

# spa opportunities

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## Spafinder Wellness spotlights industry trends for 2015

Spafinder Wellness 365 has published its twelfth edition of the annual *Top 10 Global Spa and Wellness Trends Forecast* for 2015 – including medi-spa prescriptions for cannabis, spas targeting jet-lagged travellers and an increase in Islamic wellness rituals beyond hammams and argan oil.

The report is an in-depth forecast of significant global trends that will impact the industry and consumers in the year ahead. Developed by a team of research analysts, editors and industry experts, the forecast is

based on ongoing surveys of the spa, wellness and beauty providers in the Spafinder Wellness 365 Network, travel agents and consumers. Susie Ellis, president of Spafinder, directed the trends project with Mia Kyricos



Pete Ellis, chair of Spafinder, says the report will provide key insights for wellness companies

– the company's chief brand officer. Research director Beth McGroarty and her team put together the evidence for the trends.

Increased development of environment-conscious residences and wellness cities is a

forecasted trend by Spafinder. The trend is being fuelled by economic recovery and consumer demand for everyday wellness. In 2007, Spafinder named 'spa real estate' as a trend, after tracking the rise of developments that let people live at a luxury spa, however the recession stalled these projects. As the economy and stress levels rise, the wellness real estate market is back on track – with the help of new building designs such as Delos Living's Well Building Standard and sustainable LEED-certified neighbour-

hoods. One such sustainable community is called Serenbe, located outside Georgia's capital Atlanta, US, which is developing a new 'hamlet' focused on wellness and healthy living.

*Continued on back cover*

### Canyon Ranch stops managing Miami Beach

Canyon Ranch no longer manages the Miami Beach property, as of January 15, following a failure to renegotiate a new contract agreement with new owner Z Capital Partners.

In December 2014, the US Bankruptcy Court approved the sale of the property to Z Capital Partners by the former owner, Lehman Brothers, as part of the break-up of Lehman's assets – required to meet its obligations to creditors from its 2008 bankruptcy.

The hotel is now known as The Carillon Hotel & Spa and is home to a 70,000sq ft (2,044sq m) spa.

Details: [http://lei.sr?a=v6W6h\\_S](http://lei.sr?a=v6W6h_S)

### Huffington: wellbeing is key for success

If we don't redefine what success is, our health and wellbeing will pay the price, believes Arianna Huffington, who is the keynote speaker at this year's IHRSA health convention.

In the latest issue of *Health Club Management*, the founder of *The Huffington Post* talks about the 'third metric' and her mantra for personal and professional success. Both are the subject of her latest book *Thrive: The Third Metric to Redefining Success and Creating a Happier Life*.

The third metric defines wellbeing, wonder, wisdom and willingness as its cornerstones. "When we include wellbeing in our definition of success, we begin to change how we deal with time," says Huffington who considers the health and wellbeing of her



Arianna Huffington founded *The Huffington Post*

employees to be of paramount importance. "We do a lot to prevent burnout, and to acknowledge that our employees have lives outside of work," she says. As a result, nap rooms have been installed at *The Huffington Post* and in the company's New York offices, meditation and yoga classes have been introduced.

Details: [http://lei.sr?a=r3q9m\\_S](http://lei.sr?a=r3q9m_S)

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# Aman Tokyo debuts spa centre

Aman Resorts has launched an 84-bedroom hotel in Tokyo that occupies the top six floors of The Otemachi Tower, two of which are given over to more than 2,500sq m (26,910sqft) of spa and fitness facilities overlooking the Imperial Palace Gardens.

The Aman Tokyo's Aman Spa, which uses its own Japanese Aman Spa products, is situated on the 33rd and 34th floors and features eight double treatment rooms – each with a dressing room, treatment area, steam shower and bathroom.

In addition to private relaxation rooms, there is a 30m (98ft) heated swimming pool, flanked by double daybeds with views of the city. The facility's changing rooms offer steamrooms, traditional Japanese and western showers, plus hot Japanese baths.

The fitness facility is equipped with machinery from Technogym, Life Fitness, TRX and spinning bikes. There is also a yoga and pilates studio. Kerry Hill Architects was in charge of the interior design



Kerry Hill Architects was in charge of the interior design of the hotel

of the hotel, including the addition of a 4,500sq ft (418sq m) paper lantern structure in the lobby that diffuses light to illuminate the entrance.

Local attractions include Senso-ji Temple, an ancient Buddhist temple in a traditional district of Tokyo on the banks of the Sumida River. Adjacent to the temple is a Shinto shrine, the Asakusa Jinja, dedicated to two fishermen and a wealthy landlord after a statue of the Bosatsu Kannon – Goddess of Mercy – was found in the river in 628.

**Details:** [http://lei.sr?a=J5G4E\\_S](http://lei.sr?a=J5G4E_S)

# EU-financed spa tourism a 'success'

Bosnia-Herzegovina and Serbia will continue to collaborate and develop spa tourism in the cross-border region following the success of a project undertaken throughout 2014 to restore six health spas with funding from the European Union.

The project, called *Development and promotion of health spa tourism in the cross-border region of Bosnia-Herzegovina and Serbia: Cross Spa*, cost a total of €452,152 (US\$523,384, £346,091) – 85 per cent of which was co-financed by the EU. Aimed

at strengthening regional co-operation and sustainable economic development, a joint integrated spa tourism offer was implemented.

According to a report by the EU, the leading partner was the Sarajevo-based Foundation for Local Democracy, alongside the Tourist Organisation of Serbia in the western region of Uzice. Their partners in the project were the Sarajevo Regional Development Agency



Reumal Fojnica is one of the facilities that received the funding benefits

(SERDA) in Bosnia-Herzegovina, plus the Regional Development Agency Zlatibor in Serbia.

The spas that received the benefits of this funding include three thermal facilities in Bosnia-Herzegovina: Terme Ilidza, Reumal Fojnica and Aquaterm Olovo. In Serbia, the three spas restored were Cigota in Zlatibor, Zlatar and Priboj.

**Details:** [http://lei.sr?a=X4Z7b\\_S](http://lei.sr?a=X4Z7b_S)



## Revamped Vanderbilt Spa launches

The Condado Vanderbilt Hotel in San Juan, Puerto Rico, has completed the second stage of its refurbishment, including extra luxury guestrooms and a spa.

The US\$200m (€149m, £118m) revitalisation of the five-star property, built in 1919 by Frederick William Vanderbilt, is now complete. Originally designed by Warren and Wetmore, the architectural firm known for Grand Central Station and the New York Biltmore Hotel, the 319 guestrooms and two newly-constructed suite towers have been reimagined by Wilson Associates.

The Vanderbilt Spa, which soft-opened on 17 December, will host a grand opening gala on 31 January. Alison Howland of Spa Success Consultants spoke exclusively to *Spa Opportunities*, detailing the project's features.

"My role began with mapping out the flow of the spa with the renowned Jorge Rossello, interior designer and his team," said Howland.

"It was necessary to understand that a project like this is being built not just for the guest



Alison Howland of Spa Success Consultants worked on the Vanderbilt Spa

of today, but for that next generation of spa guest. With this in mind, it was key to include traditional spa treatments – massage, facial, manicure, pedicure, body treatments – and to take those treatments to the next level."

The 10,000sq ft (929sq m) spa features seven treatment rooms, a 185F (85C) sauna, steam-room and hydro showers. Treatments range from LED facials to customised massage and body treatments. Luxury linen company, The Madison Collection, supplies the property.

*Details:* [http://lei.sr?a=T6S7V\\_S](http://lei.sr?a=T6S7V_S)

## Thermarium to create Oslo spa

Spa design consultancy and equipment manufacturer Thermarium Bäder-Bau is working on a three-storey spa outside Oslo, Norway, which is set to open at the end of 2015.

The Canica Spa Complex, funded by a private investor, is part of a 6,230sq m (67,059sq ft) leisure complex being developed by Canica AS. The day spa will measure 3,700sq m (39,826sq ft). Thermarium is providing the concept, engineering, interior design and final construction services for the spa.

The first floor of the spa will include experience showers, cold/warm pools, plus a Nordic laconium that features a polar lighting effect. There is also a cinema sauna and rasul bath on this floor, in addition to a bio herbal sauna, nature shower, shower grotto, jungle sauna and shower. A steam pool with marble and a real gold mosaic can be found in an art deco area, as well as a hydro pool built in a circle, two whirlpools, foot basins and a lounge with a fireplace.



Adrian Egger (l) and Jürgen Klingenschmid will manage Thermarium



The second floor has a private hammam area, changing facilities, a larger hammam and experience showers. The treatment area can also be found on this floor.

Thermarium also recently appointed a new management team: Adrian Egger and Jürgen Klingenschmid, following the company's acquisition by sauna supplier Klafs. Thermarium will remain operationally independent.

*Details:* [http://lei.sr?a=D4b3j\\_S](http://lei.sr?a=D4b3j_S)

## Baglioni Hotel London completes spa renovation

The 67-key Baglioni Hotel London facing Kensington Gardens has completed a full renovation of its spa, designed by Milanese architects Rebosio+Spagnulo.

Open to both hotel guests and external clients, the Baglioni Spa offers female and male Turkish baths and three treatment rooms for massages, facial and body treatments, with products from Natura Bissé.

Natura Bissé has developed unique signature facial and body treatments for the Baglioni spa, such as a bamboo scrub, gents facial and an age-defying lip and eye treatment.

The hotel also offers a newly refurbished gym, managed by Hansen Personal Training.

In September 2014, the Regina Hotel Baglioni – another Baglioni hotel in Rome, Italy – unveiled its Spa by Caschera.

*Details:* [http://lei.sr?a=T6S7V\\_S](http://lei.sr?a=T6S7V_S)



Patrick Pfeifer is the latest high profile Klafs recruit

## Klafs appoints new managing director of spa division

Germany-based sauna, pool and spa supplier Klafs has appointed Patrick Pfeifer as managing director of the company's spa division, replacing Adrian Egger, who is now the CEO of spa design consultancy and equipment manufacturer Thermarium Bäder-Bau.

Pfeifer has experience as a construction engineer, specialising in metal construction and facade engineering. He also has a masters degree in general management and has worked as an international project manager for nine years, overseeing sales for a supplier in the construction industry.

Pfeifer is the latest high profile recruit to bolster Klafs. In October 2014, Sharon Barcock of Hilton Worldwide was appointed managing director for the Middle East and North Africa region at Klafs and is based in Dubai Healthcare City. She is using her knowledge of spa design and spa operation to add to Klafs' business development.

*Details:* [http://lei.sr?a=a4V2j\\_S](http://lei.sr?a=a4V2j_S)

## AmorePacific to receive award for multisensory visitor centre

South Korean skincare and beauty company AmorePacific is to be presented with an attractions industry award in March for its visitor centre which has “transformed the concept of a factory tour”.

Story Garden by AmorePacific opened in late 2013 at the company’s headquarters in Osan and was created and produced by design firm BRC Imagination Arts. The 10,000sq ft (929sq m) attraction tells the story of the company through an interactive, multisensory and multimedia experience.

Although Story Garden was originally intended for a limited audience, AmorePacific has started offering public tours thanks to its popularity.

AmorePacific is to receive an award for Outstanding Achievement by attractions industry body the Themed Entertainment Association (THEA).

*Details: [http://lei.sr?a=b6e6y\\_S](http://lei.sr?a=b6e6y_S)*



The interior design of the site is by Etcetera Living

## Dubai residential development reveals destination spa facility

The 189-residence botanic haven in Al Barari, Dubai, has launched a destination spa within its sustainability-focused residential development.

Owned and run by the Zaal family and its company, the residential estate called Al Barari encompasses a gourmet restaurant, health club and what it claims is the region’s largest privately-owned plant nursery. Eighty per cent of the 14.2 million sq ft (390,192sq m) development is made up of landscaped gardens, lakes and streams.

The gardens have been landscaped by the daughter of founder and chair Zaal Mohammad Zaal, Kamelia Bin Zaal. The interiors of the residential development were created by Zaal’s wife and founder of interior design firm Etcetera Living, Lesley Bin Zaal.

The property’s Heart & Soul Spa is a Mediterranean-inspired sanctuary with separate sections for men and women.

*Details: [http://lei.sr?a=S6W2Y\\_S](http://lei.sr?a=S6W2Y_S)*

## Spa to follow Virgin Hotels Chicago debut

The first Virgin-branded hotel has opened in Chicago’s Loop district in the 26-storey Old Dearborn Bank Building, originally designed by architecture firm Rapp and Rapp.

The Art Deco building, a Chicago landmark, offers 250 guestrooms in addition to four restaurants – three of which are set to open between February and April of this year. The property’s spa is opening in Q2 of 2015 and will be “a wellness lounge designed with beauty, comfort and mingling in mind,” it says on the hotel’s website.

“It’s been a long-held dream to start beautiful, comfortable, fun hotels for guests and give them what they want and need while being gentle on their wallets,” said Sir Richard Branson, Virgin Group founder.

The Virgin hotel brand’s concept revolves around eliminating fees and surcharges. Thus Virgin Hotels has eliminated early check-in fees, late check-out fees, room service delivery charges, business centre transactions “and other services that have caused frustration for



Sir Richard Branson is keen to eliminate fees and surcharges for guests

travellers,” reads a statement by Virgin Hotels. “It’s an exciting time for our team as we get to unveil our new approach to room design, service and entertainment within the hotel industry,” said Raul Leal, CEO of Virgin Hotels.

In terms of the bedroom design, all rooms are divided into two spaces by sliding doors, complete with a peep-hole. Virgin Hotels is in the process of patenting an ergonomically-designed bed.

*Details: [http://lei.sr?a=egk8W\\_S](http://lei.sr?a=egk8W_S)*

## Day spa opens in Georgia with plans for hotel

An east Asia-themed day spa has opened in Tbilisi, Georgia, created by M-Studio – a design company based in Baku, Azerbaijan.

The SamRaan Spa & Wellness Centre, which opened in December 2014, is located in the basement of an office building that belongs to the Azerbaijan State Oil company. A hotel is under construction, in conjunction with the wellness centre, and will be ready in a few years, according to the wellness centre’s general manager Pauline Mbondo.

The spa – the name of which, ‘SamRaan’, means ‘joy’ in Thai – has a total area of 1,800sq m (19,375sq ft) and features six treatment rooms, each with its own steambath. There is also an oriental hammam, a flotation pond with minerals from the Dead Sea, a water bed for body wraps, an indoor heated pool, kneipp therapy ponds, two saunas, bucket and experience showers, as



A hotel is under construction in conjunction with the wellness centre

well as a Himalayan salt cave, heated stone loungers and a fitness centre. In addition, the site features a beauty salon, which is a franchise from the Italian hair salon brand Aldo Coppola. Tanning facilities are provided at this salon along with beauty treatments.

Spa skincare will be supplied by Panpuri Organic Spa, Dibi Milano and D’Vine.

*Details: [http://lei.sr?a=a7X8G\\_S](http://lei.sr?a=a7X8G_S)*

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## Spa business trends forecast for 2015



**SONAL UBEROI**  
Director of Spa  
Balance Consulting

### Top 10 spa business trend for 2015: to stay ahead of the curve:

#### 1. Tighter relations between investors, spa operators and hotel operators.

Hotel owners and investors will look at how much spas add to the hotel's bottom line beyond what happens within the spa's treatment rooms.

#### 2. More specialisation

In 2015, spas will further leverage their USPs, whether that means specialising in the medical market or promoting their hot springs.

#### 3. A lean spa business approach

Spas will take inspiration from the lean business approach, which is about learning what your customers want, testing your vision continuously and adjusting.

#### 4. More specialist spa managers

As the industry has become more mature, there is a growing trend for spa managers to become more specialised.

#### 5. Spa managers will self-educate

Spa managers on tight budgets will look to free resources on the internet to continue their education. Companies still seem reluctant to invest in training.

#### 6. KPI focus

We predict that 2015 will see an increased focus on the essential KPIs that spas need to follow for their type of spa.

#### 7. Growing interest in user experience

In increasingly competitive markets, spas will be much more engaged with the experience of their customers and it will be tracked in more sophisticated ways.

#### 8. Spa software is no longer a luxury

For 2015, the question will not be: "Should we use spa software?" but "Which spa software should we use?"

#### 9. Increased importance of scientific proof

Customers are getting tougher in terms of wanting proof that a new treatment will work. We'll see spa evidence playing a greater role in spas' daily operations, as consumers demand this evidence.

#### 10. Increase in guest therapists

Just as the hotel industry works hard to attract guest chefs, we'll also see specialist spa therapists and visiting practitioners taking the lead.

## Leaders push for ministries of wellness

Susie Ellis, chair and CEO of the Global Spa & Wellness Summit (GSWS), is encouraging governments around the world to introduce national Ministries of Wellness that would work to align strategies with key leaders in other ministries such as health, economic development, tourism, education.

Ellis co-wrote an article with GSWS delegate and CEO of Wisdom Works Group Renee Moorefield for the *Huffington Post*, detailing the "bridge-building" role a Ministry of Wellness would have between other governmental departments.

"A Ministry of Wellness would gather data, create workable rules and exert influence on other governmental agencies," say the co-authors. "The Minister in charge would explore the possibility of using tax



Susie Ellis is chair and CEO of the Global Wellness Summit

incentives to bring about greater change, focus on increasing wellness tourism revenue, creating jobs and – in time – explore ways to decrease healthcare costs."

The authors advocate a full ministry is the best way for us "to gain the most rewards."

*Details: [http://lei.sr?a=v7G5c\\_S](http://lei.sr?a=v7G5c_S)*

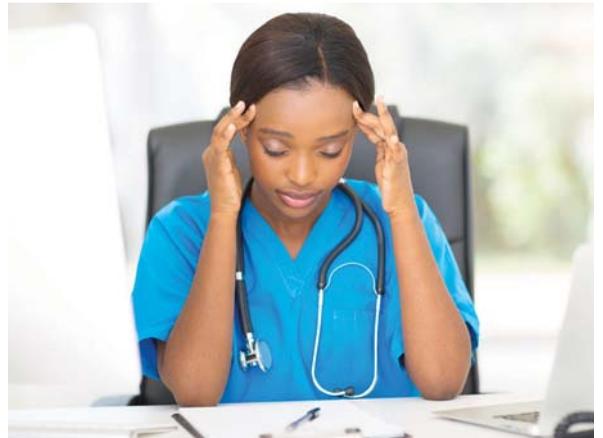
## Meditation could prevent staff absenteeism

An eight-month UK inquiry by a cross-party group of MPs and peers on mindfulness, found frontline public servants could be less likely to fall ill with stress or quit altogether if they use mindfulness to help control anxiety and depression.

Members of the all party group stressed that teachers, prison officers and nurses would benefit from mindfulness training. This links to one of the annual trends predicted by Spafinder Wellness earlier this month – that there will be a 'blue collar wellness wave', where employees in service sectors pursue their wellness goals more aggressively than ever before.

According to the department of health, 100 health workers in Surrey were given mindfulness training in 2014 and showed a fall in sickness absence. Several prisons are running pilots to see how the meditation practice can help convicted criminals avoid reoffending. A total of 300 teachers in a network of academy schools in the north west of England have also been trained.

"It could be rolled out to prison staff, GPs and in key professions where there is big burn out," said Chris Ruane, MP and co-chair of the



Members of the public sector could benefit from mindfulness training

cross-party group. "If we prove conclusively that mindfulness can stabilise those individuals, it would be a great benefit to society."

Mindfulness in Britain appears to be on an upward curve. A recent article in the *The Guardian* reported that more than 1,000 mindfulness courses are currently being offered in the UK. Elsewhere, Headspace, a meditation software for smartphones, has registered more than half a million users, while mindfulness-based cognitive therapy (MBCT) is growing in popularity among politicians. An Oxford University study has found MBCT can reduce relapses into depression by 44 per cent.

*Details: [http://lei.sr?a=K6p6y\\_S](http://lei.sr?a=K6p6y_S)*



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## DIARY DATES

1-3 February 2015

**Spatex**

Ricoh Arena, Coventry, West Midlands, UK

A trade show for pool, spa and wet zone facilities – the catchphrase of which is 'by the Industry, for the Industry'. Now in its 19th year, the event is host to the Institute of Swimming Pool Engineers (ISPE) Workshops – which relays valuable business and technical expertise to attendees. There is a gala dinner at the end of the event for continued networking opportunities.

Tel: +44 1264 358 558

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

8-10 February 2015

**ISWKC Annual Spa Convention**

Thermae 2000 in Valkenburg,

The Netherlands

The International Spa & Wellness Knowledge Centre's (ISWKC) annual convention will revolve around the theme "The agenda for the future – there's no time to waste!" The European-centred event will feature a programme with industry leaders providing keynote speeches, best practice discussions and an 'experience centre' – demonstrating the latest innovations and trends in the hospitality industry.

Tel: +31 4335 61091

[www.iswkc.com/events](http://www.iswkc.com/events)

22-23 February 2015

**Professional Wellness & Spa Convention**

ExCeL, London, UK

A two-day convention for international spa leaders which focuses on practical business solutions. Attracts some 300 delegates and speakers. On the first day, many delegates will also attend the annual World Spa & Wellness Awards, which had 11 categories last year. The convention and awards will take place alongside the two-day Professional Beauty exhibition.

Tel: +44 20 7351 0536

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

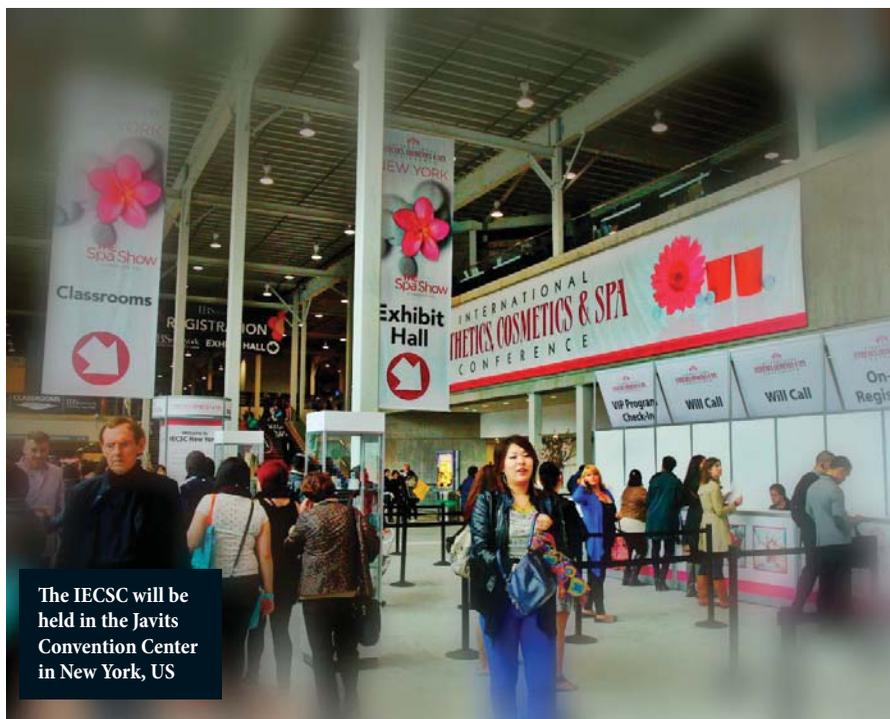
27 February - 1 March 2015

**Kosmetic Expo**

Crocus Expo, Moscow, Russia

Around 250 Russian cosmetics and perfumery companies exhibit at this main part of the Kosmetik series for beauty professionals. It is held alongside Nail Expo – a dedicated event for the nailcare sector. There are divisions for equipment for spas.

Tel: +495 937 13 18 19 21

[www.ki-expo.ru](http://www.ki-expo.ru)

8-10 March 2015

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

Javits Convention Center, New York, US

The New York edition of IECSC includes an education programme focused on enhancing the skills of

spa professionals. The entire event has been designed to help operators and owners grow their business and to keep them at the forefront of the competitive spa sector.

Tel: +1 203 383 0516

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

2-3 March 2015

**Beautyworld Japan Fukuoka**

Fukuoka Kokusai Centre, Japan

A key event for the beauty and spa industries in the region, this event showcases the latest beauty products, equipment, services and ideas in the sector. Highlights include exhibitor presentations, special seminars and nail make-up demonstrations on stage. Attendees are representatives from beauty salons, spas, hotels and resorts, beauty schools, health institutions & manufacturers.

Tel: +81 3 3262 8939

[www.beautyworldjapan.com/fukuoka](http://www.beautyworldjapan.com/fukuoka)

4-8 March 2015

**ITB Berlin**

Berlin, Germany

ITB Berlin is one of the world's leading travel trade shows. Tour operators and travel professionals find out about trends and do business with tourism ministries and leading hospitality operators. There will be more than 200 keynote speakers and panel debates – led by top decision-makers from the tourism industry and political community.

Tel: +49 303 0382 113

[www.itb-berlin.de](http://www.itb-berlin.de)

10 March 2015

**Hotelier Middle East: Spa & Wellness Summit**

Dubai, UAE

More than 250 Middle East hotel spa leaders and experts attended the 2014 Spa & Wellness Summit, which was put together by business magazine *Hotelier Middle East*. Now in its third year, the summit enables spa professionals to develop their knowledge, creativity and business capabilities.

Tel: +971 4 444 3463

[www.hoteliermiddleeast.com/conferences/spa-forum/](http://www.hoteliermiddleeast.com/conferences/spa-forum/)

20-23 March 2015

**Cosmoprof Worldwide**

Bologna, Italy

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The Alpha Wellness Solutions salt cave will be on show at the event



SPATEX is the UK's largest display of wet leisure products and innovations

## February = Coventry = Ricoh Arena = SPATEX 2015 the UK's number ONE Exhibition for the Spa business

When SPATEX 2015, the UK's number one pool and spa Exhibition, opens its doors at Coventry's Ricoh Arena Jaguar Exhibition Hall from Sunday February 1st to Tuesday 3rd, its focus will be on the hot tub and swim spa business. Whether it's education, training, new products, networking or expert advice you're after, SPATEX 2015 promises to be the one event of 2015 you cannot afford to miss.

### SPATEX is hosting the UK's first ever dedicated FREE Spa Sessions Day on Tuesday February 3rd.

Aimed at all sectors of the spa business, Industry experts will deliver a series of talks on topics ranging from 'The water treatment of display spas' to 'Commercial spa management'. Certificates of attendance are available.

### Stay abreast of what is new and happening in the Industry

SPATEX is the UK's largest display of wet leisure products and innovations - from pools, spas, saunas, hot tubs, steamrooms, enclosures to water features, it encompasses the whole gamut of water leisure! For 2015, the Exhibition is expanding into halls one and two of the Ricoh's Jaguar Exhibition Hall and, with well over a hundred exhibitors (including all the major manufacturers and suppliers from home and abroad), you can be guaranteed of no bigger and better shop window. Find out how new energy saving innovations can make a real difference to your business and see first hand all the latest ground-breaking products.

### Exclusive offers, discounts and launches

Not only is SPATEX a launch pad for new products, it is the event in which many leading companies choose to offer exclusive promotions. This salt cave from Alpha Wellness Solutions (see picture above) is



The Ricoh Arena provides a premium event space

great for curing respiratory problems and will get its first UK unveiling at SPATEX in February. Along with many of our exhibitors who offer exclusive discounts for the Exhibition, Alpha Wellness is offering 15 per cent off all the products on its stand.

### Update your professional skill set for FREE

Education and professional training provision has been doubled for 2015, when the Exhibition is playing host to 39 workshops and seminars! For the first time ever SPATEX is holding second seminar programmes in parallel to the highly successful Institute of Swimming Pool Engineers' Workshops on all three days of the Show. Topics range from managing health and safety in swimming pools, the Swimming Teachers' Association latest

guidance and qualifications, through to how to prevent cryptosporidium and good pool design. Certificates of attendance are available for all ISPE workshops.

For further details on the workshop/ seminar programme visit [www.spatex.co.uk](http://www.spatex.co.uk)

### Networking heaven

Now in its 19th year, SPATEX is the Industry's Exhibition and has the support of all of the main associations such as PWTAG (Pool Water Treatment Advisory Group), ISPE (Institute of Swimming Pool Engineers), STA (Swimming Teachers' Association) and ASA (Amateur Swimming Association) and so you are guaranteed a stellar line-up of experts to give the latest advice and guidance.

### SPATEX 2015 SHOW DETAILS

**Date:** Sun 1st to Tue 3rd February 2015  
**Venue:** The Jaguar Exhibition Hall, Ricoh Arena, Coventry CV6 6GE - just 500 yards off the M6 and within two hours commuting time of 75 per cent of the population, it offers 2000 free on-site car parking spaces.  
**Further information:** Contact Michele or Helen Tel: +44 (0) 1264 358558  
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## Dusit launches Chinese hot spring resort

The Dusit Devarana Hot Springs & Spa Conghua Guangzhou resort has opened, offering all villa guests private hot spring pools in addition to a comprehensive indoor and outdoor hot spring experience.

The 133-villa and guest-room property is managed by Dusit Fudu Hotels and Resorts, the joint venture company established between Dusit International and Fudu Hotel Investment Management Company – the hospitality arm of Changzhou

Qiao Yu Holding Group. The resort's opening marks the launch of the Dusit Devarana brand in China. This is the most recent hotel and resort brand launched by Thai hospitality group Dusit International.

The resort's hot spring experience features a choice of 23 therapeutic, aromatic, splash and reflexology pools, as well as a hot stone relaxation room. Thai-inspired massage treatments will be on offer at the onsite Devarana Spa.

General manager Herman Foo said:



The resort's hot spring experience offers a choice of 23 thermal pools

"We are delighted to launch the Dusit Devarana brand here with the promise of delivering the finest service and gracious hospitality rooted in Thai traditions, setting a new benchmark in local hospitality."

Other features of the resort include three dining options, a 300sq m (3,229sq ft) pillarless ballroom and two meeting rooms, a gym, tennis courts and an indoor swimming pool. There is also a Mahjong room and Kids' Club.

Details: [http://lei.sr?a=g5x4d\\_S](http://lei.sr?a=g5x4d_S)

## Preventative wellbeing gadgets to thrive

Euromonitor International has published its annual *Top 10 Global Consumer Trends* forecast report, highlighting an expected boom in consumers' desire for preventative healthcare via digital devices – given the current popularity of fitness and dieting apps.

Written by Daphne Kasriel-Alexander, a consumer trends consultant for Euromonitor International in the UK, the report states that by November 2014, the MapMyRun app – that tracks various physical activities – had achieved 5.4m

downloads on Android-based gadgets, according to *xvo.net*. Meanwhile, the Calorie Counter app was downloaded by 32m consumers, proving that connected health is a prevalent trend.

Among the reasons Euromonitor gives for this increase in digitally monitoring one's physical activity and dietary habits is that while consumers are aware of the benefits of exercise, they are lacking in drive. "This blend of exercise and technology



The Calorie Counter app was downloaded by 32m consumers in 2014

mirrors broader lifestyle trends," the report says. "Consumers everywhere are connected most of the time, thanks to smartphones, so it feels natural to them to blend fitness elements into their mobile cocoons."

"The consumer need to share, benchmark, compete and stay motivated means this tracking and health-promoting activity is spilling onto social networking platforms," the report adds.

Details: [http://lei.sr?a=S5t9K\\_S](http://lei.sr?a=S5t9K_S)

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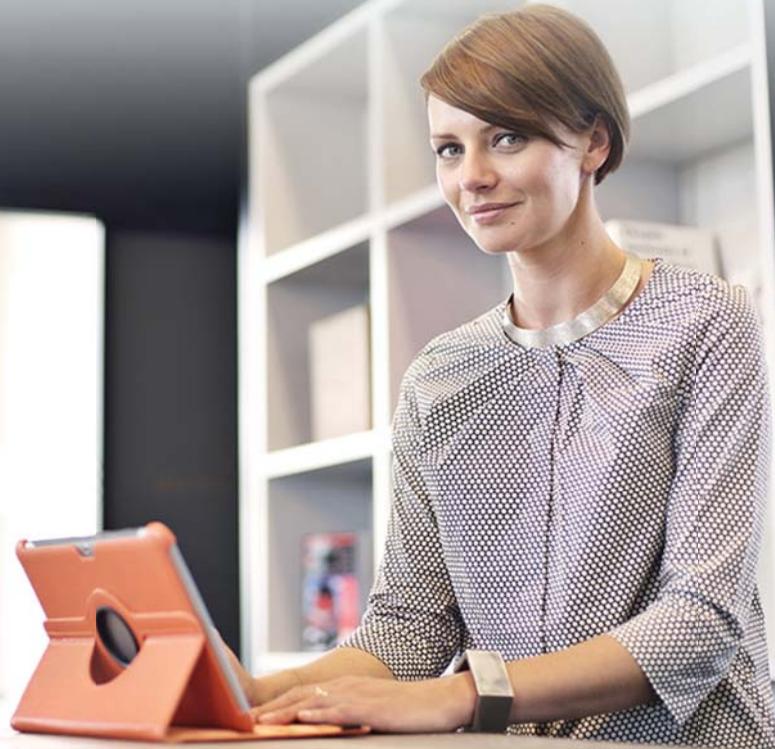
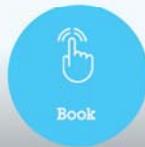


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### Wet treatment table for inside the spa and in the open air

A new spa table from Germany's Gharieni Group has been specially designed for wet treatments inside the spa and wellness treatments in the open air.

'MLR Wet' is manufactured from waterproof materials and is adjustable in height and inclination. The footrest and back are also electrically adjustable.

The table also comes equipped with a Trendelenburg function and with the option of a locking function, while a nose slot is integrated in the head rest.

KEYWORD: GHARIENI



### Beauty from ancient traditions and natural healing techniques

Following the practices of one of the oldest systems of medicine in the world, Saach Organics creates hair and beauty products using entirely hand-picked natural ingredients.

Ayurvedic medicine originates in India, and the term combines the Sanskrit words ayur (life) and veda (science and technology). Herbs used for the body products include mint, rosemary, aloe vera and green tea, which offer deep nourishment and full revitalisation.

The company's skincare products include 'Day Protection Lotion and Sunscreen', which can be used as an everyday moisturiser with anti-aging properties. It contains licorice extract that protects the skin from external environments, while carrot seed oil offers protection from sunlight and UV rays.

KEYWORD: SAACH ORGANICS



## Spa Products Update

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For more information, or to contact any of these companies, log on to [www.spa-kit.net](http://www.spa-kit.net) and type the company name under 'keyword search'

### AmorePacific wins THEA award for multisensory visitor centre

South Korean cosmetics company Amore-Pacific's visitor centre has won a prestigious attractions industry award, having been commended for "transforming the concept of a factory tour".

'Story Garden by AmorePacific' opened in September 2013 at the company's headquarters in Osan and was created and produced by design firm BRC Imagination Arts.

The 10,000sq ft attraction will receive the

'Thea Award for Outstanding Achievement' in March 2015, with industry body and awards creator the Themed Entertainment Association praising the centre.

It tells the story of the company through an interactive, multisensory and multimedia experience, and although originally intended for a limited audience soon began public tours thanks to its popularity.

KEYWORD: AMOREPACIFIC



### Kits that give treatment rooms a luxury makeover

BC Softwear's new treatment bed makeover kits offer spas the opportunity to transform their treatment rooms, creating a new look while also saving treatment time and reducing laundry levels. The kits are available in 'Gold', 'Silver', and 'Bronze' editions, and include pure Egyptian cotton 650gsm luxury towels that have been specifically designed for use in professional spas and salons. The company has launched what it is calling a 'super deluxe' towel. The 770gsm 'Monaco' is a quality towel for luxury spas and hotels.

KEYWORD: BC SOFTWARE





### Li'tya launches first of three new high-performance facials

Harnessing the power of banksia flower, kakadu plum and native fragonia, 'Dihlbi Bio Active' is the first in a series of three high performance facial treatments being launched by Li'tya in 2015.

The professional treatment supports the skin at a cellular level with an age defying serum targeting visible signs of aging. An intensive bi-phase mask is applied to reduce inflammation while stimulating cellular renewal, leaving the skin "toned and visibly luminous", according to Li'tya.

At the retail level, 'Dihlbi' is an advanced delivery treatment serum that provides skin with deep nourishment and rejuvenation.

KEYWORD: LI'TYA



### Remote control innovation now offered by HygroMatik

HygroMatik has added a remote control option for its 'HeaterSlim' and heater type steam generators, enabling all systems to be controlled from a handheld device, even from within a steam room.

The upgrade is offered when new, and the remote control is ideal for private and suite spas that require minimal maintenance.

HygroMatik's Andie Chessun, national sales manager for the UK & Republic of Ireland, said the remote control "offers more convenience and flexibility" in operating the HeaterSlim steam generator.

KEYWORD: HYGROMATIK



### Number of contract wins for ResortSuite to start 2015

Software company ResortSuite's hospitality management platform has been selected by a number of hotels and resorts for installation this year.

Four Seasons Resort and Club Dallas at Las Colinas; The Lodge and Cloister at Sea Island; Bulgari Hotel, London; and Omni Amelia Island Resort all selected the solution to replace legacy spa software.

The solution will be implemented across each venue's entire range of leisure/activity operations to enable them to maintain a

single view of their guests. ResortSuite will also implement its streamlined 'HTNG Single Guest Itinerary' integration with Oracle 'MICROS OPERA' to enable guest profile sharing and synchronisation, itinerary synchronisation and room posting.

In 2014 ResortSuite software was selected by venues such as Omni Hotels & Resorts, The Breakers Palm Beach, Kiawah Island Golf Resort, Hoar Cross Hall Spa Hotel and Nottawasaga Inn Resort.

KEYWORD: RESORTSUITE

### Terres d'Afrique develops bespoke products for Four Seasons

Taking inspiration from traditional African weaving techniques and the environmental and cultural surroundings of the continent, Terres d'Afrique has created bespoke signature treatments for the Four Seasons hotel spa in Johannesburg.

Having also recently collaborated with a Four Seasons hotel in Mauritius, Terres d'Afrique first seeks to understand the needs of its clients through consultations, and then creates entirely new rituals and protocols, or techniques and bespoke products.

At the Four Seasons Hotel, The Westcliff, in Johannesburg, three bespoke treatments have been created based on an African plant, an African tribe and African craft.

The last of these, 'Weavers',

imitates the rhythmic hand weaving strokes that twist and turn cotton and silk fibres into cloth to create a massage intended to release all the tension in the body.

A full range of skincare products complement the company's treatments.

KEYWORD: TERRES D'AFRIQUE





## A spring make-up collection that offers a Garden Escape

A spring collection inspired by the garden, Clarins has launched a new make-up range.

The 'Garden Escape' collection features a number of different products. 'Instant Light Lip Balm Perfector' is the balm version of the successful 'Instant Light Natural Lip Perfector'. Its formula is enriched with extracts of wild mango while shea moisturises, plumps and illuminates the lips. A new

'Lip Comfort Oil' is rich in active plant ingredients, and is inspired by Clarins' face and body oils. A limited edition 'Garden Escape 6-Colour Eye Palette' features six shades including hues of pink, pearly white and two spring greens. The eyeshadows can be applied in harmony and used dry or damp depending on the look being sought.

KEYWORD: CLARINS

## Skinbreeze system and innovative payment scheme launches

A new Skinbreeze multifunctional beauty treatment offering five technologies in one system has been launched in the UK. An innovative pay as you use scheme is also being offered for the new system.

A division of CACI international, Skinbreeze's system combines LED light therapy with an orbital microdermabrasion skin



resurfacing hand piece. New 03 Ozone technology tightens the skin and reduces acne/blemishes. A targeted line of Skinbreeze serums is used in the treatments while its spray delivery system is designed to increase the depth of the serums' penetration into the skin, which improves effectiveness.

The Skinbreeze system has been endorsed by a number of celebrity clients, including Made in Chelsea's Binky Felstead and Emmerdale's Roxanne Pallett.

According to Skinbreeze, the innovative pay as you use system involves no capital outlay or long-term equipment, with a cost per hour of £8.50, excluding VAT, against a recommended treatment price of £60-100 per hour treatment.

The company offers a starter pack which includes 15 hours pre-loaded, training for two therapists and POS materials.

KEYWORD: SKINBREEZE



## Tea and wellness show up strong in new Turndown range

Promoting wellbeing and bringing the benefits of tea, French company Thémaé is launching its new 'Turndown' collection.

The unisex, high-end brand's range features five products. 'Cérémonie Jeunesse' is a multi-active cream which contains active ingredients to improve the freshness of the skin by protecting the collagen and promoting a youthful radiance, Thémaé notes.

An exfoliating treatment inspired by Himalayan tea, 'Gommage Thé au Népal' is a cream designed to eliminate dead skin cells without damaging the epidermis. Body mist 'Brume de Thé' has been created to invigorate the skin and offer a sense of wellbeing.

KEYWORD: THEMAE



## Anytime nail colour removal kit is for between salon visits

CND has launched an on-the-go nail colour removal kit in support of its pro salon system.

The CND 'Offly Fast' eight minute removal & care kit includes two packs of 'Foil Remover Wraps', a replenishing remover, a cuticle oil mini, a manicure stick and an instruction sheet. This allows two removals.

"For superior service, I always say 'go with a pro' – but as an on-the-go woman, I understand how challenging it can be for clients to make it to the salon for removal service between manicure appointments," said CND co-founder and style director Jan Arnold.

KEYWORD: CND

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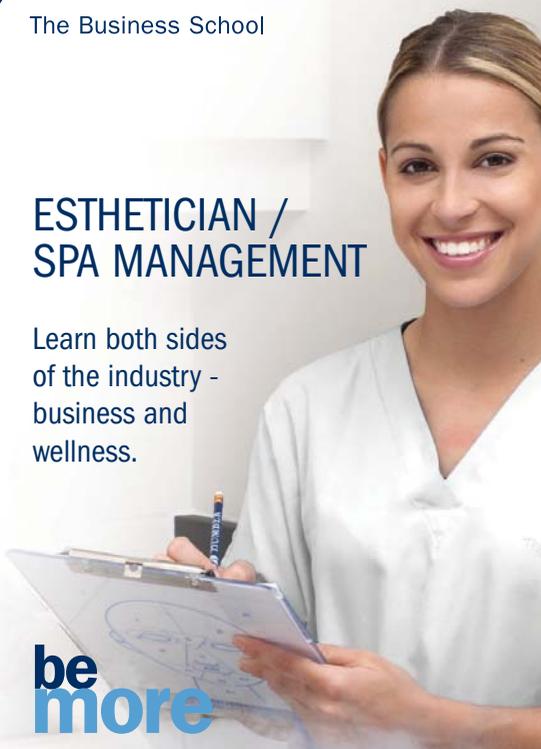
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### Requirements

- Spa and Leisure experience of around 8- 10 years, with a minimum of four years in a leadership role.
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- Ability to develop effective sales and marketing strategy.
- Proven ability to develop and lead successful teams.
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The opportunities are rewarding ones for current Spa Directors who are seeking to add a distinct edge to their careers. Both the positions offer an excellent salary, bonus and benefits package for the right candidate.

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## Key trends for 2015 detailed by Spafinder

*Continued from front cover*

Wellness traditions from the Islamic world will be widely embraced by the spa world, according to Spafinder's trends forecast report. Professor Gerry Bodeker – chair of the Global Initiative for Traditional Systems of Health and the Department of Primary Health Care Sciences of Oxford University – is credited for inspiring the title and framework of this trend. His work has allowed Spafinder to predict that Middle Eastern, African and Malaysian medicinal plants, spices and ancient grains will be the next 'superfoods'. Treatments beyond the hammam: from rasul/mud experiences to sand bathing – including new sand-immersive massage tables – are expected to be particularly popular. More MENA spas will move beyond generic Asian menus to incorporate indigenous ingredients and design.

"The nutritional, healing and beauty traditions across Islamic cultures are the last, lost, great bodies of traditional health knowledge that must and will be discovered," said Bodeker.



US medi-spas are profiting from the partial legalisation of cannabis

"We're just at the tip of the iceberg in uncovering the wealth of health resources that exist here."

After decades of prohibition, cannabis-branded day spas are set to take centre stage in the wellness world – with cannabis wellness tourism packages to be in high demand. Cannabis businesses and medi-spas prescribing marijuana are also adopting the language of wellness and are adding free massage, yoga, meditation and acupuncture services for clients, according to the trends report.

*Details: [http://lei.sr?a=k2F4Y\\_S](http://lei.sr?a=k2F4Y_S)*

## Minor reflags Four Seasons Bangkok hotel

Minor Hotel Group (MHG), which owns the Four Seasons Hotel Bangkok, Thailand, will begin to operate the hotel under its own luxury brand Anantara Hotels, Resorts & Spas in March 2015.

The 354-key hotel will become the Anantara Siam Bangkok Hotel & Spa, located in Rajadamri – in central Bangkok's Siam district.

Kathryn Moore, group spa director of MSpa in Asia – the spa management arm of MHG – spoke exclusively to *Spa Opportunities*. "We will spend some money on a light refurb, but will be fully renovating in 18 months," said Moore.

Product lines at the MSpa-operated wellbeing facility currently come from Elemis and OPI.

The property was launched originally in 1978 as a Peninsula hotel, before being sold to Regent Hotels in 1982. Four Seasons acquired Regent Hotels in 1992 and thus began operating the property, taking over the contract.

The hotel, still known as The Regent Bangkok, was owned by Rajdamri, but MHG



Kathryn Moore, group spa director of MSpa in Asia, detailed plans for the spa

acquired 100 per cent of this owning company in 2001. The hotel was then rebranded as Four Seasons Hotel Bangkok in 2003.

Leisure facilities at the hotel include seven restaurants and bars, a gym and an outdoor swimming pool. There is also a ballroom that seats 400 for a dinner dance, and 550 in a theatre-style setting.

Nearby attractions include the Wat Benchamabophit (Marble Temple) and the Grand Palace – home of the Emerald Buddha.

*Details: [http://lei.sr?a=U5C5M\\_S](http://lei.sr?a=U5C5M_S)*

### Argentina Spa Association

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### Asia Pacific Spa and Wellness Coalition

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### French Spa Association (SPA-A)

W: [www.spa-a.com](http://www.spa-a.com)

### German Spa Association

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### Hungarian Baths Association

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### The Iceland Spa Association

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### International Spa & Wellness Association (ISWA)

T: +49 69 130 25 86 0 W: [www.iswa.de](http://www.iswa.de)

### International Spa Association (ISPA)

T: +1 859 226 4326 W: [www.experienceispa.com](http://www.experienceispa.com)

### Japan Spa Association

W: [www.j-spa.jp](http://www.j-spa.jp)

### Leading Spas of Canada

T: +1 800 704 6393 W: [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

### National Guild of Spa Experts Russia

T: +7 495 226 4289 W: [www.russiaspas.ru](http://www.russiaspas.ru)

### Portuguese Spas Association

T: +351 217 940 574 W: [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

### Romanian Spa Organization

T: +40 21 322 01 88 W: [www.romanian-spas.ro](http://www.romanian-spas.ro)

### Salt Therapy Association

W: [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

### Samui Spa Association

T: +66 7742 08712 W: [www.samuispaassociation.com](http://www.samuispaassociation.com)

### Serbian Spas and Resorts Association

T: +381 36 611 110 W: [www.serbianspas.org](http://www.serbianspas.org)

### South African Spa Association

T: +27 11 447 9959 W: [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

### Spanish National Spa Association

T: +34 902 1176 22 W: [www.balnearios.org](http://www.balnearios.org)

### Spa Association of India

T: +91 995 889 5151 W: [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

### Spa Association Singapore

T: +65 6223 1158 W: [www.spaassociation.org.sg](http://www.spaassociation.org.sg)

### Spa & Wellness Africa Association

W: [www.spaassociationofafrica.com](http://www.spaassociationofafrica.com)

### Spa & Wellness International Council (SWIC)

T: +7 4957640203 W: [www.1swic.ru](http://www.1swic.ru)

### Taiwan Spa Association

W: [www.tspa.tw](http://www.tspa.tw)

### Thai Spa Association

T: +66 2168 7094 W: [www.thaispaassociation.com](http://www.thaispaassociation.com)

### Turkish Spa Association

T: +90 212 635 1201 W: [www.spa-turkey.com](http://www.spa-turkey.com)

### The UK Spa Association

T: +44 8707 800 787 W: [www.spabusinessassociation.co.uk](http://www.spabusinessassociation.co.uk)

### Ukrainian SPA Association

T: +3 8044 253 74 79 W: [www.spa.ua.org](http://www.spa.ua.org)