

# spa opportunities

13 FEBRUARY - 26 FEBRUARY 2015 ISSUE 209

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## Anni Hood to lead GWI's tourism congresses in 2015

The Global Wellness Institute (GWI), an international think tank that develops research and resources to positively impact the global wellness industry, announced plans to deliver its Global Wellness Tourism Congress (GWTC) in multiple cities during 2015.

International wellness expert Anni Hood will highlight the opportunity the US\$494bn wellness tourism industry offers individual countries and regions during these one-day congresses in four new countries – in addition to the annual GWTC event held in conjunction with the Global Wellness Summit in Mexico in November 2015. The GWI has changed the name of the Global Wellness Summit, which was previously the Global Spa & Wellness Summit.

Sponsoring countries will gain valuable insight into research and data on wellness tourism in their region. The congresses will focus on education and infrastructure to support the ongoing establishment of wellness tourism and will initiate



Anni Hood owns a business consultancy and also launched a consumer-facing health firm in 2011

collaboration between public and private sectors to develop cohesive wellness tourism goals.

"Anni Hood brings more than 15 years of global wellness experience to GWTC and has been leading the GWI's wellness tourism initiatives since the first GWTC took place during the Global Wellness Summit in New Delhi, India," said Susie Ellis, chair and CEO of the GWI. Ellis added that Hood's involvement in these new GWTCs will bring the wellness tourism message to a broader audience.

The GWI is focused on actively raising the awareness of wellness tourism within governments and their relevant ministries. Ellis recently co-authored an article with Renee Moorefield, CEO of Wisdom Works, encouraging governments all over the world to create ministries of wellness to advance the wellbeing of the global population.

In addition to her work for the GWI, Hood is founder and CEO of Anni Hood Wellness Business Consultancy.

Details: [http://lei.sr?a=n5H3A\\_S](http://lei.sr?a=n5H3A_S)

### Sanctum Inle Resort to open on lake in Myanmar

A 96-bedroom resort and spa is planned to open on Myanmar's Inle Lake in March 2015, further signs of the southeast Asian nation's growing appeal as a tourism destination.

It is set to be managed by owner/operator Apple Tree Group – which also owns La Residence Hotel & Spa by Accor in Hue, Vietnam.

The Sanctum Inle Resort's spa, spread across two floors, will feature four single treatment rooms, one couples' suite, a Thai massage room and a foot massage room with four chairs.

The Sanctuary Spa will measure approximately 200sq m (2,153sq ft).

Details: [http://lei.sr?a=t6T5y\\_S](http://lei.sr?a=t6T5y_S)

### Weekend lie-ins are driving obesity: study

Social jet lag, which occurs when the body clock becomes confused by changing sleep patterns – such as weekend lie-ins – may be driving obesity and illness, according to a study.

Researchers from the UK Mammalian Genetics Unit at Medical Research Council, whose work was published in the *Journal of Obesity*, monitored more than 800 participants and found that those with a greater variance in sleep between free days and work days are more likely to be obese and suffer from obesity-related disease than those with little or no difference in their sleep patterns.

Unlike travel jet lag, which can cause temporary problems with metabolism, social jet lag can occur chronically throughout an individual's life, so is more likely to induce



Differences in sleep patterns can increase health risks

serious and ongoing consequences for the metabolism, researchers suggest.

"Social jet lag is an under-researched but potentially key contributor to [understanding] why 'living against our internal clock' has an impact on our health," said Dr Michael Parsons, lead author of the study.

Details: [http://lei.sr?a=M2z9k\\_S](http://lei.sr?a=M2z9k_S)

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## First Tunisian Thémaé spa to open

The first Thémaé spa in Tunisia is set to open at the five-star hotel La Badira, in the coastal town of Hammamet. The hotel is a member of the Leading Hotels of the World collection.

The 130-bedroom property, designed by HSA Architects and Esthetika Déco, opened in December 2014, but the spa – a Thémaé franchise – will debut in March 2015.

The property is owned and operated by La Badira CEO Mouna Ben Halima.

The onsite Spa Thémaé measures 2,200sq m (23,681sq ft) and cost €2.2m (US\$2.5m, £1.7m) to build and equip. It features 21 treatment cabins: five double suites and 16 individual therapy rooms. There is also a sauna, indoor pool, hammam, hair salon and nail bar, plus a fitness suite and yoga room.

Speaking exclusively to *Spa Opportunities*, Thémaé co-founder Guillaume Lefèvre said: “Despite the recent political tensions, Tunisia is the next luxury destination for travellers and this oceanfront five-star hotel demonstrates this perfectly.”



HSA Architects and Esthetika Déco designed the €15m five-star property

Other features of the property – which cost a total of €15m (US\$17m, £11m) to develop – include four restaurants, two outdoor swimming pools, two direct-access private beaches, a conference room with capacity for 240 people, plus meeting rooms for 15 to 60 people.

Hammamet was a popular vacation spot with artists in the 1930s due to the quality of the seaside light, according to the hotel's website. Famous visitors to the spot include Paul Klee, Oscar Wilde and André Gide.

**Details:** [http://lei.sr?a=M3v9R\\_S](http://lei.sr?a=M3v9R_S)

## Revamped spa to launch in Mexico

Diamante Cabo San Lucas, a private resort community located on the Pacific Coast of Cabo San Lucas, Mexico, is set to open its revamped spa at its 1,500-acre (607-hectare) property in February.

The 70-bedroom residence club, owned by president and CEO Ken Jowdy, will also be expanded to include 200 more rooms within the next few years, a spokesperson told *Spa Opportunities* exclusively.

The Spa at Diamante features four treatment suites and a retail boutique. Each treatment suite includes a private shower, steamroom, bathroom and outdoor living room with a soaking tub.

Future plans include the addition of a second spa and spa villas – each of which will be available for full or residence club ownership with the inclusion of customised spa treatment programming.

“The majority of our services are priced at the same level respective to their length of



The spa resort features a 10-acre (4-hectare) saltwater crystal lagoon

time,” spa director Danny Silva said. “This allows for our guests not only to choose the service that best suits their needs, but for their therapist to customise the treatment without conversing about upgrade charges.”

Products in use at the facility include OSEA, Body Bliss, Hydra Facial, Coola, The Madison Collection, Spa Equip and Living Earth Crafts.  
**Details:** [http://lei.sr?a=N9w7t\\_S](http://lei.sr?a=N9w7t_S)





## Taj debuts Indian Jiva Grande spa

The Taj Coromandel in Chennai, India, has opened a 12,000sq ft (1,115sq m) Jiva Grande Spa that spans across three floors.

The Jiva Grande brand is the large scale format of the Taj Group's Jiva spa brand and is used at flagship properties offering more extensive rituals in ayurveda and yoga.

The spa features four single spa suites, a couples' treatment room, relaxation room, yoga studio, ayurveda consultation and therapy room, wet areas, terrace lap pool, reflexology walk and more relaxation lounges. The couples' suite has a spa pool that overlooks the landscape and the 212-bedroom property's swimming pool.

The Jiva Grande spa's design is in keeping with the principles of Vastu Shastra, the ancient science of space planning focused on balancing the room's energy using natural and organic finishes.

Jiva Grande spa products, that the Taj Group says are 100 per cent natural, will be used at the facility. A



A treatment using an Indian rolling pin will be on offer at the new spa

new treatment has been formulated for the property called Vellana. The 60-minute experience involves moving a rolling pin-like Velan – typically found in Indian households – over the entire body, touching various muscles and pressure points to release tension.

Healthy traditional food will also be offered at the spa, including fresh juices and teas.

The property features five separate dining venues in addition to several bars. There is also an on-site astrologer and fortune-telling parrot.

**Details:** [http://lei.sr?a=t3q9y\\_S](http://lei.sr?a=t3q9y_S)

## AM Resorts to open second Dreams resort in La Romana

US travel firm Apple Leisure Group (ALG) is growing its Caribbean portfolio. ALG's subsidiary, AM Resorts will manage the newly-built Dreams Dominican La Romana resort when it opens in October 2015.

Upon the resort's opening, AM Resorts will have eight properties in the Dominican Republic under five of its brands. This will be the second Dreams resort in La Romana.

The family-friendly five-star Dreams property will have 478 rooms and suites and will be located in Bayahibe – ten minutes from La Romana city and half an hour from the island of Saona, a government-protected nature reserve.

There will be a signature Dreams Spa by Pevonia at the property, in addition to a bowling alley, tennis courts, a pier and a 13,750sq ft (1,277sq m) infinity pool.

**Details:** [http://lei.sr?a=F5H6Z\\_S](http://lei.sr?a=F5H6Z_S)



Other parts of the resort are also being refurbished

## Pompeii-bath spa plan unveiled

The Italian Santavenere Hotel has announced the launch of its new Le Terme Spa, a Roman-inspired retreat that is set to open at the end of February 2015 with an unusual access policy. The spa has stipulated that only a single party (couple or family) may use the spa at any given time.

Inspired by the Roman baths at nearby Pompeii, the spa cost €1m (US\$1.1m, £0.7m) and occupies the ground level of the hotel. There is 300sq m (3,229sq ft) of indoor spa space and 300sq m (3,229sq ft) of outdoor spa space at the 34-room hotel.

Facilities include five treatment rooms, a shiatsu room, sunroom with gold sand and sun lamps, salt room featuring Himalayan and Sicilian salt, seawater hydromassage pool, sauna, experience showers, a turkish bath and two relaxation rooms – where post-treatment health drinks are served, according to [incentivetravel.co.uk](http://incentivetravel.co.uk).

Staff are all CSEN certified – recognised



Bespoke eating plans are designed by a resident biologist and nutritionist

by the Italian National Olympic Committee – and spa brands in use are La Cremerie, which supplies 100 per cent Italian skin-care. An exclusive Santavenere product range has been created by researchers at a farm who specialise in the cultivation of jenny milk, from donkeys, and snail slime.

A personal trainer is available to guide guests in one-on-one sessions plus group activities.

**Details:** [http://lei.sr?a=e4C9G\\_S](http://lei.sr?a=e4C9G_S)

## PGA National golf resort in Florida is set to refurbish its spa

PGA National Resort & Spa in Florida, home to the PGA Tour Honda Classic golf tournament, will undergo a multi-million dollar renovation – including upgrades to its spa, dining and health and fitness offerings.

The upgrades to the resort are set to be completed later this year and will include a new design at The Spa at PGA National, including new treatment rooms, retail offerings and an enhanced menu of gourmet spa cuisine at the poolside café.

According to local media agency *The Sun Sentinel*, the cost of these renovations was not revealed.

The Palm Beach Gardens resort's racquet club will receive a new entry pavilion and covered walkway, while the tennis pro shop's interior will be re-designed.

The club renovation will include the addition of cardio equipment and an expanded free-weight area, in addition to a new 3,000sq ft (279sq m) iDeck terrace.

**Details:** [http://lei.sr?a=g4W6N\\_S](http://lei.sr?a=g4W6N_S)

## Minor Hotel Group expands into Europe and South America

Minor Hotel Group (MHG) has completed the strategic acquisition of six hotels in Portugal and Brazil and the rights to the Tivoli Hotels & Resorts brand for Brazil. MHG has thus chosen Portugal and Brazil as the starting points for future expansion into Europe and South America.

The Brazil acquisition comprises two Tivoli properties, one in Sao Paulo and one on the coast close to Salvador in Bahia – plus the intellectual property rights for the brand in the country.

In Portugal, MHG made strategic asset acquisitions of four Tivoli properties – one in the country's capital, Lisbon, and three in the Algarve.

The spas at Tivoli-operated properties were managed by Banyan Tree, according to a report in *Spa Business* in 2012. It is unclear how they will be operated now.

**Details:** [http://lei.sr?a=p6Y8w\\_S](http://lei.sr?a=p6Y8w_S)



Marco Treggiari of consultancy TWB Partners

## Italian suppliers collaborate on spa project in Angola, Africa

TWB Partners, an Italian consulting network specialised in providing investors in sub-Saharan African hotels with leisure facilities, is working on a turn-key spa solution for the Angolan hospitality firm Chicoil Group.

There are six hotels under the Chicoil Group's Chik Chik Hotels brand and a seventh one is being built in a diamond mining area in the small city of Saurimo.

The Chik Chik Saurimo hotel is being developed and directly managed by Chicoil and is located within a large real estate development that includes offices, residential buildings and a leisure complex. The hotel has 124 bedrooms and the total investment is in the range of US\$50m (€44m, £33m), according to the founder of TWB Partners, Marco Treggiari. The spa is called Chimuco Wellness Centre.

Design firm CaberlonCaroppi – which worked on the interior design of the spa.

**Details:** [http://lei.sr?a=F8t9c\\_S](http://lei.sr?a=F8t9c_S)

## UK Spa Association to grow its following

The UK Spa Association Networking event took place on January 28 at the Westminster Lodge Leisure Centre in St Albans, where Alex De Carvalho – vice chair of the association in charge of market intelligence – encouraged more spas to sign up to benchmarking to make the data as robust as possible.

In 18 months, the UK Spa Association has grown its membership from 24 to 135. These members represent 380 spas. Carvalho detailed a three-year plan to grow the association's following to 250 members by the end of 2015, a total of 400 by the end of 2016 and 600 in 2017.

"We have 80 spas regularly submitting information on four KPIs that are used to create benchmarking data, and in February another 48 spas will join that number," said Carvalho.

The extra 48 spas are members of the Hand Picked Hotels collection, De Vere hotels and Imagine Spas.

"By April 2015, we hope to be able to allow spas participating in the benchmarking system



Alex De Carvalho, vice chair of the UK Spa Association, spoke at the event

to select specific spas to benchmark themselves against," said Carvalho. "We want to get spas putting data into the system more regularly, providing daily and weekly performance information. It is also our aim to break down spa revenue by type of treatment, to see which spas are doing which treatments well."

"We will only be able to analyse regional data correlations once a significant number of spas sign up and input their data," said Carvalho.

**Details:** [http://lei.sr?a=E9y4x\\_S](http://lei.sr?a=E9y4x_S)

## Wahanda buys Lithuanian app developer

European health and beauty online booking platform Wahanda has acquired an app development consultancy called Lemon Labs as part of a strategic focus on becoming a mobile-first company.

Wahanda has more than 8,000 spas and salons signed up to its health and beauty marketplace and is growing at 280 per cent year-on-year. It has bought the Lithuanian-based Lemon Labs company as it bids to continue its expansion across Europe.

"We have been working with the Lemon Labs team for the past six months in building our consumer and business apps and the results speak for themselves," said CEO and founder of Wahanda Lopo Champalimaud. "Last week we broke through the 150,000 downloads mark and that number is growing 20 per cent month-on-month."

"The future of Wahanda is in mobile and we are delighted the Lemon Labs



Wahanda is focused on growth and is led by CEO Lopo Champalimaud

team is now officially an integrated part of our technology team and can continue to lead our product thinking and development," added Champalimaud.

Tomas Dirvonskas, co-founder of Lemon Labs said: "Wahanda's bookings show that 50 per cent of all hair and beauty appointments are now made via a mobile device."

**Details:** [http://lei.sr?a=N6d2K\\_S](http://lei.sr?a=N6d2K_S)





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## Original 'wellness': lifestyle changes key to visible results



**MICHAEL TOMPKINS**  
CEO of Hilton Head Health and chair of International Spa Association (ISPA)

**R**ight now, I am focused on bringing true wellness back to spas here in the US, which involves a concentrated focus on weight loss and weight management efforts.

Over the past few decades, a lot of spas have shifted their focus to capitalise on the growing "wellness" vacation trend, but they have neglected to incorporate the original intent of spa vacations – a healthy getaway that encourages lifestyle changes and delivers results.

Adult obesity is a growing epidemic in America and many people simply feel lost and don't know where to begin to reverse the problem. When they are ready to make a change to their lifestyle, they are turning to spas that are proven to deliver results in a supportive, safe environment. In 2014 alone, our weight loss spa showed significant double digit growth and this is projected again for 2015.

The vacationer is looking for more than just a getaway trip – they want motivational programmes, to be held accountable for their individual progress, they want delicious cuisine that doesn't leave them starving, and they want to see results. Weight loss spa goers are looking to find a place where they won't be judged – where they can find other people who are in the same position as them – whether they're looking to lose 15lbs (7kg) or 115lbs (52kg).

It's inspiring for me to be around people every single day that are looking to better themselves and their quality of life. I'm currently on my own personal weight loss journey. Since starting with Hilton Head Health as CEO last summer, I've lost 43lbs (19kg) and hope to lose a further 30lbs (14kg). It's a lifestyle change and one that I have to work on every single day, but this is our health we are talking about. It's not just mental health in the wellness category anymore – but getting our bodies as physically healthy as we can.

*Tompkins, the former CEO of Miraval Resort and Spa, recently unveiled a new 3,000sq ft (279sq m) spa at Hilton Head Health – called Indigo Spa.*

## Water facilities event reveals 2015 dates

The industry event Piscina & Wellness Barcelona will be held between 13-16 October 2015 at Fira de Barcelona's Gran Via Exhibition Centre to cater for a Spanish, and global, increase in demand for water-related facilities associated with health, wellbeing and leisure.

Featuring a full range of aquatic facilities and installations, the event already attracts 62 per cent of its exhibitors and 37 per cent of visitors from abroad. In view of the increase in demand associated with 'wellbeing', the word has been incorporated into the title of the event.

In addition to providing a platform for meetings between exhibitors and buyers from more than 20 different countries to promote exports, Piscina & Wellness Barcelona will also host congresses, conferences and seminars.



The event will be at the Fira de Barcelona's Gran Via Exhibition Centre

For example, the second edition of the Wellness & Spa Experiences Event will take place, featuring case studies, market research surveys and the latest trends and ideas in the management, design and sale of products and experiences in the wellbeing industry.

*Details: [http://lei.sr?a=T7y5p\\_S](http://lei.sr?a=T7y5p_S)*

## Millford Hall plans boutique spa

Millford Hall Hotel, a Georgian mansion dating back to the 1800s just a short drive from Stonehenge, UK, is adding a £500,000 (US\$756,200, €652,300) spa to its four-star amenities.

The property is owned by Hughes Hotels, which has brought in consultancy Spa Creators to create the Lime Spa – expected to open in May 2015.

Alistair Johnson, managing director of Spa Creators, spoke exclusively to *Spa Opportunities*, detailing the company's involvement in the 175sq m (1,884sq ft) facility's inception.

"The spa will be managed by the hotel, but Spa Creators' services will be retained for the first year to support the team in the ongoing operations. It's a business mentor service offered by us as part of the implementation services," said Johnson.

There will be three treatment rooms at the spa over two floors, in addition to two relaxation lounges, a reception and juice bar. Treatment room furniture is being supplied by spa furniture manufacturer Ellisons.

Thermal facilities are set to include a sauna, steamroom, heated loungers and



Alistair Johnson, managing director of Spa Creators, designed the spa

experience showers, as well as an outdoor vitality pool – all of which will be supplied by pool and thermal facility specialists Dalesauna.

A fitness suite will also be built as part of the development and will be supplied with gym equipment by Matrix.

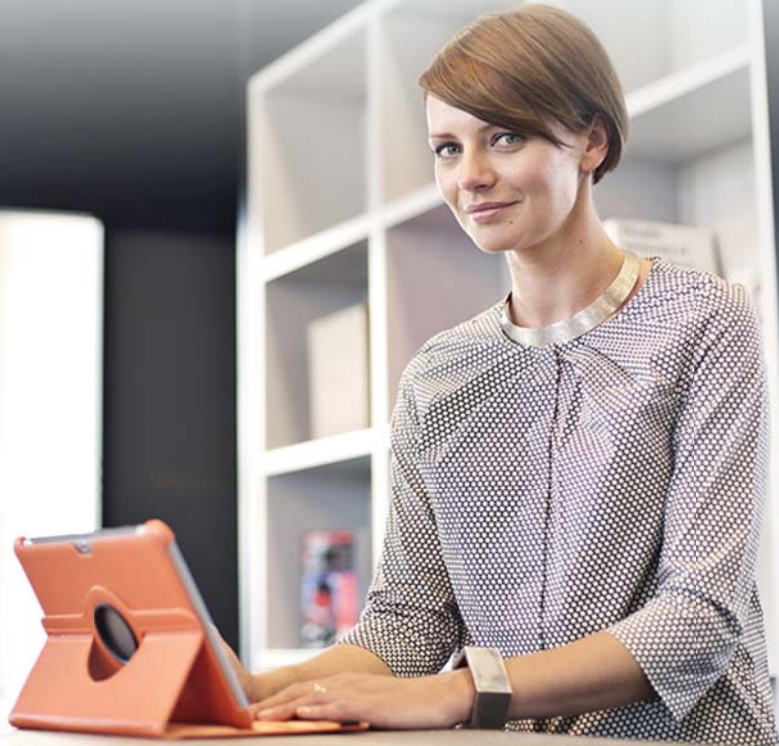
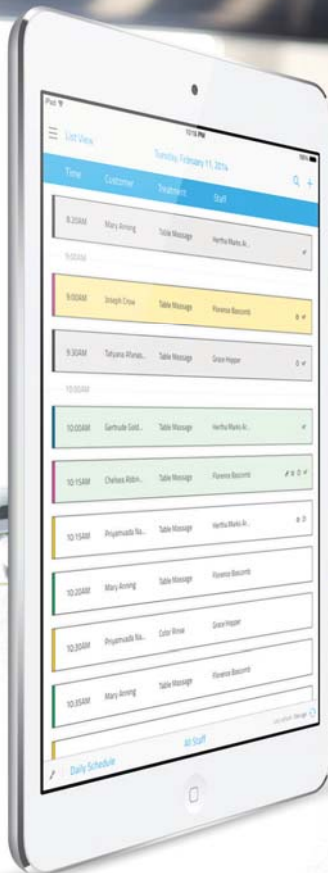
Caudalie will be the professional skincare product range in use for treatments and Lava Shell massage rituals will be developed in-house by Spa Creators.

Spa Creators has worked on the design of the project and is collaborating closely with project manager Ian Morgan associates and the main local contractor, according to Johnson.

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

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# DIARY DATES

**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. Roughly 250 Russian and foreign perfumery and cosmetic companies take part in the event annually.

Tel: +495 937 13 18 19 21

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

**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)

**3 March 2015**

**Healing Summit**

Hotel de Rome, Berlin, Germany

Spa professionals convened at the first Healing Summit last year with a view to exploring ideas of how to “create a paradigm shift through a holistic lifestyle.” Topics for debate included a caring economy, sustainability, personal wellbeing and the future of the wellness industry. The event is organised by Healing Hotels of the World.

Tel: +49 221 2053 1175

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



The IECSC will be held in New York, in the Javits Convention Center

**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)

**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

One of the world's biggest beauty events, Cosmoprof Worldwide will include sectors on beauty salon & spas, hair, perfumery & cosmetics and green nature. The 2014 event featured 2,450 exhibitors from 69 countries. The total number of visitors at the exhibition in 2014 was 207,238 – 34 per cent of whom came for perfumery products and services.

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**27-29 March 2015**

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Messe, Dusseldorf, Germany

Up to 50,000 trade visitors and 1,250 exhibitors take part in the annual trade show. Areas are themed around spa, wellness, cosmetics and nail care. A three-day conference for spa operators, managers and investors will be put together by spa consultant Sylvia Glückert. A new addition to the event is a Nail Star Academy for industry leaders to showcase techniques.

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## Andakira Group plans rainforest resort

Andakira Group will soft-launch the Andakira Crest Tri Trang Resort & Spa Pool Villas in December 2015, on the southern tip of the Thai peninsula of Patong.

Andakira Group is a Thailand-based private equity conglomerate set up in 2007 to develop lucrative sustainable tourism real estate projects.

The new resort will feature 119 bedrooms in addition to 39 pool villas and will be one hour away from the Phuket International Airport and a two minute walk to the nearest swimming beach. It will be a five-star eco-friendly luxury hotel between 50-70m (164-229ft) above sea level, set in a natural tropical rainforest.

The Anda Spa and Holistic Wellness Village will feature four separate single treatment rooms, two for dry therapies and two for water-based treatments. There will be a further five double spa suites, each with an individual spa pool and private bathroom. A four-bed massage room will also be available. There will be a



The new resort will be set in a natural tropical rainforest in Thailand

sala pavilion for meditation, yoga and Tai-Chi – located near a flotation therapy pool amidst a herbal and rock garden. A detox and spa cuisine programme will be offered to guests too.

Adjacent to a nature reserve, the resort will include a total of six food and beverage outlets, a fitness centre, an infinity swimming pool and access to mountain bikes, jungle trekking expeditions and Thai cooking classes. It also plans to stock a wine cellar with more than 300 labels.

*Details:* [http://lei.sr?a=e6g7Q\\_S](http://lei.sr?a=e6g7Q_S)

## Baha Mar to open in March, in time for peak travel weeks

The US\$3.5 billion (€2.7bn, £2.2bn) Baha Mar resort complex in the Bahamas has announced it will open on March 27, after years of delays and a series of legal hitches.

Baha Mar will feature 2,200 luxury guest rooms across four hotels – Baha Mar Casino & Hotel, Rosewood at Baha Mar, Grand Hyatt at Baha Mar and SLS LUX at Baha Mar – along with the Caribbean's largest casino, spanning 100,000sq ft (9,290sq m). In addition to the four hotels, the resort's Jack Nicklaus-designed golf course, ESPA spa, pools, beach experiences, and many restaurants and luxury shops will be part of the highly-anticipated resort experience.

“Baha Mar will open all hotels along with most amenities on March 27,” said Paul V Pusateri, chief operating officer for Baha Mar.

*Details:* [http://lei.sr?a=y4w9A\\_S](http://lei.sr?a=y4w9A_S)



Christian Kiefer worked for Starwood for three years

## Christian Kiefer moves from Starwood to private equity firm

Christian Kiefer, director of spa and leisure for Starwood's Middle Eastern St Regis brand, is leaving five-star hospitality to work for a private equity firm, focusing on business expansion and operations at 17 wellness centres in Dubai.

Following three years of working for Starwood, and more than 10 years in the spa and leisure industry, Kiefer will be appointed general manager for Cedar Bridge – a private equity group that focuses on healthcare, education, plus retail and consumer sectors.

Speaking exclusively to *Spa Opportunities*, Kiefer said: “I was aiming for an area or corporate role next, but unfortunately it is hard to find similar roles in the hotel sector, especially in the Middle East. So I will be working for Dreamworks Spas and Zen Yoga Studios (which Cedar Bridge partners with) to take their vision to another level.” He will expand these companies.

*Details:* [http://lei.sr?a=e2D6U\\_S](http://lei.sr?a=e2D6U_S)

## Taiwan highlights hot springs for tourism

The Taiwan Tourism Bureau is stepping up its promotion of the country's thermal hot springs, of which there are said to be more than 100.

Focusing on the health benefits of naturally heated mineral waters, the tourism bureau says the hot springs lead to increased metabolism, soothed muscles and improved blood circulation. The minerals in the water are described by the bureau as being able to fight the symptoms of fatigue, insomnia, poor circulation and even immune system-related diseases.

With an extremely high concentration of thermal springs, the tourism bureau has highlighted four key hot spring sites for tourists to visit. For example, in the city of Tainan on the peak of Zhentou Mountain, the Guangziling facility is a mud spring that is rich in minerals and chemicals that can reportedly only be found in Taiwan, Italy and Japan.

Another hot spring site featured in the



The Guangziling hot spring is a mud spring that is rich in minerals

tourism bureau's promotion is in the south of Taiwan – the Sichong River thermal springs. These are clear and odourless.

The Beitou hot spring in Taipei is particularly popular in northern Taiwan for its convenient location. This hot spring is well known for its high quantity of sulphur and the facility was developed while Taiwan was under Japanese imperial rule.

*Details:* [http://lei.sr?a=M9y4f\\_S](http://lei.sr?a=M9y4f_S)

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## Comfort Zone creates winning strategy for fighting cellulite

Specifically created to tackle cellulite, 'Body Strategist' is a new line of products and treatments from Comfort Zone. The company says its approach is based on investigating and understanding the factors which create cellulite and on developing solutions for the two main types – edematous and adipose.

Four professional spa treatments have been launched offering personalised programmes. Body Strategist also features four home care products: a skin renewing body scrub, a cream gel, a 24-hour multi-active patch, and a cream.

**KEYWORD: COMFORT ZONE**



## Special edition cream marks Elemis' silver anniversary

As part of its 25th anniversary celebrations, Elemis is launching a special 'Silver Edition' of its 'Pro-Collagen Marine Cream'.

The anti-ageing cream first launched in 2003, with Elemis claiming that a pot is now sold every ten seconds. A portion of sales are donated to charity Wellbeing for Women, and £15,000 from the proceeds of the new special edition will fund research and treatment into gynaecological cancers.

Pro-Collagen Marine Cream is designed to provide a progressive lifting effect through increased collagen support.

The anti-ageing properties of mediterranean fan-shaped algae, padina pavonica, help to improve the moisturisation, firmness and elasticity of the skin.

**KEYWORD: ELEMIS**



## 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'

## Relaxing temperature-controlled waterbed system unveiled

'ITW Concoon' is an encapsulated wellness lounger from ITW Waterbeds. Lying on a temperature-controlled waterbed system, at 32°C, gives the user a feeling of weightlessness, with the body immediately relaxing and the biological cycle settling down.

According to ITW, back pain and other everyday problems are relieved. Undisturbed by external influences, an integrated light therapy system ensures fur-

ther relaxation. Additionally, an integrated ITW sound system offers different acoustic irradiation options. A special subwoofer transmits the sound through the water mattress to the user's torso, and individual atmospheres can be created.

ITW recommends installing the Concoon system in an oval or round room to create the best experience.

**KEYWORD: ITW WATERBEDS**



## Wellness teas which can be combined with treatments

Camellia's Tea House specifically focuses on the spa industry by offering wellness teas which can be combined with treatments.

Its teas are designed by Lubna Madan, a homeopath, herbal medicine expert and trained spa therapist, and are often offered as healthy beverages within relaxation rooms, either as hot or iced teas.

The company's wellness range includes herbal infusions and, in all, there are approximately 120 different tea types. The teas are handmade using natural ingredients.

**KEYWORD: CAMELLIA'S TEA HOUSE**





## Thalgo beauty drinks offered with a specific health focus

Consumers are looking for drinks which complement their relaxation or beauty schedule for an all-round benefit, according to marine cosmetics company Thalgo.

To address this desire, a range of teas and beauty drinks are offered as part of the company's Marine Health segment, rich in high performance marine extracts and active ingredients to achieve results while respecting the body's natural balance.

Five organic teas – 'Refining', 'Draining', 'Serenity', 'Light Legs' and 'Digestion' – offer a specific health focus. 'Collagen Booster' is a beauty drink with anti-ageing benefits and 'Slim 7' acts as a booster when starting a diet.

KEYWORD: THALGO



## Marble wet massage bench uses infrared technology

Carved from a single block of marble, Fabio Allemano's 'Square' brings infrared technology to the treatment table market. It can be used as a massage bench or a relaxing daybed.

Particularly suitable for wet massages, it is also ideal for soap brush massages, peelings, hammam, hot stone or ayurvedic treatments.

Square's internal radiating heat system goes up to 41.5°C, and features electrical elevation from 66 to 83cm.

It is suitable for use both indoors and outdoors, and is also available with different marble and colour combinations.

KEYWORD: FABIO ALLEMANO



## Hanovia system adds to clear and clean aura at Heavenly Spa

Part of an exacting water treatment regime at the Heavenly Spa in Bali, Hanovia has been selected to provide an ultraviolet (UV) disinfection system.

The company was awarded the contract from main contractor Barr+Wray, for installation at the Westin Resort property.

UV destroys microorganisms in the water and reduces the need for chlorination to a residual amount, while also breaking down the by-products of residual chlorination.

Hanovia says this ensures the air

around the spa is clear and free from the chlorine smell often associated with heavily chlorinated water.

Barr+Wray installed equipment for the pool plant and pool attractions at the spa, as well as the salt saunas, aroma steam baths and VIP steam showers.

The Hanovia system also features an automated wiping system that cleans the system and prevents the build-up of residues on the UV lamp.

KEYWORD: HANOVIA

## SpaSoft the solution for Remington's Key West, Florida hotels

Remington Hotels has selected PAR Springer-Miller's 'SpaSoft' solution to manage operations at two of its spas in Key West, Florida.

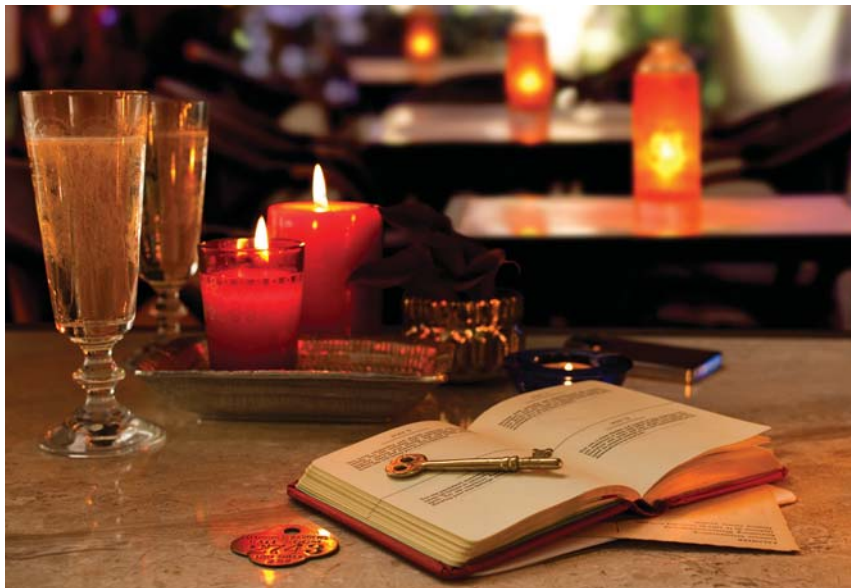
These are Top Spa, located at La Concha Key West, and The Spa at Pier House. The software offers a seamless flow of guest data, as well as resource and provider scheduling and specialised tools such as wait list tracking and yield management. Remington thus hopes to deliver a personalised spa experience for guests. An online booking engine for use by

guests offers an opportunity to boost spa revenue. "[The] solution will allow us to provide flawless guest service for our spa operations," said Rebecca Doran, Remington Hotels' spa director.

KEYWORD: PAR SPRINGER







## Enriching individual wellbeing through pleasure and beauty

The company name 'IKAATI' is derived from the Indonesian word 'ikat', which means 'to tie by hand'. This is because each IKAATI pouch is individually hand-tied, with the time taken to achieve this reflecting the philosophy that teas should be worth spending time with.

Added to this is a belief that an individual's wellbeing is enriched by health, pleasure and beauty – with the company's three collections of teas, 'Nourish', 'Savor' and 'Heritage' corresponding to these ideals.

IKAATI uses whole leaf and plant ingredients that are minimally processed and free of artificial flavourings, colourings and preservatives. IKAATI is currently available in the US, Mexico, Bahamas, Antigua, Qatar, and the Philippines, and supplies a number of spas. In them, IKAATI's 'Protect' tea, which was created for its antioxidant properties, has proved to be the most popular as it complements facials and many antioxidant-focused treatments.

KEYWORD: IKAATI

## Special 'heart' edition adds to ongoing reach of CACI Microlift

Launched in time for Valentine's Day, a hand encrusted Swarovski 'heart' crystal version of the CACI Microlift is a new addition to the range.

Exclusive to Harrods, it features a Swarovski 'red' beating heart with more than 2,000 crystals and sold out within days of being launched.

Available at a number of spas, the standard edition CACI Microlift is also captivating more celebrity hearts, with supermodel Linda Evangelista and television presenters Donna Air, Anthea Turner and Phillip Schofield among those to endorse the portable, handheld device.

CACI Microlift can be used at home and thanks to a patented muscle firming action and microcurrent stimulation, it reduces wrinkles and minimises the appearance of fine lines, creating an unblemished look.

The device is also designed to complement professional salon CACI treatments. The celebrity endorsements are part of a media campaign devised to support the more than 500 salons and spas now stocking the product. According to CACI, the salons have reported a 40 per cent increase in retail sales revenue since stocking the device.

KEYWORD: CACI INTERNATIONAL



## Precious pearls help guests at Four Seasons resort in Dubai

A signature 'Pearl' treatment has been developed for the Four Seasons Resort at Dubai Jumeirah Beach by Swiss beauty company Dr Burgener.

The 90-minute treatment is based on an exfoliation of the skin and uses an exfoliating gel, the 'Dr Burgener Pearly Exfoliating Jelly', which leaves the skin soft and shiny.

This treatment is followed by the application of 'Dr Burgener 3D Mask', which ensures a diffusion of anti-ageing and plumping hyaluronic acid and active ingredients through the epidermis. Finally, the application of 'Dr Burgener Precious Pearl Serum' gives the skin a radiant glow and a filling and firming effect.

KEYWORD: DR BURGNER



## Black diamonds are forever at BeautyLab in search for youth

BeautyLab London's focus is on identifying, researching and pioneering beauty products and formulations with ground breaking ingredients – and the brand has gained recognition for its use at red carpet events and on popular television shows.

'Black Diamond' is a skin resurfacing treatment for the face and body, and supporting retail products include anti-ageing peptides with the range designed to instantly and visibly illuminate and re-plump, reduce fine lines and wrinkles and bring youthfulness and luminosity to the skin.

KEYWORD: BEAUTYLAB



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- The role still involves hands on treatments, but will allow the right candidate to develop their skills in all the management's aspects of a spa.



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- NVQ level 3 in beauty therapy or equivalent required. The knowledge of other massage techniques will be an advantage.
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- Leadership skills, skilled at building a cohesive team and facilitating goal accomplishment, developer of others.
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# GROUP SPA OPERATIONS MANAGER

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### KEY RESPONSIBILITIES:

- Responsible for the overall performance of each Spa appointed to you within the ESPA Portfolio; constantly identify and focus on critical areas in line with achieving the overall objectives of the role.
- Develop a clear understanding of each Spa, covering financial, marketing, personnel and training and general operations to establish the business. This will include the aims and individual objectives of the hotel, local and cultural characteristics of the area, demographics of the international guests and the training needs of the Spa team to deliver the highest of five star standards.
- 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 of the business.
- Monitor standards of performance and guest satisfaction including the introduction of measures to ensure the highest standards of quality and service are adhered to.
- Establish and maintain standards of operation, ensuring that ESPA branding is strongly and appropriately represented, whilst protecting the brand, pricing and status at all times.
- Manage spas on site with hands-on support during regular visits, guiding the Spa Manager, developing the team, implementing new initiatives and liaising with all key hotel representatives. Continue to manage each Spa remotely through regular communication

- Analyse the business through many different key performance indicators, Profit and Loss figures and statistics and use this information to identify key focus areas.
- Create and prepare Financial Projections for each Spa within your portfolio.
- Effectively integrate the Spa within the Hotel Marketing Strategy and to ensure ongoing representation of the Spa, both internally and externally.

### SKILLS AND EXPERIENCE

The role is based from our offices in Farnham, Surrey, so you MUST BE eligible to work in the UK. We are unable to accept applications from candidates who do not hold an EU Passport.

- Extensive experience at senior level within a luxury Spa environment or similar (Hotel, Health & Fitness or Hospitality business).
- Proven ability of understanding, monitoring and influencing multiple site business performance.
- Ability to communicate effectively at all business levels and to develop sustainable relationships.
- An affinity for numerical work and experience in financial business analysis and cost control.
- Understanding of the dynamics of working within the hotel industry and at Group level.
- Experienced people-manager with demonstrable skills as a leader, motivator and communicator
- In-depth knowledge of all Spa operational areas, including treatments and services, preferably having direct first hand experience.

*If you have previously applied for a similar role with us in the last 6 months please do NOT apply again as we will have your up to date details on file.*

# ESPA

## 'Unsafe' Spa Castle in New York closes

Spa Castle Premier 57 in Manhattan has been closed by the city health department following an investigation into an 84-year-old man's death in a hot tub at another Spa Castle facility in Queens.

After the death of an elderly man at the facility in Queens, the health department decided to investigate the newly opened spa in Manhattan. It found the facility lacked a permit and an approved safety plan – both of which are required for all bathing establishments in New York City. This failure to comply with basic measures resulted in the closure of the 39,000sq ft (3,623sq m) spa, which only opened in December.

"Spa Castle Premier 57 is currently reconciling a permitting issue and the spa is temporarily closed," said CEO Steve Chon, according to *NBC New York*. "We will advise on a reopening date as it becomes available."

Spa Castle is in the process of applying for the necessary permit but Premier 57's pools, hot tubs, saunas and



The Manhattan Spa Castle will remain closed until a permit is granted

steamrooms will be closed until it is granted, according to the health department.

The elderly man who died at the Queens facility recently, named Hock Ma, was discovered submerged in a hot tub. The medical examiner said he died of a heart attack, but visitors including the woman who found him were concerned it was a patron and not a staff member who found him.

A health inspection of the Queens site found the bathhouse was dirty but it remains open.

Details: [http://lei.sr?a=5t7p9\\_S](http://lei.sr?a=5t7p9_S)

## Middle East Spa Benchmark Report: PwC

PricewaterhouseCoopers (PwC) has released its latest edition of the Spa Benchmark Report covering the Dead Sea, Doha and Beirut spa regions. This publication analyses 11 key metrics in the industry for the first three quarters of year 2014.

Issued on a quarterly basis, the report provides hospitality sector developers, owners and investors with key spa performance data.

The average treatment revenue per treatment sold was highest in Doha, at US\$146 (€130, £98), which is roughly 60 per cent more than the Dead Sea and 160 per cent higher than in Beirut.

The Doha market captured the highest average daily treatment revenue per available treatment room, standing at US\$289 (€257, £193), while the Dead Sea and Beirut markets captured revenues of US\$92 (€82, £61) and US\$57 (€51, £38) respectively.

The average daily treatment revenue per occupied treatment room was the lowest in the Beirut market, at US\$80



Treatments booked by hotel guests in the Dead Sea represented 85 per cent

(€71, £53), according to the report. The average daily revenue per therapist for Doha spas was 40 per cent higher than Dead Sea spas and 278 per cent higher than Beirut spas.

Revenue per available treatment hour (RevPATH) was the highest in Doha, at US\$30 (€27, £20), while RevPATH in the Dead Sea and Beirut stood at approximately US\$15 (€13, £10) and US\$14 (€12, £9). Retail revenue in all three markets remains an under-capitalised revenue source the report concluded.

Details: [http://lei.sr?a=D2N3y\\_S](http://lei.sr?a=D2N3y_S)

### Argentina Spa Association

T: +54 11 4468 0879 W: [www.asociacionspa.org](http://www.asociacionspa.org)

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T: +86 21 5385 8951 W: [www.chinaspaassociation.com](http://www.chinaspaassociation.com)

### Association of Spas of the Czech Republic

T: +420 606 063 145 W: [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

### The Day Spa Association (US)

T: +1 877 851 8998 W: [www.dayspaassociation.com](http://www.dayspaassociation.com)

### Estonian Spa Association

T: +372 510 9306 W: [www.estonianspas.eu](http://www.estonianspas.eu)

### European Spas Association

T: +32 2 282 0558 W: [www.espa-ehv.com](http://www.espa-ehv.com)

### Federation of Holistic Therapists (FHT)

T: +44 23 8062 4350 W: [www.fht.org.uk](http://www.fht.org.uk)

### French Spa Association (SPA-A)

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

### German Spa Association

T: +49 30 24 63 692-0 W: [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

### Hungarian Baths Association

T: +36 1 220 2282 W: [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

### The Iceland Spa Association

W: [www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

### The International Medical Spa Association

T: +1 877 851 8998 W: [www.medicalspaassociation.org](http://www.medicalspaassociation.org)

### 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.spaua.org](http://www.spaua.org)