

spa opportunities

28 MARCH - 10 APRIL 2014 ISSUE 186

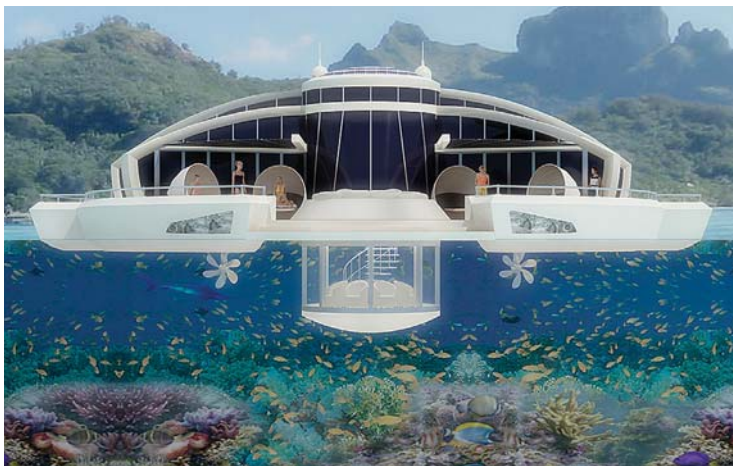
Daily news & jobs: www.spaopportunities.com

Sustainable floating resort planned for Maldives and Tunisia

Italian designer Michele Puzzolante of MPD Designs has come up with a new concept resort called the Solar Floating Island (SFI) – a totally self sufficient energy generator, which will use solar energy as its sole source of power.

The resort – constructed of floating pontoons – includes a five-star, 54-bedroom luxury hotel with a 410sq m (4,413sq ft) spa and wellness centre offering a range of massages, manicures, pedicures, facials, body wraps, body exfoliations and hair styling services, in addition to a 150sq m (1,614sq ft) boutique area.

Also included will be four conference rooms, a restaurant, bar and VIP lounge, marina, underwater restaurant, underwater bar, three mini airports, staff accommodation and 20 private villas.



Villas would include decking, dining facilities and an underwater “observation bulb”

Individual villas will have dining facilities and an underwater “observation bulb”.

The SFI features a thin-film solar skin and the rounded shape of the vessel provides constant exposure to the sun, charging the batteries

during daylight hours to supply enough energy to last the night.

All parts of the resort will be constructed separately before being transported by containers to the site with the entire assembly process only taking a few weeks to complete.

Puzzolante estimates the entire development could be built for US\$145m (£87m, €104m) and speaking to *Spa Opportunities*, he said: “This will mark the beginning of a new era of hospitality – a totally self sufficient and ecological energy generator and resort.”

Puzzolante also revealed that Albader Trading Group will develop SFI as a worldwide brand and that SFI resorts have been commissioned by both the Maldivian and Tunisian governments, with the first development to be underway shortly. Details: <http://lei.sr?a=H2h3s>

Tony Fung's Great Barrier Reef resort gains ground

Australia's Foreign Investment Review Board has allowed Aquis to purchase 340 hectares of land for the development of billionaire Tony Fung's A\$4.2bn (US\$3.75bn, €2.72bn, £2.4bn) mega resort in Cairns.

The Aquis Resort at Yorkeys Knob, the Great Barrier Reef project would include nine luxury hotels, a 25,000-seat sports stadium, a casino and high-end retail space.

“The approval allows us to push ahead with other aspects of the project with full confidence there will be no impediments to acquiring the sites,” said Aquis chief executive, Justin Fung. Details: <http://lei.sr?a=V4z5U>

Guanacaste is hotbed for new resort projects

A Costa Rican region previously known as the “forgotten province”, is quickly making its way into the 21st century tourism industry with a number of luxury hotel and wellness developments.

A number of high profile developments have already been announced for the Guanacaste region, with some set to open this year.

One such luxury retreat is the Paradisus Papagayo Bay Resort, on track to open in October. The 381-bedroom resort will include a YHI Spa and Health Club, five restaurants and 1,765sq m (19,000sq ft) of meeting facilities.

The boutique eco-hotel El Mangroove recently began operating with 85 rooms: 64 standard rooms, two master suites and one exclusive presidential suite. The hotel – also located in Papagayo Bay – features two



The Guanacaste region is prime for resort developers

restaurants and 650sq m (7,000sq ft) of open space for meetings and special events.

The master plan for the Guanacaste region includes investments exceeding US\$1bn (£606,000, €726,000, which will include luxury hotels, wellness, tourism and urban infrastructure at a regional level.

Continued on back cover

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Subscribe to Spa Opportunities:

Online: www.leisuresubs.com
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Tel: +44 (0)1462 471913
Annual subscription rates are UK £31,
Europe £41, Rest of world £62, students UK £16.

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

Marjan Island Resort and Spa has opened its doors this month in Ras Al Khaimah – a continued expansion of the area's facilities and growth as a tourist destination in the UAE.

The resort's La'mar Holistic Wellness Spa covers 1,000sq m (10,763sq ft) and contains 12 separate treatment rooms for men and women, as well as VIP couple suites, a full-service ladies beauty salon and a fully equipped fitness centre joined by indoor pools and spa pools.

The spa merges authentic "touches of Arabia" in treatments with "East meet West" holistic rituals and boasts tailored offerings including massage rituals, face and body treatments as well as traditional Turkish, Moroccan and signature Arabian Hammam.

The 302-bedroom resort features a dedicated spa retreat floor, with butlers and a med-studio where trained specialists and nutritionists will offer bespoke programmes for weight shedding, detoxifying and specialised beauty skincare.

Rooms in the spa retreat floor include special in-room wellness amenities such as a



The resort offers total wellness for guests on its dedicated spa retreat floor

mini-fridge stocked with health-conscious items, health and beauty magazines and hypoallergenic bedding. The rooms also contain an aromatic fragrances and will come equipped with an iPod to play holistic music while there are dedicated health and wellness channels on the room's TV.

The floor also features a spa lounge providing a healthy breakfast, afternoon tea and organic snacks.

Also at the resort is a children's pool, plus a 250-person ballroom and a fully serviced business centre. Details: <http://lei.sr?a=6X9f5>

Rancho Mirage to reopen after seven-year wait

Ritz-Carlton Rancho Mirage, in southern California, US, finally looks set to open in May, bringing an end to more than seven years of delays.

The luxury hotel began life in 1988 as a Ritz, latterly became the Lodge at Rancho Mirage but was slated to become a Ritz again before it was forced to close in December 2007 when the plans were scuppered by the financial crisis. The hotel with a 24,000sq ft (2,229sq m) spa has been given an opening date of 15 May this year.

The 240-bedroom resort will include a 16-treatment room desert spa with an outdoor pre- and post-treatment relaxation area, using natural rock and a plunge pool set into the hillside.

A selection of treatments will be on offer including the signature Ritz-Carlton Tailored Facial and the Organic Bliss Scalp & Body Massage, as well as a number of other facials, massages, men's exclusives, water



The spa features an outdoor pre- and post-treatment relaxation area

therapies and body treatments. Offerings feature techniques and ingredients indigenous to the area, focused on hydration, rejuvenation and relaxation.

Other wellness facilities include a pool, fitness centre and yoga areas, while there will also be 30,000sq ft (2,787sq m) of meeting space and two restaurants: State Fare Bar & Kitchen and The Edge steakhouse. Details: <http://lei.sr?a=n3Y7a>



How to unlock the millennials market

Spas seeking to attract the notoriously tough to crack millennials market can now get the inside track on securing their future clients, thanks to new data from The Futures Company which breaks the group into four market segments and offers advice on how to approach each.

People in their late teens to early thirties, known as millennials, are increasingly difficult to predict in terms of what treatments they want and how they are willing to pay for them.

However, global strategy consultancy The Futures Company, has identified four distinct “tribes” to help unpack what this portion of the population wants, based on their unifying use of technology and search for meaningful experiences over material pursuits.

The first “tribe” of millennials, Striders, are youngsters least affected by the economic downturn and are still willing to pay for premium services with a show-off factor.

These people are looking to experience the most iconic treatments in the most exclusive places to enable them to express their status.



Millennials are difficult to predict in terms of what treatments they want

Steppers, however, are more cautious after taking serious hits during the recession and are more value-conscious.

The third tribe, Satellites, are performance-focused, striving for economic prosperity and are consequently excited by new technological solutions to their problems.

Spirits, the last tribe, named for their open socially-conscious mindsets, are enthused by sustainability-driven propositions and novel meaningful experiences, such as holistic wellness treatments. *Details:* <http://lei.sr?a=W2N9y>

Prevention is key for health and wellness says Alessandri

Technogym founder Nerio Alessandri has said that prevention is a key topic for the spa, wellness and fitness industries.

Speaking in the latest *Spa Handbook*, he said: “For a long time, Technogym has been advocating physical activity and the wellness lifestyle as illness prevention and as medicine for the population’s health.

“Prevention represents not only a business opportunity but mostly a social mission to which we should all commit to improve people’s quality of life and health.”

For more from Alessandri, the *Spa Handbook* is available online here in print: <http://lei.sr?a=A9O7e> and can be viewed online here: <http://lei.sr?a=P3l4j>



The Thief Spa in Oslo opened on 14 March

The Thief brings new luxury spa facility to Oslo, Norway

Luxury Oslo hotel The Thief has opened its new spa facility a year on from the initial hotel unveiling.

The 800sq m (8,611sq ft) spa features a pool, experience showers, several types of sauna, five treatment rooms plus an additional VIP-treatment room. There is also a complete beauty lounge, spa shop, spa bar and a gym fully equipped Technogym fitness centre.

Rituals have been taken from Turkish Hammams, Moroccan Rhassoul and German Aufgüsse then recreated with an ambience inspired by the natural landscape of Norway. For detoxifying treatments, the signature Laminaria Algae facial uses algae handpicked from the Irish coast.

Also available on request are in-room spa treatments, personal training sessions, a hairdresser and a make-up stylist.

Thief Spa uses a number of product lines, with Carita, Babor, Voya and Priori all on offer.

Designed by Danish architecture firm Schmidt Hammer Lassen, with additional design from Anemone Wille-Vage – also responsible for interiors of the hotel – the spa adheres to the principles of clean Nordic design and is located in an adjacent building to the hotel. *Details:* <http://lei.sr?a=M8n8B>

Mandara opens Akiri Spa at Kanifushi Maldives

Mandara has introduced its new luxury spa following the introduction of the Akiri Spa by Mandara at Atmosphere Kanifushi Maldives.

Situated in the Lhaviyani Atoll, the site features six double spa villas with outdoor baths and showers, a retail boutique, nail and hair salon and separate male and female changing rooms with steam, sauna and spa pool facilities.

The spa also hosts a relaxation lounge offering views of the eastern coast of the island, recommended for use both pre and post treatment.

The comprehensive menu offers a range of massages, traditional body scrubs, herbal steam and facials – all of which use fresh ingredients prepared by staff on a daily basis.

Guests can also choose facial remedies from British luxury spa and skincare brand Elemis.

“We are proud to continue our expansion in the Maldives, with yet another esteemed business associate,” said Jeff Matthews, president



Situated in the Lhaviyani Atoll, the site features six double spa villas

and chief operating officer of Mandara Spa Asia. “We look forward to providing our customers with a unique ambience, enhanced by the distinctive Mandara Spa experience.”

Mandara Spa was originally founded in Bali in 1995 and has wellness operations worldwide, including offerings in the likes of the Bahamas, the Caribbean, China, Dubai, Egypt, Las Vegas, US and London, UK. *Details:* <http://lei.sr?a=Y6j2j>

Spa and military boot camp digs heels into northern Thailand

A destination resort in the hills of northern Thailand's Chiang Mai is combining spa treatments with a military-themed boot camp to tempt wellness tourists from across the globe.

The Fresh Start Thailand Fitness Boot Camp opened amid the rubble of a building site in 2009, but has gradually progressed into a fully-fledged resort specialising in weight loss and detox, attracting professionals from Australia, Europe and the Middle East.

The boot camp is incorporated into the 80,000sq m Spa Resort Chiang Mai, a 36-bed hotel centred around meditation and treatments.

After a hard day of exercise, treatments offered to boot camp guests in the resort's intimate 320sq m (3,444sq ft) spa include Ayurvedic therapies, a selection of Thai massages, reflexology, aloe vera body wraps and clay facials, as well as wet facilities including a herbal steamroom, two saunas and an Ayurvedic sweat tent.

Visits range from a single day upwards, with a one-week package priced at 49,780 baht (£923, US\$1520, €1,104). Details: <http://lei.sr?a=Z5E2y>



A percentage of proceeds will go to coral regeneration

Underwater exhibition debuts at Niyama and Huvaflen Fushi

The Niyama and Huvaflen Fushi resorts in the Maldives are encouraging guests to take the plunge into the world of culture with a new underwater art exhibition by Andreas Franke.

Each photographic piece – which is cased in plexiglass and suspended from underwater structures – features the signature of the Indian ocean, as floating algae and micro-organisms round off the effect.

The exhibition can be viewed from inside the underwater music club Subsix at Niyama and inside the underwater Lime spa at Huvaflen Fushi, where guests can view the unique creations while enjoying a manicure or pedicure.

The exhibition runs until the end of May 2014, with pieces available to purchase at US\$15,000 (€10,810, £9,034) each. Details: <http://lei.sr?a=X8n4b>

Kittitian offers indigenous treatments

Caribbean resort, Kittitian Hills, on the island of St Kitts, will be celebrating the region and its heritage with its special treatment menu, when the spa opens in 2015.

Local sea salt will be used to make the salt scrubs for the Mango Walk treatment and all botanicals and oils used will be organically harvested at Kittitian Hills. The spa team are currently researching local and regional indigenous treatments – such as leaf wraps – to give the spa its identity.

The 16 treatment rooms and four specialist rooms have been designed by architect, Bill Bensley, who has created a spa with the vernacular of traditional Kittitian architecture.

The spa will focus on active relaxation in nature, so meditation gardens are being created and a self-guided meditation walk through nature and the yoga studio will be in a bamboo cathedral structure. There will also be a hyper saline pool and hot and cold water treatments.

The spa will be run by Sedona Resorts on behalf of the developer, Caribbean



A meditation walk is part of the offering at Kittitian Hills spa

entrepreneur, Valmiki Kempadoo. "With our commitment and philosophy, Sedona Resorts' credentials in spa operation and Bill Bensley's design we feel very strongly that this will be one of the best spas in the world," said Kempadoo.

The 400-acre resort will include the world's first "edible" golf course, where all redundant areas are being farmed to provide food for the resort's restaurants. There will be four boutique hotels and 75 private villas included. Details: <http://lei.sr?a=N6y2h>

€70m spa hotel in Finland stalled by legal dispute

Construction has yet to begin on a €70m (US\$96m, £58m) spa hotel in Lappeenranta, eastern Finland, due to a string of legal disputes. The development was originally scheduled to open in early 2014.

The scheme is a joint venture between two Finnish property investment companies - Ultivista and Conte Invest. The CEO of Ultivista, Sami Alatalo, told *Spa Opportunities* the legal proceedings mean the project will open by 2017 at the earliest – if the court rules in its favour.

Two complaints were made by members of the public about the building plans and price the land was sold at but both were rejected by the Hallinto-oikeus (administrative court). Another complaint was submitted to the Korkein Hallinto-oikeus (supreme administrative court) last autumn. Final rulings are expected by Q3 of 2014.

The development – called Huhtiniemi – would include three interconnected parts - a 14-storey



The Huhtiniemi project in Finland, which has been subject to several delays

hotel; a 4,000sq m (43,056sq ft) resort spa; and a 7,000sq m (75,347sq ft) space housing spa villas.

The project will have a total of 500 beds: 350 hotel beds and 150 in the spa's villas.

Exact details of the spa are yet to be confirmed but it's believed there will be more than 15 treatment rooms, indoor swimming pools, a sauna world and a relaxation area offering panoramic views across Lake Saimaa. Details: <http://lei.sr?a=V7s8Q>

Finding new customers is expensive.



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

\$4,800

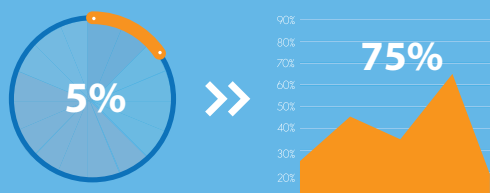
The average small businesses spend on marketing to existing customers annually.

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

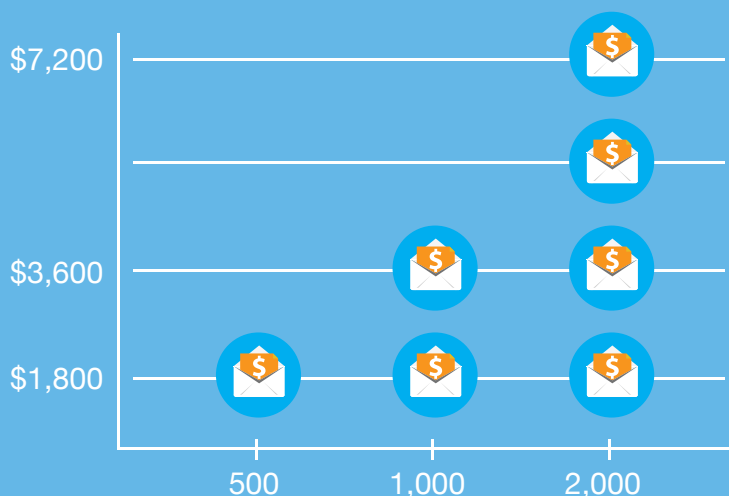
The average spa has 3,500+ customers in their email database.



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

Macdonald Hotels & Resorts to spend £2m wellbeing upgrades

Scottish hotel group, Macdonald Hotels & Resorts, has announced a £2m (US\$3.2m, €2.3m) investment programme designed to improve wellbeing facilities across its hotels.

Around £1.4m (US\$2.3m €1.6m) will be spent on upgrading and extending the Vital Health & Wellbeing Club at Macdonald Craxton Wood Hotel in Chester.

The refurbishment will consist of a swimming pool, sauna, steam room, 12 spa treatment rooms plus a full thermal suite.

The thermal suite will include a steamroom, sauna, ice fountain, experience shower, two foot spas, a salt infusion room, Rasul mud therapy, dark and light relaxation areas, a Zen garden and a café. *Details: <http://lei.sr?a=N3g8p>*



Included in the spa is a traditional Turkish Hammam

Marriott Hotel Sisli opens with health club and spa in Istanbul

Marriott International has continued its expansion into Eastern Europe with the opening of its 259-bedroom Istanbul Marriott Hotel Sisli on 7 March, marking the brand's 11th location in Turkey.

The five-star hotel – the latest addition to the Istanbul skyline – offers a health club and a 24,750sq ft (2,300sq m) spa with four treatment rooms, two of which are for couples.

Facilities at the health club and spa include a sauna, indoor swimming pool, spa pool, steamroom, Hammam, ice fountain and experience showers, as well as a fitness centre offering a gym, tennis court and studio sessions in pilates, yoga, stretching, ABS, GYM Stick and Bosu.

A number of treatments are on offer including the signature Pure Dream and Shining Soul treatments, plus several facials, massages, scrubs, manicures and pedicures.

Guests can also enjoy three distinct dining and beverage options in the hotel – The Dish Room Restaurant offering Mediterranean cuisine, The Terrace Bar for drinks and The Great Room Lounge and My Bar for an array of light and more substantial menu items. *Details: <http://lei.sr?a=v6Z6S>*

Resense launches first White Label spa

The spa at the Hotel Adlon Kempinski Berlin has been given a makeover by its operator Resense to become the firm's first White Label spa – whereby facilities are designed specifically the hotel's needs.

Resense – a joint venture between Kempinski Hotels and spa consultancy Raison d'Etre founded in 2009 – now operates 19 Kempinski spas internationally, with plans for another White Label spa to open in Beirut later this year.

The Adlon Day Spa by Resense replaces the original day spa which opened in 2008.

The latest iteration, spread over 990sq m (10,656sq ft), features interior design from Anne Maria Jagdfeld, combining minimalist aesthetics with the Manhattan style.

Recognising the busy lifestyles of some clients in the German capital, the spa offers “on the run” treatments that are carried out by two therapists simultaneously and thus can be completed within an hour.

The spa comprises 12 treatment rooms and three spa suites, offering a selection of



The latest iteration features interior design from Anne Maria Jagdfeld

treatments from around the world including Swedish, Balinese, Lomi-Lomi temple and Royal Thai massage as well as a special suite for shiatsu and watsu massage.

The international product lines Dermalogica, OPI nailcare and Danielle de Winter are used exclusively by Hotel Adlon on the Berlin market.

On the holistic side, private sessions of Hatha Yoga and pure Pranayama Yoga are offered by an Indian yoga and meditation master, who is also an expert in Tibetan singing bowl therapy. *Details: <http://lei.sr?a=H2D3F>*

Stalker: Garden city must adopt physical strategy

Following UK Chancellor George Osborne's announcement that the country's first garden city for 100 years would be built in Ebbsfleet, ukactive CEO David Stalker has called on developers to ensure spaces for physical activity are high on the planning agenda, saying a successful outcome could provide a breakthrough in reducing the country's inactivity crisis.

The garden city concept – small, self-sufficient cities of 30,000 people that are ringed

by an agricultural belt and combine the best of urban life with access to nature – was first proposed as an antidote to the overcrowding of industrial Britain in 1898. However, the concept has been revived in recent years as a possible solution to the south east's housing shortage.

Osborne said the Kent town of Ebbsfleet was selected for its prime location, availability of land and “fantastic infrastructure” – which includes a connection to high-speed rail line linking London to continental Europe.

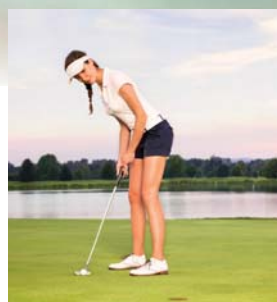
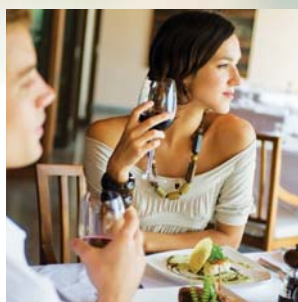


Ebbsfleet will get the UK's first Garden City to be built in 100 years

Health Club Management magazine editor Kate Cracknell recently identified the potential for wellness cities as a “once in a lifetime opportunity” for the health and fitness industry, in a leader column for the magazine's March edition.

Citing ukactive's recent research into the inactivity crisis, Cracknell opined that a purpose built wellness city would not only lead to a greater quality of life for residents, but also help reduce healthcare costs. *Details: <http://lei.sr?a=v7T9C>*

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DIARY DATES

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 organic nature.

Tel +390 2796 420

www.cosmoprof.com

13-14 Apr 2014

Natural Beauty & Spa Show

London, United Kingdom

Natural Beauty & Spa Show forms part of Natural & Organic Products Europe. It is the largest natural beauty event in Europe and showcases the products and services of over 200 companies. This is a trade event and is free to attend if you register before 5pm on 12 April.

Tel +44 1273 645 117

www.naturalproducts.co.uk/visit

15-17 April 2014

International Exhibition of Medical Tourism, SPAandWellness - Healthcare Travel Expo

EC KyivExpoPlaza

A meeting place for major suppliers of medical and health services, travel industry representatives from eastern Europe.

Tel +380 44 526-90-25

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

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 resorts, 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.spatceu.com



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

20-23 May 2014

ESPA Congress

Hotel Vejleford, Denmark

the European Spas Association comes together in Denmark for its annual congress. A number of researchers, spa professionals and marketing professionals will be on hand to speak about Thalasso, AquaMeditation, Nordic Trends & Inspirations, The THRILL Factor, Spa Care as a Means for Health Prevention, The Healing Forest Nacadia and Customer Relations/Brand Reputation

Tel: +45 8629 6960

www.kongreskompagniet.dk/espa2014scandinaviad

10-12 Jun 2014

HBA Global Expo

Javits Convention Center, 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 innovate concepts to market.

Tel: +1 609 759 4700

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.spameeting.com

14 Jun 2014

Seven Star Global Luxury Award

Chateau Spa & Organic Wellness Resort, Malaysia

The Seven Star Global Luxury Award serves as a guarantee to the luxury consumer that the recipients are truly the best in the industry. Winners of the Signum Virtutis – the seal of excellence – will be announced during a black tie event. You can vote for the nominees and find out more details online

www.sevenstaraward.com

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

SPA

BUSINESS MEETING

ASIA

12&13 JUNE 2014
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30 SEPT - 1 OCT
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Croatia

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Opening date set for eco-spa in Cornwall

The Made For Life Spa at the upcoming Una St Ives eco resort development in Cornwall, UK will officially open in August this year.

The Una St Ives project is being backed by investor Frogmore, while the 13,500sq ft (1,254sq m) spa will be operated by Amanda Barlow of Spiezia Organics.

Using Spiezia products – which are all sourced and distributed within a 15-mile radius of St Ives – holistic treatments are on offer in the £3.5m spa's four treatment rooms, one of which is for couples and another specifically for manicures and pedicures. There is also a hammam, steamroom and 15m (49ft) infinity pool.

The spa – operated as the hub of the wellness resort – focuses concertedly on catering for the body, mind and emotions. Designed to create a sense of wellbeing through a range of complementary techniques, all signature treatments use Spiezia's oils, balms and ointments which are said to help alleviate muscle aches and pains and improve skin tone and texture.



Holistic treatments will be on offer in the spa's four treatment rooms

Spiezia products only contain food grade ingredients, and utilise the properties of herbs and flowers as the bedrock of the range.

Light meals will be served in the restaurant and bar area with nutritional advice given on request.

Amanda Barlow, marketing director of Spiezia Organics and founder of Made For Life – a charity that aims to give cancer wellbeing and support to people diagnosed, recovering or clear of the illness – is behind the spa's development. Details: <http://lei.sr?a=h7X7k>

Central and eastern European spas suffer from stereotyping

Although the number of high quality spa facilities in central and eastern Europe is growing, the region's spas as a whole are sometimes still regarded as relics of a bygone era with little appeal to the international tourist, according to a detailed analysis of regional wellness tourism in the Q1 edition of *Spa Business*.

Despite the fact that many properties in the area meet, if not exceed, international standards, the stereotype still remains.

"The region is a leader in the field of wellness stemming from the medical approach that uses natural elements," said Lázsló Puczkó, co-author of the recent book *Health, Tourism and Hospitality*. "The thermal assets are very good. It just needs to be better translated to the rest of the world who don't know."

Wellness tourism has been on the rise in recent times with a number of eastern European countries focusing on it as a method to boost tourism. Details: <http://lei.sr?a=V5R5A>

Azerbaijan's first ESPA-branded spa opens doors

ESPA has launched its first branded spa in Azerbaijan inside the Fairmont Baku at Flame Towers – the country's tallest building.

Set over two floors and covering 3,500sq m (37,673sq ft), the lower level of the spa is used for revitalisation, while the upper area is set for relaxation.

Spa facilities include seven treatment rooms in addition to a Hammam, swimming pool, two vitality pools, a sky garden; featuring a sun deck and outdoor pool, poolside sauna, steamroom, ice fountain, experience shower and heated loungers, changing rooms with sauna, ice bath and shower.

Other wellness facilities include a Technogym-equipped fitness centre, yoga and meditation studio, male and female social lounge, sleep pods and spa café with library.

The hotel, located in one of the building's three towers, features 318 bedrooms and includes two tennis courts, 2,500sq m



The ESPA spa inside Flame Towers features a state-of-the-art swimming pool

(26,900sq ft) of meeting space and a fully-equipped business centre.

Oil-rich Baku has been a hotbed for luxury hotel and spa development, with a new Swissôtel, also owned by Fairmont, the most recent to open a location in the capital city, which has attracted other big names including Hyatt, Hilton and Marriott, to name a few. Details: <http://lei.sr?a=J3T6c>



The hotel will include spa and wellness facilities

Waldorf Astoria coming to Jakarta, Indonesia in 2018

Hilton Worldwide has announced the signing of a new management agreement for the latest Waldorf Astoria property in Jakarta, Indonesia.

The 181-bedroom hotel will be the second Waldorf Astoria in Indonesia, featuring wellness facilities including a spa offering a range of treatments, health club with fitness centre and an outdoor pool facility.

Also to be included is an all-day dining outlet, specialty restaurant, destination bar and the signature Peacock Alley lobby lounge. Business facilities comprise a 2,000sq m (21,500sq ft) ballroom, several meeting rooms and a business centre.

The hotel will be developed by Jakarta-based PT Putragaya Wahana and is scheduled to open in 2018. Details: <http://lei.sr?a=F9b4e>



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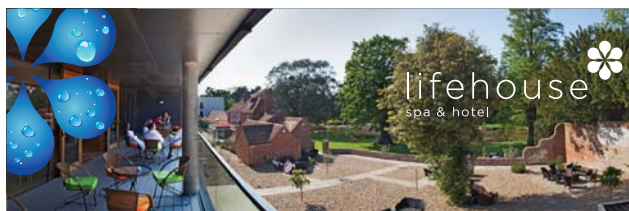


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Zen Lifestyle is an award winning salon group, with three luxurious locations in Edinburgh city centre. We are a progressive employer and we strive to create a fun and supportive work environment.

Recently we have been voted Best UK Beauty Salon 2014 and Employer of the Year. We have also been awarded Investors in People accreditation. The business is respected for its innovative approach and wide range of advanced treatments. Due to continued growth in the business we are now seeking to recruit the following new team members:

Salon Manager

We now need a full-time manager to run one of the salons and co-ordinate a team of dedicated beauty therapists. Excellent organisational and administrative skills are essential, along with the ability to motivate a small team to achieve demanding weekly targets. Candidates must have a real passion for outstanding customer service and to have high standards in all areas. Previous experience in beauty therapy and a supervisory or salon management role is preferred. Full training will be provided in our systems, treatments and products. Please forward your CV along with a covering note to let us know why you'd be perfect for this job and our team: info@zen-lifestyle.com

Beauty Therapists

Qualified to a minimum of SVQ Level 3 with at least 18 months experience in a busy salon or spa is preferred. You must be articulate, hard working and a great team player, keen to further your career and learn new skills. Please forward your CV along with a covering note to let us know why you'd be perfect for this job and our team: recruitment@zen-lifestyle.com

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With the continuing growth we are looking to recruit an Operations Manager and a Training Manager to be part of our team.

MINIMUM REQUIREMENTS:

Operations Manager:

- Ten (10) years spa management experience in an international standard spa.
- Have managed a portfolio of properties which includes pre-opening and operational experience.
- Proven track record of direct Owner/ General Manager Interaction.
- A proven business and marketing acumen within a similar multi-site environment.

Training Manager:

- Five (5) years spa therapy and (1) supervisory experience within an international standard spa.
- Recognised international beauty therapy and massage qualification.
- Previous training experience an advantage
- Provide leadership, direction and support to the employees at the Spa to develop a highly motivated team who can deliver high standards of service in all areas.
- Ability to plan, manage and complete pre-opening, take-over and post-training as per SOPs.

Both position will involve Extensive travel for the success of the roles.

If this excites you please send your resume and cover letter to David Long, COO, at career@resensespas.com.

Please note only those candidates under consideration will be contacted.

US\$750m resort coming to New York

A new US\$750m (£451m, €539.5m) 1,100-bedroom destination resort with spa facilities in Sullivan County, New York, US, has been revealed by developer EPR Properties.

Located 90 miles from New York City, the all-year Adelaar resort will sit on 1,700 acres (2.6sq miles, 6.8sq km) of land at the site of the former Concord Resort and golf course, which closed in 2009.

Masterplanned by architectural firm Hart Howerton, the resort will include several distinct areas – spa and hospitality, sports and leisure, dining, entertainment and retail and gaming.

EPR has teamed up with Empire Resorts on the project and intends to apply for a licence to own and operate a destination gaming resort which will feature a four-star hotel.

Adelaar has already gained all approvals to commence construction as soon as the destination gaming resort licence is awarded to Empire. This includes all zoning, master development and environmental approvals for the destination resort, as well as site plan, infrastructure and permits to construct a casino and resort core.



Adelaar will sit on 1,700 acres at the site of the former Concord Resort

Also included will be a 350-bedroom family-style lodge with indoor waterpark, an outdoor adventure park with zip lines, a snow tubing facility, mountain coaster and the renovation of the existing 18-hole golf course.

"This new world-class destination resort will deliver significant economic benefits and have a positive impact on tourism in upstate New York," said EPR president and CEO David Brain. "With our State Environmental Quality Review Act (SEQRA), permitting and final site plan in place, Adelaar is well prepared to come to market quickly." Details: <http://lei.sr?a=h9J8z>

Santa Elena Reserve home to new developments

Continued from front cover

The Guanacaste region has quickly risen to offer the high rate of luxurious experiences per capita in Costa Rica.

Opening 1 November 2014, the US\$125m (£75m, €89m) Dreams Las Mareas resort will be part of the massive Santa Elena Reserve tourism complex and will feature a Dreams Spa by Pevonia with a hydrotherapy circuit, beauty salon, spa boutique and 10 therapy cabins for individual and couples therapies.

The entire Santa Elena Reserve complex has acquired 5.7sq miles (15sq km) of land to carry out its various luxury resort projects over the course of the next 15 years and when finalised, will have received more than US\$1bn (£602m, €718m) of investment into transforming it into a world-class tourist destination.

Following an as yet unnamed resort development in Playa Jobo, further work will see its expansion move out to Playa Rajada and Playa



Dreams Las Mareas will be part of the massive Santa Elena Reserve complex

Rajadita. Aside from luxury hotels and spas, Santa Elena Preserve will also offer resort-style residential solutions.

Brands such as Hilton and JW Marriott already have a presence in Guanacaste, driving further developments to come over the next few years for Costa Rica's hottest new destination. Details: <http://lei.sr?a=7h5u2>

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