

# spa opportunities

14 MARCH - 28 MARCH 2014 ISSUE 185

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## Europe plays huge role in wellness tourism says GWTC

Europe is responsible for almost 40 per cent of all domestic and international wellness-focused trips taken worldwide each year, according to research published by The Global Wellness Tourism Congress (GTWC).

Conducted by SRI International for the GWTC, the research also shows that Europe ranks as number one globally for annual trips taken (203 million) and comes in at number two for expenditures at US\$158bn (£94.4bn, €115.3bn).

However, Europe lags slightly behind North America, which holds top spot with a 41 per cent share on the expenditures side of the market.

Six of the top 10 nations globally for wellness tourism expenditures are on the continent, with Germany ranking top in Europe for both trips and expenditures, while France and Austria



France was ranked among the top six for wellness tourism expenditures in Europe

come in close behind, with the three countries accounting for over US\$80bn (£47.7bn, €57.7bn) in the wellness tourism spend each year.

The research findings also show that domestic wellness trips have been more

dominant than international ones, especially in the US.

Europe has been found to have slightly less dominant domestic travel for wellness due to the ease of crossing borders to other countries.

"Europeans are the most sophisticated, experienced wellness- and prevention-focused focused travellers on the planet. They not only take frequent trips within their own countries and across Europe, they're also pegged as the largest source market for international wellness travel," said Susie Ellis, chair & CEO

of the GWTC. "With so many European tourism boards now smartly promoting their unique offerings, the region will only continue to attract more health-minded travellers from all over the world." Details: <http://lei.sr?a=P8a8p>

### Angsana-branded luxury spa coming to Malaysia

Banyan Tree Hotels & Resorts is to open its first-ever resort in Malaysia following the unveiling of plans for a Angsana-branded luxury spa resort.

The site is to be located on 3.2 hectares of land at Teluk Bahang, which will house three main buildings with approximately 300 sea-facing rooms and suites.

The resort's developers, Senja Aman Group, are also planning a 1,100sq m (11,840 sq ft) spa complete with 12 treatment rooms, which will sit alongside three swimming pools and five food and beverage outlets.

Angsana spa will also house 2,000 square feet (186sq m) of retail space. Details: <http://lei.sr?a=t5C3s>

### Salary control key to staying in the black

Salary costs remain the biggest opportunity and challenge for US spas with tight salary control often making the difference between operating in the red or the black, according to a new report from the US Day Spa Association (DSA).

The 2014 Day Spa Association Spa & Wellness Compensation Trends Survey said one of the main issues is salary confusion, which remains a problem due to the multiple and varied payment and salary plan in the country.

In almost every country barring the US, salary makes up the majority of monthly income, with commissions earned through services or retail comprising the rest.

The US model however differs in that it's fairly common for therapists working in spas to receive no base salary, instead making their



Tight salary control can make or break spas in the US

entire earning by making a commission on treatments given to clients.

The study looked at 1,103 spas in the US across 870 different zip codes. Respondents ranged from employees in destination and resort spas to solo practitioners summarising that salary was the largest slice of the expense pie.

*Continued on back cover*

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## Plans for US\$100m Maldives resort

Saudi Arabian real estate firm Best Choice Real Estate Development has revealed plans to build a US\$100m (£59.7m, €72.6m) resort and spa in the Laamu Atoll in the Maldives.

The development, to be built on Vadinolhu Island, will open in 2017 and be developed as an eco-friendly five-star resort.

It will feature 100 beach villas, including water bungalows and luxury suites and will offer dining services, wellness facilities and leisure activities.

The resort's spa and boutique will offer a complete range of health, wellness and beauty treatments and facilities including relaxation lounges, yoga pavilions, a sauna, hot and cold plunge pools and private spa suites. Vadinolhu will also have sporting and recreational facilities for table tennis, lawn tennis, badminton, scuba diving, sailing and a fully-equipped gym.

*Arab News* has said that the Best Choice Real Estate Development also plans to offer lucrative investment opportunities for Saudi investors.

"The Maldives offers tremendous investment opportunities, especially in the hospitality



Vadinolhu Island, will open in 2017 and be developed as an eco-resort

sector, as it has rapidly emerged as a destination of choice for international tourists. Our aim is to develop Vadinolhu island as a high-end resort with world-class facilities to promote it as a complete family destination," said Mohamad Rabih Itani, CEO of Best Choice Real Estate. "We have already designed a business proposal targeting potential investors to collaborate with us in the operation and management of the resort. We are confident of achieving an operating profit in the second year with the cash payback period at six years." Details: <http://lei.sr?a=8X5T4>

## Armenia pinpoints wellness as key to tourism

Armenia aims to boost its foreign tourism numbers by 10 per cent in 2014, championing the spa sector as one of its main selling points.

Tourism has been a key sector of the Armenian economy since the early 1990s, with nearly a million people visiting the country every year, mostly returning Armenians who live abroad.

Mekhak Apresyan, head of the division in charge of tourism for the Armenian Ministry of Economy, said at a video conference between Ukraine, Kazakhstan,

Moldova and Armenia that the tourism industry was a priority for the country's government.

Apresyan also said that aside from the country's historical and cultural tourism – Armenia's main draw – it would be developing its spa, medical, winter, and agricultural tourism, as well as a tourist product that will combine all of these sectors.

In 2013, 924,965 people visited the country, with the Armenian Ministry of Economy



Armenia welcomed nearly a million tourists in 2013

reporting that most of the tourists come from former Soviet nations in the Commonwealth of Independent States (CIS), particularly Russia and Georgia, as well as Iran and the US.

A number of luxury hotels have opened in Armenia recently. Hilton and InterContinental are both located in the capital city Yerevan, while Kempinski set to arrive in 2014. Details: <http://lei.sr?a=C2S7y>





# Outrigger Mauritius reveals spa details

The Outrigger Mauritius Resort and Spa, which first welcomed guests 30 January, has exclusively revealed to *Spa Opportunities* the details of its new spa opening this month.

The 1,800sq m (19,375sq ft) Navasana Spa features seven regular treatment rooms and six rooms for water treatments.

Among the seven regular treatment rooms, there is a Thai and Shiatsu cabin, two facial, manicure and pedicure cabins, two double cabins as well as a single cabin for massage and one VIP double cabin with its private bath tub, shower and garden.

The water treatment rooms include two scrub rooms, two hydro massage rooms, one hydro jet and one balneotherapy room.

Other facilities include a hydro massaging corridor, sauna, hammam, spa pool and rest rooms with relaxing armchairs or a rooftop Solarium with a secluded pool.

Navasana treatments include some ancestral and traditional "Around the world Massages" with signature treatments specially concocted to enhance their wellbeing and relax.



The Navasana Spa features thirteen treatment rooms and opens 15 March

The spa uses Terraké products – a French brand developed and distributed for exclusive use in more than 130 five-star resort spas throughout the world, mainly in China – and includes relaxing rituals, world massages, body shape rituals and facial treatments. Terraké offers body and face products with natural ingredients, refined textures and scents.

The hotel's 181 bedrooms all face the Indian Ocean and the resort also offers three swimming pools, three restaurants, a kids club, children's pool and tropical gardens. *Details:* <http://lei.sr?a=P8mgV>

## Designers neglect spa flow says Blu Spa's Collier

Cary Collier, principal and lead designer for Blu Spas, has said that flow is most common mistake often made in spa design.

Speaking in the *Spa Handbook*, Collier said: "Often designers create a guest path which makes no sense or compromise an experience due to space."

Over the past 25 years, Blu Spa has been involved in the design of more than 250 spas and Collier believes space is the key to any spa development for both feel and servicing.

"The service path, sizing and locations of back-of-house and mechanical spaces, and a functional and comfortable respite area for staff are all mandatory," said Collier. "These areas are always on the chopping block in the planning process when space becomes precious. It is inexcusable for any designer to neglect the operational requirements for any spa project."

For a full interview with Cary Collier, the *Spa Handbook* is available online here in print: <http://lei.sr?a=A9O7e> and viewed online here: <http://lei.sr?a=P3l4j>

## Two Bunch development plans enter second phase

Plans to redevelop Two Bunch Palms in California, US, are soon to enter a second development phase following an investment plan designed to raise up to US\$11m (£6.5m, €7.9m) as part of a US\$24m (£14.3m, €17.4m) project.

22 investors are being sought to invest US\$500,000 (£300,000, €363,000) into the redevelopment which will transform the property into a world-class wellness hotel, spa and tourist destination.

The resort consists of 52 bedrooms, a spa, restaurant, hot springs grotto, pool, tennis courts and support building that sit next to 214 acres of undeveloped land for development.

The project is going through two development phases, the first of which started in 2013 and consisted of improvements to resort infrastructure and renovations on three model hotel rooms as well as the launch of a marketing campaign.

The second phase of development will use the funding to upgrade and expand the existing



The redevelopment plans will include the construction of a new spa

hotel rooms, construct a new 9,000sq ft (836sq m) spa and fitness centre, build an additional hot springs grotto with pool and build a further 36 hotel rooms.

Beverly Sosa will join the Two Bunch team as spa director, overseeing the spa, retail and programming. while Suzanne Barber is the resort's wellness services coordinator. *Details:* <http://lei.sr?a=n4T5G>



The brand has pioneered a fully-automated spa

## Planet Beach opens automated wellness centre in Louisiana, US

The Planet Beach franchise has opened a new wellness centre in the state of Louisiana, with the facility offering guests the use of push-button beauty and health treatments.

Located in the town of Mandville, the new Planet Beach will feature equipment operated by guests without the need of a therapist or attendant present.

The brand has pioneered the use of fully-automated spa offerings, with Planet Beach services including massages, tanning and beauty treatments, using machines operated by guests in their own private rooms.

Current wellness services provided by Planet Beach include over six types of massages, three types of facials, hydration treatments, teeth whitening, guided meditation, oxygen therapy, weight management treatments and sunless tans.

*Details:* <http://lei.sr?a=x3m3M>

## Rimerman to lead SpaFinder corporate wellness charge

Spafinder Wellness has appointed Claudia Rimerman as senior vice president for corporate group and wellness, as the company moves to strengthen its position in what it sees as a strong area for growth.

The US-based wellness industry company – which covers media, marketing and gifting – believes employee and corporate wellness offerings possess untapped potential, as companies strive to reign in health care costs and increase employee productivity by offering incentives for adopting healthier lifestyles.

In the newly created position, Rimerman, who previously held management roles at AIG, UnitedHealth Group, Humana and Corporate Health Systems, will lead the company's Corporate Wellness 365 division and develop incentive products and partnerships that support employee wellness programs.

The division offers incentives and gift cards that can be redeemed at more than 20,000 locations including spas; fitness, yoga and pilates studios, and travel destinations in the company's partner network. Details: <http://lei.sr?a=b7c9A>



The hotel's spa will include seven treatment rooms

## Waldorf Astoria Beijing opens with spa set for April launch

Hilton Worldwide has expanded its presence in Beijing with the opening of the Chinese capital's first Waldorf Astoria.

The 176-room hotel joins Waldorf Astoria Shanghai and will soon feature a spa and fitness centre, with a heated indoor swimming pool.

Not due to open officially until April, the facility will be operated as a Waldorf Astoria Spa – drawing strongly from local cultural influences – and will feature seven treatment rooms, each equipped with a private rainforest shower and bathroom.

The spa will feature products from Valmont and Aromatherapy Associates. Details: <http://lei.sr?a=B2Y3q>

## Vdara Hotel & Spa launches ESPA spa

Vdara Hotel & Spa and ESPA have come together to offer a progressive luxury wellness facility in Las Vegas, US.

ESPA at Vdara is ESPA's first branded offering on the West Coast of America and only the third in the US.

The facility is set out over 18,000 sq ft (1,672sq m) of space set out over two levels.

The spa features 11 treatment rooms with three relaxation lounges, a co-ed meditation room, sauna, eucalyptus steam rooms, hot plunges and heated lounge chairs.

The new offerings sit alongside a pre-existing salon, fitness centre and a healthy smoothie bar.

"ESPA and Vdara share similar ideologies in embracing the healing power of nature in a sustainable fashion as well as offering guests an impeccable level of service in a luxurious atmosphere," said Mary Giuliano, general manager of Vdara Hotel & Spa. "Forming this partnership allows Vdara to set a new standard for excellence and offer our guests a superior spa."



The facility is set out over 18,000 sq ft of space over two levels

As well as being used in a comprehensive treatment menu catering for both sexes, ESPA's natural products, developed in the UK, will be on sale within a dedicated retail area.

ESPA has experience creating luxury wellness offerings, having helped to developed spas for One & Only, Ritz-Carlton, Bvlgar, The Peninsula and many other well known spa brands. Details: <http://lei.sr?a=9G9B5>

## Obese women get one hour vigorous exercise a year

The average obese woman gets just one hour of vigorous exercise a year, according to a recent health study.

Researchers at the University of Carolina were startled by the extent of inactivity they discovered, with obese males only clocking up an average of 3.6 hours of vigorous exercise per annum.

"They're living their lives from one chair to another," Edward Archer, who led the investigation and is a research fellow with the Nutrition Obesity Research Center at the University of Alabama, told *Health Day*.

"We didn't realise we were that sedentary. There are some people who are vigorously active, but it's offset by the huge number of individuals who are inactive."

Researchers examined results of a 2005-06 US government survey of adults aged 20 to 74. The survey tracked the weight, diet and sleep patterns of nearly 2,600 adults.

Vigorous exercise was defined as activities that burn fat, such as jogging and



Researchers examined the results of a 2005-06 US government survey

rope-skipping, with accelerometers used to track participants' movements.

Despite the stark discovery, the main focus of the study was finding better ways to measure how much exercise people get, and the researchers acknowledged that the accelerometer did not measure swimming or biking particularly well. Another expert pointed out that the definition of 'vigorous' exercise is limited, as in cases of extreme obesity, general walking could be classed as such. Details: <http://lei.sr?a=r6U2s>



# Finding new customers is expensive.



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

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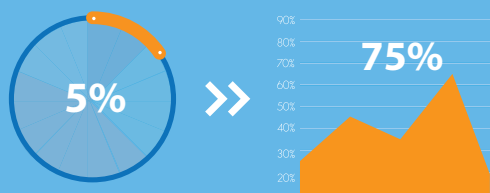
The average small businesses spend on marketing to existing customers annually.

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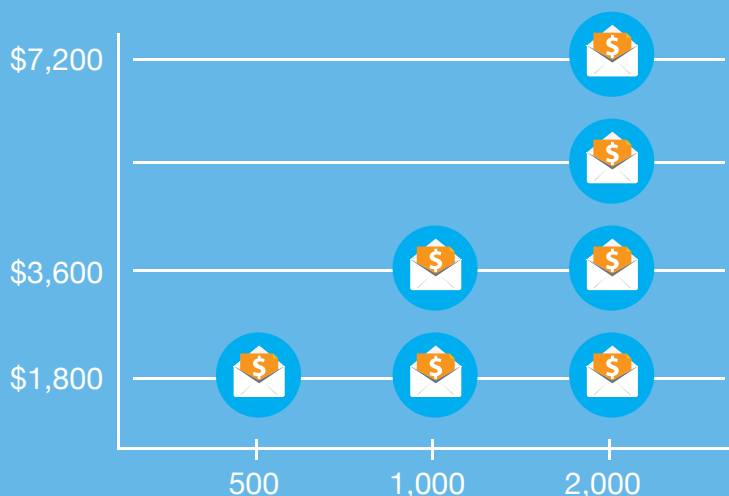
The average spa has 3,500+ customers in their email database.



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

**spabooker**  
www.spa-booker.com

## SpaUK launches online benchmarking programme

SpaUK – an association for British spas – has launched a new online benchmarking program enabling members to compare their key performance indicators (KPIs) against the rest of the market.

The tool, created by hospitality software specialist Sofality, took six months to develop and compares businesses across four key categories: average treatment revenue per hour; retail sales as a percentage of treatment revenue; percentage of therapist utilisation; percentage of treatment room utilisation.

So far 40 SpaUK members have added their details to the secure database with a further 60 in the process of doing so. Details: <http://lei.sr?a=r6T8P>



The hotel will offer a mix of facilities including a spa

## Carlson Rezidor to open first hotel in Crete, Greece

Carlson Rezidor Hotel Group has announced its first hotel on the Greek island of Crete, in partnership with the Geniatakis family.

The 318-bed Radisson Blu Beach Resort, Crete Milatos is scheduled to reopen after renovations in Q2 of 2016.

The hotel will offer a mix of facilities, including an all day dining restaurant, speciality restaurants and bars, a variety of pools and private pools, a private beach, tennis courts, leisure facilities and a spa – the details of which are yet to be announced.

This is Carlson Rezidor's second Greek hotel: it already operates the Radisson Blue Hotel Athens. "We are delighted to arrive in Crete and look forward to our future co-operation with the Geniatakis family," said Wolfgang Neumann, president and CEO of Rezidor.

The Geniatakis family have been in the tourism industry for 32 years and opened the hotel in 2002. They decided to enter into the partnership with Carlson Rezidor to combine their local heritage and knowledge with the international expertise of a global brand. Details: <http://lei.sr?a=W7h5h>

## Como opens Phuket resort Point Yamu

Como Hotels and Resorts has opened a new resort in Phuket – its first in Thailand outside of the capital Bangkok.

Point Yamu features 79 rooms and 27 private villas, overlooking both UNESCO World Heritage Site Phang Nga Bay and the Andaman Sea.

The beachside development was designed by Paola Navone, working on her first property for Como. The resort combines Navone's "eclectic, colourful approach" with Como's "signature clean lines and pared-back, contemporary style," according to the company.

Point Yamu's spa contains eight treatment rooms operated by sister brand Como Shambhala, using its own hair and body products produced from the "highest grade aroma-essential oils". The spa will include a yoga studio, four Thai massage alcoves, male and female steamrooms, a spa pool and a gym.

Other features of the resort include a lengthy 100m (328ft) swimming pool, Italian



The resort features a 100m-long (328ft) infinity pool

and Thai restaurants and a child-friendly interactive learning area. The private residences are available to purchase and will include access to all of the resort's facilities.

The resort is to also offer biking through nearby villages and plantations, plus snorkelling and diving under the guidance of English-speaking Como guides.

Como worked with property developer Campbell Kane, KS Group and Hotel Properties in bringing the project to fruition. Details: <http://lei.sr?a=m3c4K>

## El Mangroove hotel and spa comes to Costa Rica

El Mangroove, a new hotel in Papagayo, Costa Rica, opened its doors last month, boasting an expansive spa and wellness area.

The spa itself, which aims to provide clients with a natural, serene experience, has seven treatment rooms in total, divided into three treatment rooms – one for couples – and four outdoor bungalows.

Facilities include separate men's changing facilities with shower, lockers and a steamroom.

A separate outdoor relaxation area with lounge chairs a spa pool and showers is also featured.

A range of treatments using the Epicuren enzyme skin care range are on offer including massage, facials, body wraps, body exfoliations, hand and foot treatments, which include manicure and pedicure finishes, as well as hair styling services.

A 635sq m (6,835sq ft) gym is also included in the new development.



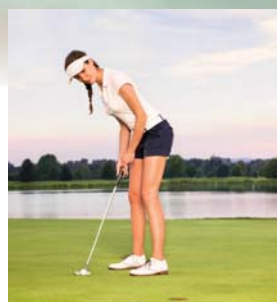
The seven room spa aims to provide clients with a natural, serene experience

The fully-sustainable 85-bedroom hotel features two restaurants, a pool, kids zone and 650sq m (6,996sq ft) of meeting space.

El Mangroove is the first new development in the Guanacaste area of Costa Rica – a location which is the subject of several new hotel developments including the recently announced Dreams Las Mareas Resort & Spa Hotel. Details: <http://lei.sr?a=m2M9c>



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# DIARY DATES

**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)

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

**17-19 April 2014**

**InterCHARM Professional**

Moscow, Russia

A leading event in the professional 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](http://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



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

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, Hồ 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.

Tel: +33 1 42 40 90 77

[www.forumhotspa.com](http://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](http://www.globalspaandwellnesssummit.org)

**14-17 Sep 2014**

**SPATEC Fall North America**

Hyatt Regency Scottsdale at Gainey Ranch Scottsdale, Arizona, United States

SPATEC Fall 2014 will bring together the operators of America's leading hotel resort, destination, athletic, medical and day spas with key domestic and international suppliers to participate in a series of one-to-one meetings over two dedicated business days.

Tel: +1 214 592 4270

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

**30 Sept - 1 Oct 2014**

**SpaMeeting Europe**

Hotel Radisson Blu, Dubrovnik, Croatia

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

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## Ghislain Waeyaert joins Deep Nature

Ghislain Waeyaert has been announced as the new managing director at Deep Nature Development. The move comes after his departure from Clarins, where he was international boutique and spa director for five years.

During his tenure at Clarins, the company built its presence as a spa product house with its Spa MyBlend by Clarins and Spa by Clarins brands. Major contracts – including Miraval, Arizona, US; Raffles Royal Monceau, Paris, France; and The Ritz Carlton, Toronto, Canada – consolidated this position.

Waeyaert has been involved in the cosmetics industry for more than 20 years and has specialised in the spa sector since 2008, building a strong network of industry contacts. Deep Nature Development has been created to support the rapid expansion of Deep Nature, the French spa operating company which was established in 2007.

Deep Nature has grown to be one of the biggest international spa operators, with 35 contacts to its name, including Raffles Royal Monceau



Waeyaert spent five years at Clarins before moving to Deep Nature

Paris' Spa My Blend by Clarins, Paul Gauguin Cruises' Pacific line and InterContinental Bora Bora Deep Ocean Spa. The company will open The Brando – an eco-resort in Tetiaroa, French Polynesia – later this year.

Working as MD, Waeyaert and Deep Nature Development will assist spa investors and operators by providing consultancy, design, management, and operational support, while offering adaptable concepts, including the Deep Nature Spa concept or spas branded with premium skin-care lines. *Details: <http://lei.sr?a=e8K4w>*

## Deyaar plans US\$245m development with spa in Dubai

Deyaar Developments is to venture into the hospitality sector with the construction of a US\$245m (£147m, €176m) combined residential and serviced apartment project, complete with its own spa facilities.

To be constructed in Dubai's Bussiness Bay, the Atria will feature 350 serviced apartments and 219 residential units, split into two different twinned towers.

Other features include five-star spa facilities with views across the Bay region, a health club, three swimming pools and a luxury restaurant.

Work is expected to begin on the site's foundations in the coming weeks, with a completion date planned for 2017. *Details: <http://lei.sr?a=r4R3s>*



The hotel will be located on Velika beach

## Grace Hotels to open fourth Greek location in 2017

Grace Hotels has announced plans for a new beachfront luxury hotel development in the Peloponnese region of Greece to open in 2017.

The 125-bedroom hotel, to be located near the city of Kalamata, will include a spa and wellness centre offering a range of treatments, a gym, two restaurants, conference facilities, water sport facilities and children's facilities.

The hotel will be built on 300m (984ft) of secluded beachfront and will be located around 20km (12.4m) west of Kalamata.

"This resort is a perfect destination for a Grace hotel. It is in an authentic and charming town and has a beautiful beach frontage, yet it is within easy reach of Athens," said Lena Livanidou, head of Mediterranean & Africa for Grace Hotels. "Lovers of Greece and Greek history will relish the variety of cultural and leisure experiences that a mainland destination like Kalamata can offer."

Grace Kalamata will be the fourth development of the Grace Hotels Group in Greece with the Grace Mykonos and Grace Santorini already established, while the Grace Kea is currently under development. *Details: <http://lei.sr?a=k2G2w>*

## Hoshino must "adapt to the modern-day traveller"

Yoshiharu Hoshino, president of luxury Japanese hot springs resort company Hoshino, has said that for the company to continue its recent growth then it must adapt to the needs of the modern day traveller.

The Hoshino Resort Company opened its first location a century ago, but in the past two decades, the business has grown its portfolio to now boast 32 luxury properties across Japan.

But Yoshiharu Hoshino said in an interview with *Spa Business* magazine that the company's resorts need to modernise – and not just for its foreign visitors.

"The younger generation in Japan is used to western-style living and now feels some discomfort and inconvenience when staying in traditional Japanese inns," said Hoshino. "My job has been to transform these old-style onsen-ryokan – while maintaining the important elements – so modern Japanese and international guests can enjoy staying frequently."



Yoshiharu Hoshino is the fourth-generation president of the company

The company has however remained true to its heritage by respecting the four key elements in its operations. In addition to natural hot springs, all Hoshino resorts incorporate Japanese architecture and design, serve locally prepared Japanese cuisine and deliver 'omotenashi', which loosely translates to 'selfless hospitality'.

The company is also looking to expand outside of Japan, with its first overseas resort coming to Bali. *Details: <http://lei.sr?a=c9w4a>*

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

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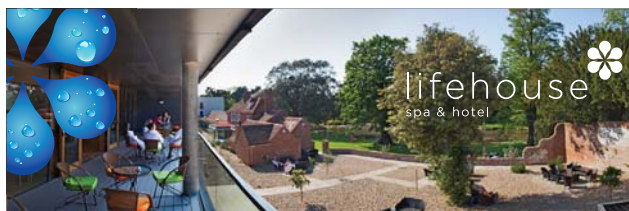
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## Elemis conference lays out pipeline plans

Distributors from 24 countries gathered in London on 20-24 February for the very first international distributor conference by British skincare brand Elemis.

A total of 37 guests were flown in from around the world to hear the company's strategic development plans. "Our aim is to achieve substantial growth in the next five years and the majority of that will be growth in international markets," says Elemis' managing director Séan Harrington. "We have an exciting long-term vision of how we expect to grow, which we shared with the distributors."

Central to the expansion, is the launch of Elemis Biotec – a machine which combines different technologies such as ultrasonic peeling, microcurrent lifting, galvanic rejuvenation, light therapy and oxygen infusion, with actives and hands-on touch. The machine has been clinically trialled and developed for results-driven treatments and there are eight accompanying facials.

Distributors were presented with 12 product launches and promotional programmes that



Séan Harrington, managing director of Elemis, spoke at the event

are planned in 2014, plus other new product developments that are in the pipeline over the following three years.

Designs for the new vision of the Elemis flagship day spa in Mayfair, central London were also unveiled. The day spa will incorporate a ground floor retail/sensory experience, plus a healthy food and juice offering; a Grooming on the Go section for men and women; a floor dedicated to Biotec facials; and one of the most luxurious penthouse treatment suites in the city. Details: <http://lei.sr?a=j9E7F>

## Salary confusion a stumbling block for US spas

*Continued from front cover*

One of the main reasons US spas have salary confusion is that in the country there is no standard way of paying therapists.

Methods vary from higher commissions upon reaching targets to varying the compensation based on the service performed – meaning therapists would earn more for higher costing treatments they deliver.

The lack of a defined model of pay leads to confusion as to whether therapists are classified as employees or independent contractors, something which according to the study remains "fuzzy", further adding to salary confusion.

In US spas a lot of therapists earn a wage by earning a commission. Commission splits were highlighted by the DSA survey as a potential red flag for spa profitability. If not managed correctly the spa will not make enough money to continue operation or the therapist will not earn enough to make a living.



The study looked at 1,103 spas in the US across 870 different zip codes

The survey discovered that if total labour costs for treatments totalled over 46 per cent then the spa is in danger of not making a profit. Of the 1,103 spas surveyed, 27.9 per cent were above the 46 per cent danger line with 2.58 per cent at costs of more than 66 per cent. Details: <http://lei.sr?a=W2V6U>

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