon Ranch will now operate all spas on the fleet of Celebrity ships

Peter Smith, Canyon's COO, outlined three emerging areas in the spa industry – brain health, stress levels and sleep quality – and in particular at Canyon Ranch, which puts as much emphasis on wellness as it does on its beauty treatments.

Celebrity CEO Michael Bayley said: "We are passionate about providing guests with unforgettable experiences and this collaboration is a milestone in our drive to elevating guests' modern luxury vacations." Details: <http://lei.sr?a=m3h7H>

Middle East lacking adequate spa training centres

Spa industry experts have highlighted the lack of training centres in the Middle East and declared that it is now the spa's responsibility to deliver effective training programmes in the region.

Most Middle-Eastern spas now recruit from abroad, but a panel – speaking at the Hotelier Middle East Spa & Wellness Forum (HMSWF) – said a major challenge is hiring staff which have the necessary skill set to implement advanced treatments. Spas in the region are now faced with the potential problem of new employees lacking the necessary experience to do their job.

Spa Cordon managing director, Lea Cordon Ruof said that without training schools for therapists in the Middle East, the responsibility has to lie with the spa. "Once you have your staff here you have to reassess their skills and deliver a training programme," he said. "Training is an investment; your staff performance is a reflection of what you're teaching, it's a reflection of what your spa is about. You have to take ownership say 'this team is mine and any of their actions I'm held accountable for them.'"

Details: <http://lei.sr?a=y7y2M>

Conrad brand coming to India in 2015 with Conrad Pune

Hilton Worldwide has signed a management agreement with Palm Grove Beach Hotels to open Conrad Pune – the first Conrad-branded hotel to open in India.

The 316-bedroom hotel will open in Maharashtra in 2015 and will feature six dining outlets, an outdoor swimming pool, fitness centre, full-service spa and a salon. Business options include 16,200sq ft (1,510sq m) of meeting space and a fully equipped 24-hour business centre.

Hilton owns 10 global brands, of which four—Hilton Hotels & Resorts, DoubleTree, Hilton Garden Inn and Hampton — are present in India. *Details: <http://lei.sr?a=T7w8p>*



The spa offers Japan-inspired ESPA treatments

Ritz-Carlton opens fourth property in Honshu, Japan

Ritz-Carlton has opened its fourth property in Japan with a 136-bedroom hotel in Kyoto on the island of Honshu.

Located in the centre of Kyoto, the hotel opened its doors on 7 February. The interiors were designed by Peter Remedios and Spin Studios and include a four-storey waterfall positioned in the centre of the hotel.

At the foot of the waterfall is the seven treatment room Ritz-Carlton Spa, which offers signature treatments inspired by Japanese culture. These include a traditional acupressure massage which uses dry Shiatsu techniques and a Ryokucha serenity ritual.

Spa products used come from the ESPA line and are made from the botanical essences and marine actives which are rich in trace elements, minerals and vitamins.

Other facilities in the spa include a relaxation room, steamroom, dry sauna, fitness centre and a 20m indoor pool.

Other facilities include four banquet rooms a Japanese and Italian restaurant, a lobby lounge and a bar.

Ritz-Carlton also operates hotels in Osaka, Tokyo and Okinawa in Japan. *Details: <http://lei.sr?a=7B2c8>*

Spa revealed for Center Parcs Woburn

Center Parcs has unveiled plans for its new 22 treatment room spa at Woburn Forest, UK, opening in Q2 of 2014.

The facility is made up of six smaller spas all inspired by nature and combining different approaches from many of Europe's leading establishments. The six spas are themed around; fire and ice, mineral and gemstone, blossom, herbal, sensory and salt. Each spa holds a variety of multi-sensory experience rooms.

There will also be an outdoor infinity pool looking out across Woburn forest.

The spa's concept was designed and developed by Schletterer Wellness & Spa Design and Sparc Studio.

"We have also worked with the best designers and suppliers in the spa industry who were carefully selected to bring this new concept to life," says Don Camilleri, Woburn Construction director. "This is going to be the biggest, most innovative spa we have ever created, a concept that has evolved from the success of our existing Aqua Sanas."



The spa was designed by Schletterer Wellness & Spa Design and Sparc Studio

As well as 25 experience rooms there are also 22 treatment rooms across the six different areas with products from Elemis, Decléor and Bliss as well as Serail Suite for couples' mud treatments.

Facilities in the six sections includes three saunas, a snow and ice room, six multi-sensory shower rooms, five relaxation lounges, two steamrooms, a heat room, a herbal inhalation bath, two steam cabins, a meditation room, salt inhalation room, a zen garden and a mineral room. *Details: <http://lei.sr?a=R4A6g>*

Italian coastal town to get its first five-star hotel

The Italian coastal town of Jesolo will boast its first five-star hotel offering when the Almar Jesolo Resort & Spa opens this May.

Being developed by Trentino Real Estate, the 12,000sq m (129,000 sq ft) resort will be managed by the Boccato family.

The resort's spa is to be set out over 2,000sq m (21,500 sq ft) on two floors and will offer guests a range of choices from a comprehensive menu of wellness treatments.

To accompany these treatments, the year-round facility also boasts a Turkish bath, sauna, an ice room and a thunderstorm room, which provides a multi-sensory experience for guests.

Other features of the resort include a restaurant and a 70m long swimming pool with an overhanging bridge which leads directly to a private beach.

The hotel itself features 197 bedrooms and penthouse suites, along with a conference



The spa will be arranged over two floors and will offer a range of treatments

centre with 650 seats and a children's club with a playground.

"Almar wants to give a voice to a new concept of hotel business with the concept of the modern accommodation featuring places for relaxation, freedom, variety of services and conference centres," said Luca Boccato. "This project will also address the need to extend the summer season in Jesolo and keeping the hotels in full service for nine months of the year." *Details: <http://lei.sr?a=n7D6p>*

Finding new customers is expensive.



6x It's more expensive to market to new customers than to existing customers.

\$4,800

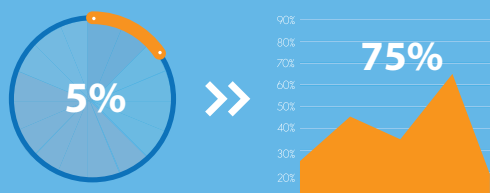
The average small businesses spend on marketing to existing customers annually.

Emailing your current customers the right way can increase your revenue.

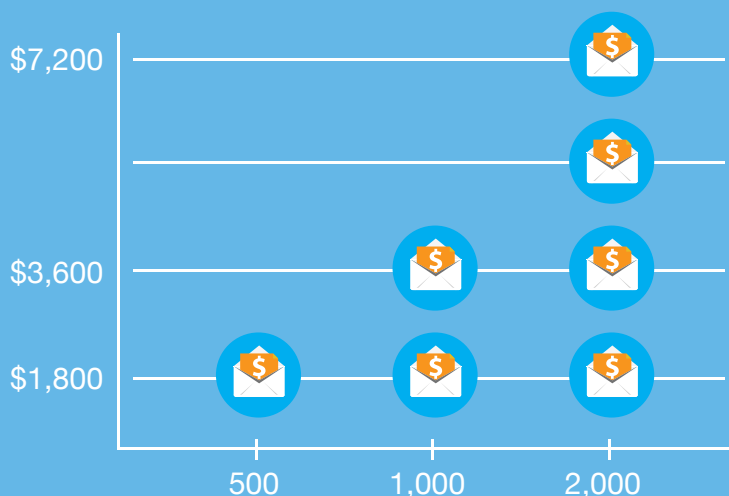
The average spa has 3,500+ customers in their email database.



A 5% increase in customer retention using email marketing can increase a spa's profitability by 75%.



The more email addresses you have in your database, the more revenue you can earn from them.



Put your customer emails to work for you.

Automatically generate more revenue from your customers.

With SpaBooker's Promote you can use emails saved in your database to automatically invite customers to book another appointment. Contact us today (**866.966.9798**) to keep your customers coming back.

Sources:
ISPA 2011 U.S. SPA INDUSTRY STUDY
<http://searchengineland.com/>
SpaBooker Promote Companion Guide

spabooker
www.spa-booker.com

Caudalie to launch Boutique & Spa concept in London

French product house Caudalie has chosen London to launch its flagship boutique with a treatment room.

The Caudalie Boutique & Spa opened its doors in Covent Garden on 10 February, marking a new venture for the founders of Caudalie, Mathilde and Bertrand Thomas. They have existing boutiques in New York, Paris, Milan and Hong Kong, but none with a treatment room.

Director Caudalie UK & Ireland, Jean-Christophe Samyn, says it has been launched in response to demand from clients: "We realised that to complete the walk in boutique concept we needed a treatment room to offer our signature spa treatments for the face and body, such as vino perfect facial."

The Caudalie Spa & Boutique in London spans 606sq ft (56sq m) and has one treatment room and shower. There is also a lab to create a bespoke fresh crushed cabernet scrub, made from the individual's own choice of organic essential oils. *Details: <http://lei>.*



Laurent Houel is global brand director for Evian

Lack of classification in spas is major hurdle says Houel

Laurent Houel, global brand director for Evian, has said that the lack of classification in spas is one of the industry's biggest stumbling blocks.

"While the hospitality industry's star classification isn't fully aligned worldwide at least it exists," said Houel. "Not having any kind of trusted and shared rating for spas can really discourage guests. It's really difficult for newcomers to figure out where to go. There are efforts being made by companies like the Leading Hotels of the World and SpaFinder Wellness – but when moving from the sheer luxury spa world it becomes a bit of a jungle."

For a full interview with Laurent Houel, the *Spa Handbook* is available online here in print: <http://lei.sr?a=A9O7e> and viewed online here: <http://lei.sr?a=P3L4j>

Centara to open second Sri Lankan resort

Centara Hotels & Resorts will open its second Sri Lankan resort later this year with Centara Ceysands Resort & Spa Sri Lanka.

Scheduled to open in Q2 of 2014, Centara Ceysands will include a 1,032sq m (11,108sq ft) Spa Cenvaree featuring eight treatment rooms and will be managed by an in-house team.

The spa, opening in mid-April 2014, will offer traditional Sri Lankan and Indian treatments along with its range of signature Thai therapies. Facilities include a fitness centre, swimming pool with spa pool and a children's pool, a water sports centre and a kids' club with separate zones for youngsters and teens.

The resort has 165 rooms and suites including family residences with bunk beds for children. Restaurant facilities include Café Bem, serving Sri Lankan and international cuisines along with buffets; 360 Seafood, which specialises in locally sourced seafood; and Ceylon Club, which will have a gourmet selection of Ceylon teas.



The resort is set on the Bentota Peninsula, in the south of the island

The resort – managed by Softlogic Leisure and operated by Centara under a management contract – will initially undergo a soft opening in the spring. It is set on the Bentota Peninsula, in the south of the island, with the Bentota River on one side and the Indian Ocean on the other.

Centara's first property in Sri Lanka, Centara Passikudah Resort & Spa, is located on the east coast of the island and opened early in 2013. *Details: <http://lei.sr?a=t8t5c>*

£26m makeover of Belfry nearing completion

World-renowned golfing resort The Belfry in Birmingham, UK, is about to reach the end of a £26m refurbishment, designed to place a strong emphasis on luxury wellness and gastronomy.

Building work began in April 2012 on the 550-acre resort to complement its golf offering with upgrades to the 319-bedroom hotel and other relaxation facilities.

The revamped resort boasts the brand new Ryder Grill restaurant, offering locally-sourced steaks prepared by chef director Glen Watson, as well as Brabazon Bar – where guests can enjoy drinks and light snacks – and a sports-themed dining area Sam's Clubhouse.

The spa, which is the subject of plans for a further upgrade, comprises 10 treatment rooms, stocked with Clarins and ESPA products. The facility is noted for its 90-minute Fire & Ice journey, which sees visitors embark on a relaxation experience spread across 12 bio-thermal rooms.

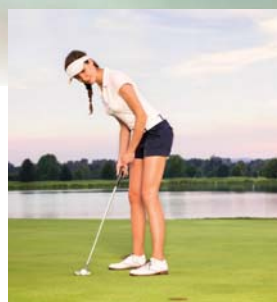
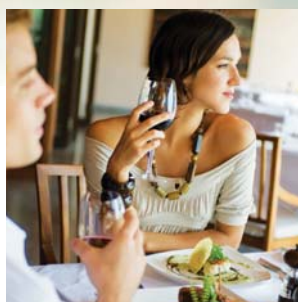


The Belfry has hosted four Ryder Cups and has several PGA golf courses

In addition the on-site gym has been fully refurbished, featuring the latest Life Fitness equipment.

"Immediate feedback from those who have visited and seen the changes are very positive, especially about our new gastronomy experience," said Belfry managing director Lynn Hood. "The aim of the refurbishment is to put The Belfry back on the map, not only as a golf mecca, but also as an outstanding destination for business and relaxation." *Details: <http://lei.sr?a=K5y3S>*

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DIARY DATES

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>

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

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

11-14 April 2014

Cosmoprof Worldwide

Bologna, Italy

One of the world's biggest beauty events, including sectors on beauty salon and spa, hair, perfumery and cosmetics, plus green nature.

Tel +390 2796 420

www.cosmoprof.com

15-17 April 2014

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

EC KyivExpoPlaza

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

Tel +380 44 526-90-25

www.lmt.kiev.ua

17-19 April 2014

InterCHARM Professional

Moscow, Russia

A leading event in the professional



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

cosmetics industry of Russia, the CIS and eastern Europe. More than 2,500 brands will be represented.

Tel +7 915 0888 088

www.intercharm.ru/en

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

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

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

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.

Tel: +33 1 42 40 90 77

www.forumhotspa.com

10-12 Sept 2014

Global Spa & Wellness Summit

Four Seasons Resort Marrakech, Morocco

The annual GSWS will bring together the leaders and figureheads of the spa industry to help guide and shape the future of the spa and wellness industries in the years to come. Sessions include panel-led discussions, general sessions, small group breakout sessions, and hosted dining conversations.

Tel +1 212 716 1202

www.globalspaandwellnesssummit.org

30 Sept - 1 Oct 2014

SpaMeeting Europe

Hotel Radisson Blu, Dubrovnik, Croatia

SpaMeeting Europe brings suppliers from the spa and wellness industry to meet with the Distributors, Hotel Spa, Day Spa and Medispa project holders for a two-day forum of meetings and discussions for people in the sector.

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www.eu.spameeting.com



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Contact: spa-activities@clarins.net

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Hotel De L'Europe unveils its new spa

Amsterdam's Hotel De L'Europe has unveiled its new spa – the Skins Institute – opening within a month.

The new spa, which will be run independently by the Skins Institute will focus on bespoke beauty and wellness treatments.

The 1,300sq ft (120sq m) spa will feature four treatment rooms for single and couples use, a beauty salon for hair and make-up, infrared and Finnish saunas, a Turkish steam bath, a swimming pool, a spa boutique and a fitness studio equipped with Technogym equipment.

The spa will offer a number of signature treatments created specifically for De L'Europe with the combination of Oriental, Ayurvedic and European approaches including the African Botanics Marula Muti Mud Detox, Olio Lusso Pure Jasmine Indulgence and the Marie Veronique Organics Pacific: Turn Back Time treatment.

Also on offer at the Skins Institute spa will be a full menu of natural therapies including, bespoke body treatments, detox facials



The spa will be run independently by the Skins Institute

and skincare, with therapists using a range of organic ingredients from Skins Cosmetics.

"In selecting De L'Europe as our spa partner, we have been able to create a tailor-made spa programme, strong guest service orientation and highly trained staff," said Paulina Moes, owner of the Skins Institute. "We have hired some of the best Skins Institute therapists available, stocked our spa with the most luxurious of linens and offer bespoke service, sure to pamper our guests."

Details: <http://lei.sr?a=K7h8B>

Germany's first Andaz hotel coming to Europe in 2017

Hyatt has announced that it will open its first Andaz property in Germany in 2017.

The 274-bedroom Andaz Munich, to be located in the city's Schwabinger Tor district, will be part of a mixed-use development which will also include residential apartments, shops, offices and restaurants.

Facilities at the hotel will include a spa and fitness centre, restaurant, lounge, rooftop bar, swimming pool, ballroom, seven conference rooms and pre-function space.

"We are eager to expand the Andaz brand presence in Europe and especially in Germany," said Peter Norman, senior vice president of acquisitions and development – Europe, Africa and Middle East for Hyatt.

Andaz Munich will be the brand's third European hotel, joining locations in London and Amsterdam. Details: <http://lei.sr?a=P4K7Z>



Fairmont Kea Lani, Maui has opened its new spa

Willow Stream Spa launches at Fairmont Kea Lani, Hawaii

The Fairmont Kea Lani, Maui in Hawaii has officially opened its new 13-treatment room Willow Stream Spa, following an US\$8m (£4.8m, €5.9m) redevelopment.

In addition to the three existing outdoor spa cabanas, the renovation has more than doubled the size of the spa from around 4,000sq ft (371sq m) to 9,000sq ft (836sq m) and retail space, manicure and pedicure stations, treatment rooms are included.

The Nalu Suite features Maui's only wave massage table which simulates the feeling of floating, and the Waiale Suite offers a multiple-nozzle Vichy Shower. Additional features include multiple sensory experience showers inspired by varieties of Maui rain, steam and sauna, a palolo (mud) bar and an invigorating hot stone foot bed.

Honolulu-based Group 70 International designed the spa and Swinterton Builders was the contractor. The resort has undergone around US\$70m (US\$42.7m, €51.6m) of renovations in recent years. Details: <http://lei.sr?a=h7F6y>

BABTAC: government review doesn't go far enough

The British Association of Beauty Therapy and Cosmetology (BABTAC) has said that the UK government's review of regulations towards cosmetic interventions does not go far enough in terms of consumer protection.

BABTAC has stressed that it is in no way critical of the review, but believes that the industry will continue to have a "buyers beware" focus, leaving the responsibility for safety with the client rather than the provider.

The government report laid out a number of key suggestions to help improve regulation, which include improved and formalised standards of qualifications and training, regulation of all providers in the form of a voluntary paid register and supervision of non-healthcare providers by regulated professionals.

BABTAC has raised concerns that regulation of non-healthcare providers could lead to an increase in costs, while also reducing competition because of heightened bureaucracy.



The report has laid out a number of ways to improve regulation in the sector

There is also a concern that this could lead to an increase in consumer prices, without necessarily increasing safety for patients.

In light of the study, the association has presented the idea that trained, advanced therapists are entirely capable of delivering safe treatments. Therefore the hiring of often hard-to-find supervisors could drive prices higher, or prevent trained therapists from practicing. Details: <http://lei.sr?a=z8f9Q>

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SPATEC Europe this year has been fantastic; enjoyable and extremely beneficial. It is a very well organised and productive event. I have certainly had some very useful meetings.



Louise Moore – Director of Spa, Operations - Hilton International, at SPATEC Europe 2013

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A valid UAE driving license or one you can exchange will be required, you will be based in Abu Dhabi but you will travel around the Emirates to visit prospective and existing clients. You should also be willing to travel around the GGC as and when the need arises.

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Jamaica finalising US\$2.5bn resort project

Chinese firm Sinohydro is to conclude negotiations for the financing and equity investment of the US\$2.5bn (£1.5bn, €1.8bn) Harmony Cove Development project in Telawny, Jamaica later this month.

Covering 2,300-acres (9.3sq km, 3.6sq m), the property on Jamaica's north coast, is to be developed into a resort to include three PGA golf courses, a luxury health spa, marina facilities, commercial developments, luxury hotels, private residences, a hotel, a casino, convention and entertainment centres, restaurants, retail outlets and a dedicated private airport.

Real estate developer Tavistock has acquired the rights to develop the property, while Leisure and Hospitality Design International (LHDI), MODE architects and MSI have worked in collaboration on the design and architecture.

The first phase of the project, to cost US\$800m (£478.1m, €583.7m), will take three years to complete and will include 2,000 hotel rooms.



The first phase of the project, to cost US\$800m will include 2,000 hotel rooms

The much delayed project, which was expected to start construction in 2009, has strong backing from Jamaica's government and is expected to be one of the country's top destinations.

The Couples Resort group has placed 40 acres of land adjacent to Harmony Cove on the market at an asking price of US\$9.8m (£5.8m, €7.1m). Plans for the neighbouring land had originally been for a 400-bedroom hotel and spa project, though those have now been dropped. *Details:* <http://lei.sr?a=D8K5w>

Hand & Stone bank on budget sector expansion

Continued from front cover

As the American budget spa market continues to heat up, the president of Hand & Stone Massage and Facial Spas, Todd Leff, is hoping his business can continue to ride the crest of the wave in 2014.

Last year the spa franchise chain – which offers massage, facials and hair removal – enjoyed a bumper year for growth, opening 45 new locations to take its unit count beyond 140. In addition, sales across all mature outlets grew by 25 per cent as the company racked up more than US\$85m (£50.9m, €61.9m) in sales.

The company plans to open a further 55 stores in 2014, with Leff hopeful the continuing trend towards wellness will hold his firm in good stead.

"People tend to look at our services as an investment in themselves – something that is almost a necessity these days, because it helps give them a relaxing escape, even if it's just for



Hand & Stone aims to bring affordable spa services to the masses

an hour or two," he told *Spa Opportunities*. "Most clients aren't coming as an indulgence. They're coming for stress reduction and pain relief, and many on the suggestion of their doctors."

Launched in 2004 by John Marco, a physical therapist with 20 years of experience who serves as chief operating officer, Hand & Stone says its mission is to bring massage therapy and quality facial services to the masses, affordably and conveniently. *Details:* <http://lei.sr?a=X2Q4g>

Argentina Spa Association

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Asia Pacific Spa and Wellness Coalition

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Association of Malaysian Spas (AMSPA)

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Australasian Spa Association

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Bali Spa and Wellness Association (BSWA)

W: www.balispaandwellness-association.org

Brazilian Spas Association

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Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

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China Spa Association

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Association of Spas of the Czech Republic

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The Day Spa Association (USA)

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Estonian Spa Association

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European Spas Association

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Federation of Holistic Therapists (FHT)

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French Spa Association (SPA-A)

W: www.spa-a.com

German Spa Association

T: +49 30 24 63 692-0 W: www.deutscher-heilbaederverband.de

Hungarian Baths Association

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The Iceland Spa Association

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The International Medical Spa Association

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International Spa & Wellness Association (ISWA)

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Japan Spa Association

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