

# spa opportunities

17 JULY - 30 JULY 2015 ISSUE 220

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## Wanda Group building Beverly Hills hotel & spa

The Wanda Group, China's largest commercial property company, has plans to build a 134-room luxury boutique hotel and spa alongside 193 residences, as well as new public gardens and space on some prime Beverly Hills, California real estate.

"Beverly Hills is known worldwide as a city of sophistication and style. We believe that finally building this project will complete the western gateway to Beverly Hills," said David Shu, general manager, Wanda Beverly Hills Properties.

Designed by architects Richard Meier & Partners and developed with luxury hotel developer The Athens Group, the new plan has reduced the number of residences by 42, replacing them with the hotel.



The luxury hotel and spa will be located on Beverly Hills' famous Wilshire Boulevard

"We are honoured to create a state-of-the-art, elegantly crafted project, which will become an important addition to the built fabric of Beverly Hills," said Michael Palladino, design partner of Richard Meier & Partners Architects.

Wanda hopes to have entitlements by the end of 2016 and anticipates the build will take around 30 months. Details of the spa have not yet been determined.

Founded in 1988, the Wanda Group owns 71 luxury hotels, mostly in China, with plans to open a Chicago hotel around the same time as One Beverly Hills. The company also owns AMC Movie Theaters, as well as various operations in commercial property, entertainment and tourism, department stores, and e-commerce. In 2014, the

company's annual income reached US\$38.8 bn.

One Beverly Hills will be located on the famed Wilshire Boulevard at the site of the former Robinsons-May department store.

Details: [http://lei.sr?a=g6y6j\\_S](http://lei.sr?a=g6y6j_S)

### Unilever acquiring Dermalogica, Murad

Unilever is buying two skincare brands: Dermalogica and Murad.

The acquisition announcements came within a week of each other, and are the third and fourth skin-care takeovers for the conglomerate in 2015; Unilever also acquired Kate Somerville Skincare and British skin-care brand REN earlier this year.

"(Murad) has a loyal following that gives it excellent potential for expansion, and wonderfully complements the brands recently acquired," said Paul Polman, Unilever CEO.

In addition, Unilever also owns Dove, Axe, Lux and Sunsilk.

Details: [http://lei.sr?a=Z9A9j\\_S](http://lei.sr?a=Z9A9j_S)

### Baha Mar developer files for bankruptcy

The long-running saga of the US\$3.5bn (€2.7bn, £2.2bn) Baha Mar resort complex in the Bahamas has taken another twist, after its developer announced that it has filed for US Chapter 11 bankruptcy protection.

The "voluntary" move is designed to ensure the heavily-delayed resort opens as quickly as possible, said Baha Mar Ltd CEO Sarkis Izmirlian. The company hopes to arrange a "debtor-in-possession" financing arrangement of up to US\$80m (€72m, £51m) to be able to pay for daily operations during the Chapter 11 process.

Izmirlian said that the general contractor, China Construction America, repeatedly has missed construction deadlines. Following the announcement, Baha Mar Ltd said that it has



The Baha Mar opening has been delayed multiple times

commenced a claim in the English High Court against the China Construction America's parent company, China State Construction Engineering Corporation Ltd.

"I am committed to doing all I realistically can to move Baha Mar forward to be completed and opened successfully," Izmirlian said.

Details: [http://lei.sr?a=c3P7Z\\_S](http://lei.sr?a=c3P7Z_S)

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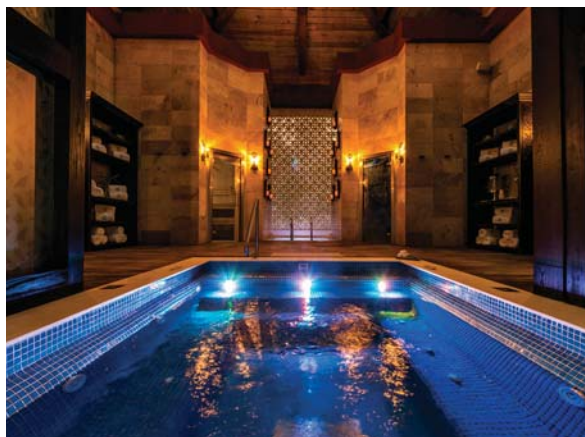
## Salt caves key at Mexico's Spatium

Spatium, a new US\$5 m (€45.m, £3.2m), 10,000sq ft (9,290sq m) spa, has opened at Grupo Vidanta's Riviera Maya in Mexico, and includes a 100sq ft (9sq m) salt cave for halotherapy.

"Spatium is an ultra-luxurious spa, which offers an unrivalled experience in an environment infused with relaxing natural elements," said Norma Suárez, director of the Grupo Vidanta Riviera Maya.

Suarez said the philosophy behind the 10-treatment room spa designed by AHA Universo, is "to create a space that would guide guests' five senses to a state of pure relaxation of body and mind." The Balinese style al fresco concept features wooden pathways weaving through the Mayan jungle connecting pavilions and casitas.

The spa contains 10 private cabanas, as well as cold plunge pools and Swiss showers. It uses products from Aromatherapy Associates and Natura Bisse. Spatium features a diverse selection of treatments, from massages aimed to boost the immune system, to body wraps



Spatium contains cold plunge pools, Swiss showers, and a salt cave

designed to improve circulation. There is also aromatherapy and vibrational therapy, as well as facials, manicures and pedicures.

The halotherapy cabin is a 100sq ft (9sq m) salt cabin designed to replicate the healing benefits of a salt cave. The idea is to breathe in iodine, calcium, magnesium, potassium, sodium, chloride, iron and copper. Suarez said the inhalation of these salt particles can improve breathing and skin problems and enhance the immune system.

*Details: [http://lei.sr?a=b6Z9j\\_S](http://lei.sr?a=b6Z9j_S)*

## New Raffles Jakarta launching spa

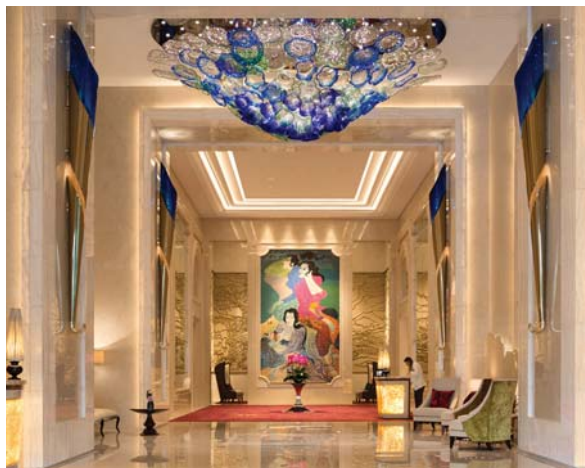
The Raffles Jakarta, which soft-opened in March, will open a six-treatment room spa at the end of this year.

The spa, which is still being finalised, will feature a steam-room, experience showers, a 'cold experience', relaxation rooms and a beauty salon.

The 173-bedroom hotel is linked to the new Ciputra Artpreneur Centre, a development dedicated to the celebration of art and theatre, which opened last year.

Designed by HBA, the Raffles Jakarta aims to be a celebration of artistry, and in particular a homage to Indonesian artist Hendra Gunawan, with works by the artist enhancing the interiors. An art concierge will help provide insights into the artist's life.

"With Raffles Jakarta, we are bringing to Indonesia an authentic expression of Raffles Hotels & Resorts' philosophy – the hotel is a combination of both Indonesian and global influences that gives it a unique sense of place,"



The Raffles Jakarta features works by artist Hendra Gunawan

said Peter French, president of Raffles Hotels & Resorts. "The interpretation and display of Hendra Gunawan's artwork in this hotel is a truly special tribute to Indonesian art."

Guestrooms carry the theme of art one step further, with each room designed as an artist's retreat, featuring Indonesian aesthetics and floor-to-ceiling windows.

*Details: [http://lei.sr?a=F5X5S\\_S](http://lei.sr?a=F5X5S_S)*





# First European resort for Six Senses

Six Senses has opened its first resort in Europe, located in the Portuguese UNESCO World Heritage area of the Douro Valley.

Set on 22 acres and designed by New York-based Clodagh Design, the 57-bedroom, 19th century Six Senses Douro Valley includes a 24,000sq ft (2,230sq m) Six Senses spa.

Designed with an interior palette of light greys and sandy tones, the resort uses eco-friendly materials to blend together nature, Portuguese tradition, and the elements of water, space, stone and wood.

The spa features ten treatment rooms, an indoor swimming pool, laconium, herbal bath, experience showers, forest bathing and a nail bar. Five of the spa's treatment rooms offer views of the surrounding vineyards and valley, and signature treatments are inspired by the region's wine culture.

The Complete Grape Rejuvenation, for instance, is an antioxidant body treatment that involves dry brushing of the skin followed by



The Six Senses Douro Valley is inspired by the surrounding vineyards

exfoliation with grape pulp and grape seed oil.

The resort also includes land that can be used for forest bathing, a Japanese term used to describe a gentle, quiet walk in the woods with senses open to sounds, smells, colours and feel of the forest.

Javier Suarez has been named spa and wellness director, and comes to the location from Six Senses Yao Noi in Thailand.

## APSWC looking at 'winding down' the industry coalition

The board of the Asia Pacific Spa & Wellness Coalition has agreed "to wind down the activities of the coalition with an objective to fully close or integrate into an existing industry representative body," according to a message on the group's Facebook page.

"As with many voluntary associations, the bulk of the work was always left to a few key people and the board members who remain on the APSWC are finding that with our current work commitments and reduced numbers on the board, moving forward and delivering a cohesive regional strategy is proving to be a challenge," said Rhett Pickering, chair of the APSWC.

Pickering emphasised that no decision has been made at this time, but that the board is currently looking at options, and will meet shortly to discuss the next steps.

**Details:** [http://lei.sr?a=p2X2w\\_S](http://lei.sr?a=p2X2w_S)



The garden includes Compté de Champagne roses

# Spa opens in restored monastery

The Mi Xun Spa opens this month in a restored monastery at Swire Hotels' The Temple House – an urban hotel in Chengdu, China. The spa includes 11 treatment areas, a gentleman's barbershop, and a teahouse, as well as a retail spa shop.

Operated in-house by Swire Hotels, the 2,000sq ft (186sq m) spa uses products from Natura Bisse, Mesoestic, Therae and Refinery, and spa director Kelly Coates also works to match treatments to the wellness benefits of different teas in the tearoom.

"It's so unique to be able to offer modern-day treatments in such an old, characteristic and beautiful building," Coates said.

Designed by UK-based Make Architects, this is the third in Swire's House Collective portfolio. The hotel is located in the heart of Chengdu within the Sino-Ocean Taikoo Li Chengdu, a project jointly developed by Sino-Ocean Land and Swire Properties.



The Mi Xun Spa is located in a restored monastery in Chengdu, China

The hotel includes 100 bedrooms and 42 adjoined serviced apartments, and forms part of the government's conservation project to preserve the heritage buildings surrounding the 1,000-year-old Daci Temple.

The three-dimensional woven façade combines modern design with the traditional Chengdu architectural elements of timber, brick and step stones.

**Details:** [http://lei.sr?a=y4j9v\\_S](http://lei.sr?a=y4j9v_S)

## Bath's Royal Crescent adds Tattinger-themed Spa Garden

The Grade I-listed Royal Crescent Hotel & Spa in Bath, England, has launched The Tattinger Spa Garden at the Spa & Bath House. The 156sq m (1,679sq ft) spa garden is both a relaxation room and a space to have a meal from the property's spa menu.

"The Tattinger Spa Garden offers the opportunity for our spa guests to further their experience of relaxation and escape by retreating to a haven created to enhance the senses within a beautifully planted and hidden walled garden," said Anette Hall, spa manager for the property.

"It is the perfect place for our guests to remain in their gowns and enjoy lunch from our Spa Garden menu, an exquisite afternoon tea, or a glass of Tattinger champagne or a cocktail."

The Georgian property, which dates from the 1700s, relaunched last autumn after a major heritage-led refurbishment to the 45 bedrooms, suites and spa.

**Details:** [http://lei.sr?a=b8Q6t\\_S](http://lei.sr?a=b8Q6t_S)



## EF Medispa brings i.v. vitamin infusions to Canary Wharf

EF Medispa is opening its fourth London clinic in Canary Wharf this summer, bringing i.v. vitamin infusions to the stressed-out executives of the London financial hub.

The 75sq m (802sq ft) location will feature 10 types of Drip & Chill i.v. vitamin infusions created to support various conditions such as a low immune system, dehydration, and weight loss. Treatments are also designed to improve athletic performance and boost libido.

"The new lounge-style, riverside premises, along Admiral's Way, will be offering Canary Wharf's stressed-out, time-short executives a chance to recharge their batteries with energy-boosting vitamin infusions, and to refresh their image utilising the latest advances in medical aesthetics," said Esther Fieldgrass, founder of EF Medispa.

**Details:** [http://lei.sr?a=x9S5h\\_S](http://lei.sr?a=x9S5h_S)



The participants at the Spa Managers Forum

## Resense Spa hosts bi-annual Global Spa Managers Forum

Spa management company Resense Spa S.A. recently brought together 40 of their leading spa managers, corporate and regional colleagues to participate in their 2015 bi-annual Global Spa Managers Forum.

The forum, which took place at the Kempinski Hotel Ishtar Dead Sea, Jordan, was a three-day event that included strategic workshops and seminars.

In addition, the annual Resense Spa Awards were given out. Winners included Supreya Samrej at Kempinski The Spa Siam, Kempinski Hotel Bangkok for the CEO Award for Excellence; and Kempinski The Spa at Kempinski Hotel San Lawrenz, Gozo, Malta for Highest Employee Satisfaction Survey.

"The team activities and events were designed to empower the managers and directors, enhancing their leadership skills to better care for our future guests," said Resense CEO Kasha Shillington.

**Details:** [http://lei.sr?a=C8u9u\\_S](http://lei.sr?a=C8u9u_S)

## Key Largo property is first in 21 years

The estimated US\$72m (€65m; £47m) Playa Largo resort in Key Largo, part of Marriott's Autograph collection, will open late this year and is the first new-build property on the island in 21 years. The Florida Keys resort, owned by Shaner Hotel Group, includes a 6,000sq ft (557sq m) spa.

Prime Hospitality are the architects for the project, while The Gettys Group are responsible for the interior design. The Playa Largo features 144 bedrooms and suites, 10 private bungalows, a beach house for corporate events, a waterfront pool, tennis courts, basketball courts, and 745(10) of white sand beach.

The six-treatment room OceanSpa, designed by WTS International, includes one couples treatment room, a co-ed lounge, hair and nail salon and a 1,500sq ft (139sq m) fitness centre. It will be operated internally, but under the guidance and consultation of WTS.

Mark Calibo, director of sales and marketing for the property, said the resort is designed to be part of the spa experience and vice versa,



Playa Largo includes a waterfront pool and 6,000-ft OceanSpa

and that OceanSpa incorporates sun lounging and swimming in the Florida Bay as part of its pre- and post-treatments.

"Everything about Playa Largo is a story and an experience, including visiting OceanSpa," he said. "From sun and seawater to key lime and pineapple – and even cigars, sea sponges and shark skin – we wanted to explore all specific items to create a unique but original Key Largo experience."

A spa director will be named in September.

**Details:** [http://lei.sr?a=A5R7s\\_S](http://lei.sr?a=A5R7s_S)

## Swiss sophistication comes to Aegean

Swissotel has opened a new resort on a private beach in Turgutreis, just outside Bodrum, Turkey, that will include a 1,700sq m (18,299sq ft), seven-treatment room Purovel Spa.

The Purovel Spa, set to open in August, will include a variety of body and facial treatments, as well as a traditional Turkish hammam, steamroom and sauna. A spa suite, particularly aimed at couples treatments, has a private hammam, shower, jacuzzi, steamroom, sauna and relaxation area. Purovel is Swissotel's in-house spa concept, and includes products made from essential oils grown in Swiss Alpine fields.

The Swissotel Bodrum Beach – designed by Gokhan Avcioglu of Turkish design studio GAD International – includes 66 bedrooms and suites along with 72 private serviced residences.

Avcioglu has used sweeping lines in his design to fuse the Aegean coast's



The Swissotel Bodrum Beach uses sweeping lines in its designs

rolling landscape with the local tangerine gardens, blending the structure with the natural landscape by using exterior vertical gardens to create stone-clad facades.

The modern interiors, designed by Irmak Caglar of Cagdas Design Works, also make use of natural elements; Brazilian blue onyx and navy blue and white solid hardwood floors combined with sand and stone colours are designed to remind guests of the water.

**Details:** [http://lei.sr?a=b2R7q\\_S](http://lei.sr?a=b2R7q_S)



*The St.Regis, Bora Bora.*



*Royal Monceau, Paris.*



*Velaa Private Island, Maldives.*

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# CLARINS



## Adapting better business strategies to your market mix



**LINDSAY MADDEN-NADEAU**

Director, spa integration and operations  
FRHI Hotels & Resorts

Each month, I am responsible for reviewing more than 50 reports that come through our operations in all different capacities from around the world.

When I say capacities, that includes the size of operations, revenues from operations, and the experience of our spa teams responsible for the operations.

I can tell you just about every excuse in the book as to why our teams sometimes are not able to meet their figures.

These include “We had a lot of group business,” “Our leisure guests at the hotel were less than budgeted,” or even, “We had very sunny weather, which meant the guests wanted to stay outside.”

These are no longer accepted as “reasons why we couldn’t meet our budget.” Rather, what we want to know is: What strategies did you put in place to actively manage your change in demands?

For instance: How do we deal with groups? Well, there are a variety of ways: you could contact the group organisers and offer them a discount or add value to them prior to arrival; or, you could set up a portable massage chair with a small stand for the spa to create awareness; or, you could even change your promotions to better accommodate business travellers.

If you have shorter staying leisure guests, you will need to promote shorter, more compact treatment experiences.

Getting the guests in the door is the first step; keeping them there and having them rebook or buy additional retail is another benefit.

Sunny weather? Create a small spa experience at the pool to build awareness, or hand out spa menus at the pool so guests connect and start thinking of the spa.

The idea in all of these examples is to plant seeds of awareness for the guests, and also to be prepared to change your business based on the needs of the guests staying in the hotel at any given time.

This requires last-minute flexibility, openness from the team, and at the end of the day, actively managing your business.

I tell my team, “Don’t tell me why you can’t get the business – tell me what you did to manage your business.”

## Japanese architecture inspires at Alaena

The 250sq m (2,691sq ft) Alaena Spa has opened in Biarritz, France, with a contemporary Japanese architectural influence and a focus on both relaxation and aesthetic medicine.

Designed by Philippe Pastre of Atelier d’Architecture and Patrice Gardera of Gardera-D, Alaena spa includes four treatment rooms, one skin exfoliation room, Japanese baths by Nendo Designs, an experience shower, a Hammam by Effegibi, and logo-embroidered linen from RKF Luxury Linen.

Treatments include facials, Asian-inspired massages, waxing, manicures, pedicures and makeup, as well as manual lymphatic drainages and LPG Lipomassage. Alaena uses product lines from Thémae, Laboratory Filorga and Water of Gamarde-les-Bains.

“We want to offer a unique experience, mixing the comfort of the spa with medical know-how,” Anne Peres, owner of Alaena, told



Biarritz’s Alaena Spa blends relaxation and aesthetic medicine

*Spa Opportunities.* “All of this in a beautiful, elegant, delicate space, with very pure architecture of Japanese inspiration.”

Peres described the customer experience as that of “going into a cocoon,” and said the customer “moves from one care bubble to another, bypassing lighting effects and views of the sky, among lush vegetation.”

*Details:* <http://lei.sr?a=8sgG8>

## Morocco lands first African Hyatt Place

The Hyatt Place hotel brand has made its long-awaited entrance into the African market with the launch of the 152-bedroom Hyatt Place Taghazout Bay in Morocco.

Designed by Moroccan firm Karim Chakor Architecte and located just north of the coastal town of Agadir, the hotel includes the six-treatment room Asenfo Spa.

Inspired by the Berber word for relaxation, the Asenfo spa is designed with Arab-Andalusian-Berber traditions, and includes a hammam and ocean views from most

of the treatment rooms. It is operated by Hyatt Place, and is using products from Cinq Mondes and Nectarome. It also includes a steamroom, sauna, whirlpool and gym.

“We offer a collection of treatments that blend harmoniously with our natural surroundings, from the Atlas Mountains to the Atlantic Ocean,” said Atika Borel, spa manager.

“Authenticity and purity reveal themselves in treatments ranging from our Replenishing Five Flowers facial to our Signature Asenfo



The Hyatt Place Taghazout Bay includes the six-room Asenfo Spa

Spa massage, and our Hammam offers the essential care of the Moroccan culture and is a wonderful place to relax and rejuvenate.”

Peter Fulton, group president for Europe, Middle East, Africa and Southwest Asia, Hyatt, commented: “Bringing a brand into a new market is always exciting, but in particular in Africa where we are planning on doubling the number of properties on the continent over the next three years.”

*Details:* [http://lei.sr?a=x5h6F\\_S](http://lei.sr?a=x5h6F_S)



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# DIARY DATES

**2-4 September 2015**

**Spa & Wellness Africa Association (SWAA) Conference**

LUX\* Belle Mare Resort

Expected to be a yearly occurrence, the aim of this association-organised event is to build African spa concepts, develop education and spas in Africa and discuss spa standards in the region. There will also be a spa design competition. In addition to other speakers, Magatte Wade, founder and CEO of Tiossan – an upmarket skincare range created using Senegalese recipes – will discuss the branding of high-end luxury products at this conference.

Tel: +254 728 655 771

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

**9-11 September 2015**

**SpaChina Summit and SpaChina Awards**

The Ritz-Carlton, Tianjin

This three-day event provides a unique and effective communication platform for top people relevant to or interested in China's spa industry. This is the eighth Summit and sixth edition of the industry awards.

Tel: +86 21 5385 9019

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

**12-15 September 2015**

**SPATEC Middle East**

The Westin Mina Seyahi Beach Resort & Marina, Dubai

During this two-day event, spa owners, operators, directors and suppliers network during dinners and carry out a series of 20-minute one-to-one business meetings. Both buyers and suppliers get to choose who they would like to meet with and these appointments are scheduled.

Tel: +35 6994 58 305

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

**15-17 September 2015**

**COSMEETING**

Paris Expo Porte de Versailles, France

The 13th annual edition of this industry event will offer international suppliers and buyers the opportunity to attend key speeches by experts, thematic exhibition areas, and competitions. In 2014, the event attracted 7,300 visitors across the three days – 65 per cent of which were from French companies and 35 per cent were international.

Tel: +33 1 44 69 95 69

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



**4-5 October 2015**

**Olympia Beauty Show**

Olympia London

Olympia Beauty takes place every autumn in London. It's a one-stop event for all the latest professional beauty products from some of the biggest brands

in the industry. It's a great chance to see some of the most iconic names in the industry under one roof, with live demonstrations and engaging talks, and new launches revealed.

Tel: +44 1959 569867

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

**19 September 2015**

**Seven Star Global Luxury Awards**

Trans Resort Bali, Kerobokan, Indonesia

The Seven Star Global Luxury Awards recognise achievements in the hospitality and lifestyle sectors. Voting ended in June, and the winners will be announced at the gala. Last year's winners featured companies such as Turkish Airlines, The Regency Kuwait, ITC Hotel Group, and Villa Padierna Palace Hotel.

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

**24-26 September 2015**

**World Spa & Well-being Convention**

Impact Exhibition & Convention Centre, Bangkok, Thailand

The Thai Spa Association organises the WSWC, now in its fourth year, which comprises a three-day exhibition as well as a two-night congress and an awards night. This year's event will be hosted alongside the second edition of Beyond Beauty ASEAN Bangkok to maximise the number of wellness-focused attendees.

Tel: +66 2833 5126

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

**26-30 September 2015**

**Green Spa Network Congress**

Tenaya Lodge, California, US

Eco-minded spa professionals will come together to find out about the latest sustainability innovations and issues in the industry. The event is run by the Green Spa Network, which has announced a new membership structure and an initiative to share resources with members to 'green' the industry. Attendees include spa operators and product companies, as well as 'greening' and wellness experts.

Tel: 1+800 275 3045

[www.greenspanetwork.org](http://www.greenspanetwork.org)

**27-30 September 2015**

**SPATEC Fall North America**


Omni La Costa Resort & Spa Carlsbad, California, U.S.

SPATEC Fall 2015 brings together America's most important spa operators of leading medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key leading suppliers.

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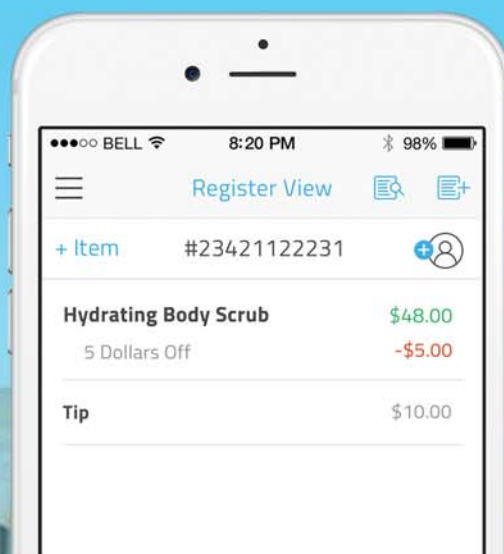


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## Mandarin Oriental opening two resorts

Mandarin Oriental is opening two new resorts in the coming months; a 104-bedroom property in Milan, which opens in July, and a 63-bedroom property in Marrakech, due to open at the end of August. Both will feature spas.

The Milan spa will contain six treatment rooms, including two for couples and one VIP, as well as a mani/pedi station and outsourced hair services. Wet facilities include sauna, steam cabins and a steam shower by Starpool, and a whirlpool by Tueco. Product lines are from Aromatherapy Associates, with ESPA facials.

The interior is designed by Antonio Citterio, and spa treatments feature local heritage. An almost three-hour-long Imperial Roman treatment, based on ancient Roman bathing rituals, uses ingredients of honey, olive oil, oregano seeds, rice, Frankincense or rose oil.

The Marrakech property, designed by Paris-based Gilles & Bossier, includes two couples' treatment rooms, four single treatment rooms,



The Marrakech property features an 'indoor-outdoor' connection

a beauty station, manicure and pedicure stations, and outsourced hair services. Steam showers are in each room, and couples' rooms contain a soaking tub. The spa also includes male and female hammams with two scrub rooms and a 14m (46ft) indoor swimming pool.

The spa features an "indoor-outdoor connection," said group director of spa Jeremy McCarthy, including outdoor gardens in each treatment room.

*Details: [http://lei.sr?a=X8w3a\\_S](http://lei.sr?a=X8w3a_S)*

## 'Huge potential' for Romanian spa industry



**ELENA BADEA**  
General manager,  
IDA Spa

**W**ith more than 30 per cent of all European mineral water springs on its soil, Romania's spa tourism industry has huge potential.

The climate and landscape, as well as the mineral and thermal water in the country's lakes and the local mud and therapeutic gas emanations represent real "health resources" across Romania.

In the past few years, these natural resources have been capitalised on through massive investments in the tourism infrastructure. The number of investments in the spa and wellness industry has grown considerably and continues to do so, signalling that the current market is heading in the right direction.

Still, the Romanian people need to be educated regarding the wellness industry and how they can benefit from it.

A big challenge in Romania is the lack of specialised schools; we have many masseurs and physiotherapists who lack the proper skills and customer orientation.

Most of the 'luxury' businesses have appealed to special promotions and packages to differentiate themselves from the competition. Online discount websites only manage to stimulate growth with occasional clients, but don't bring profit.

Instead of offering everything for everyone, a spa should offer something to someone, and develop its own identity.

A spa should also clarify its role on the market with personal and close attention to the clients' specific needs. Our main focus at IDA Spa has been to maintain a high standard of quality and service through specialisation and an appropriate pricing policy.

The key lies in creating something that includes passion, integrity and vision. Spa managers should always go for the best, and that will come with education, travel and, of course, an open mind.

The Romanian people are no different from anyone else in the world – they want to be treated and exposed to amazing service. They just need to be shown what the 'best' looks like.

## Portuguese thermal springs get makeover

M-Arquitectos have upgraded a popular thermal bathing attraction on Portugal's Sao Miguel Island, adding a new 67sq m (721sq ft) timber-clad visitors' centre and a pair of stone-lined pools, which opened to the public in June.

The natural Poca da Dona Beija hot springs have always been popular with the locals, but about a decade ago, two pools and facilities were built to improve the conditions.

This year, M-Arquitectos added a bathing pool, foot bath, ticket box, gift shop, storage space, and washroom. They also re-paved the paths and added a wooden walk bridge to connect the south shore, where the existing pools were, to the north shore, where the two new pools are located.

"Resizing the natural area had to be in harmony with the surroundings," said architect Rodrigo Sequeira Dias Filipe. "The pools' location and the materials seek the perfect symbiosis with nature."



M-Arquitectos added two pools to the popular thermal bathing spot

The first thermal pool was the result of one small waterfall, and each new pool has been built with its own small waterfall to reflect that heritage, said Sequeira Dias Filipe.

The paths, wooden bridge and entrance are all made from cryptomeria, a local wood, while the pools are made from basalt, a native volcanic stone. The project cost around €200,000 (\$220,519; £141,731) in total.

*Details: [http://lei.sr?a=M5f3y\\_S](http://lei.sr?a=M5f3y_S)*



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## spa opportunities JOBS ONLINE



<p>■ <b>Therapist</b> Company: Chewton Glen Hotel Location: Hampshire, UK</p> <p>■ <b>Therapist</b> Company: Cliveden House Location: Berkshire, UK</p> <p>■ <b>Spa Manager</b> Company: Ribby Hall Village Location: Lancashire, UK</p> <p>■ <b>Spa Director</b> Company: Mandarin Oriental Hotel Group (MOHG) Location: Washington, D.C.</p> <p>■ <b>Regional Spa Operations Manager</b> Company: ESPA International Location: Hong Kong SAR</p> <p>■ <b>Regional Spa Operations Manager</b> Company: ESPA International Location: Farnham, UK</p>	<p>■ <b>Freelance Trainers</b> Company: Aromatherapy Associates Location: UK and Europe</p> <p>■ <b>Leisure Club Manager</b> Company: St Pierre Park Hotel Location: Guernsey, Guernsey</p> <p>■ <b>Senior Therapist</b> Company: St Pierre Park Hotel Location: Guernsey, Guernsey</p> <p>■ <b>Spa Supervisor</b> Company: Grand Jersey Hotel Location: Jersey, UK</p> <p>■ <b>Beauty Therapist</b> Company: Center Parcs Ltd Location: Elveden Forest, UK</p> <p>■ <b>Beauty Therapist</b> Company: Center Parcs Ltd Location: Longleat Forest, UK</p>
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For more details: [www.spaopportunities.com](http://www.spaopportunities.com)

## Job opportunities with Aqua Sana at Center Parcs



Center Parcs is the leading provider of short break holidays in the UK, delighting generations of guests for the past 27 years. Each of our Villages is set in beautiful forest locations with over 200 activities and after recently opening our fifth Village, we now employ a team of more than 7,000 people.

Aqua Sana is our award winning spa which welcomes guests who are on short breaks as well as spa day clients. As well as 'World of Spa' there is a full treatment menu, using Elemis, Decl  r and our own signature ranges. We also have an Express Beauty area, a fully stocked Boutique, and Vital   Caf   Bar. Aqua Sana is a high quality, continually evolving spa concept.

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- **SPA HOST**
- **SPA LIFEGUARD**

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Here you can select the Village where you are interested in working and see what opportunities are currently available. You can also register for 'Job Alerts' and we will contact you as and when opportunities become available.'

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

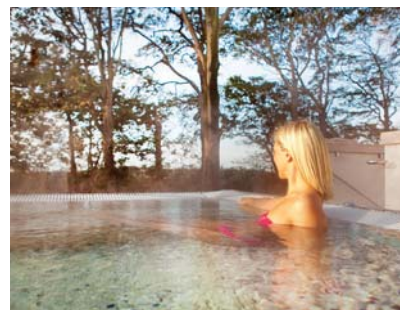




# Spa Manager

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As an ambassador of our Spa Hotel you will need to have a professional and friendly approach, be able to build a good rapport with our Spa team and guests and be passionate about the beauty industry. The successful candidate will work closely with our Spa Duty Management team to maintain high standards and ensure treatments of the highest quality are delivered whilst maximising revenue and retail sales and implementing key business initiatives. Successful applicants will have a minimum of 2 years' experience at Management level. Knowledge of Elemis is desirable but not essential.

## The successful candidate will be required to:

- Consistently develop, promote and grow retail sales and services through training, tools and monitoring.
- Lead, direct and supervise the Spa team in creating an outstanding experience for all guests.
- Ensure Health and Safety is number one priority throughout the building.
- Achieve financial objectives by continually monitoring sales and budgets.
- Analyse monthly KPI's and meet business targets.
- Liaise with the Marketing team to continuously develop the marketing strategy.
- Create on going in-house promotions and activities, and consistently retain and grow the customer base.
- Ensure all training standards, Treatment Protocols and Standard Operating procedures are being followed.
- Manage all purchasing and expenditure as budgeted.
- Provide daily sales report and liaise with Senior Management.

Please can all CVs and covering letters be sent to: [hrdepartment@ribbyhall.co.uk](mailto:hrdepartment@ribbyhall.co.uk)

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Closing date: 22 Jul 2015  
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Prior experience in a similar role is desired as well as massage trained and NVQ level 3 in Health & Beauty or equivalent is required for therapy in this role.

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For more information please go to [www.handpickedhotels.co.uk](http://www.handpickedhotels.co.uk)

## New licensing programme for spa schools

The Bali International Spa Academy (BISA) is launching a licensing programme for those who are interested in opening or expanding an internationally-accredited spa or massage school.

Penny Ellis, founder of BISA, said the move was driven by a strong interest from the industry to learn to replicate BISA's spa, massage, aesthetics and wellness education programme. The training school is a Confederation of International Beauty Therapy And Cosmetology-endorsed training provider.

"We've been getting steady requests for years," Ellis told *Spa Opportunities*.

Ellis said she's spent the past 18 months developing the programme, which she hopes will be the "gold standard for the industry," and has had requests from India, China, Mauritius and Africa.

Ellis explained: "The demand for well-trained spa therapists far outstrips the current supply, and so more schools of an international standard are necessary to sustain the sector's estimated 10 per cent annual growth rate."



BISA founder Penny Ellis is licensing to spa schools

The basic two-year licensing programme starts at US\$9,000 (€8,029; £5,712) and involves up to three students spending two months of intensive training at the school.

"It's a huge amount of hands-on (experience) compared to usual schools," Ellis added.

**Details:** [http://lei.sr?a=k6n6J\\_S](http://lei.sr?a=k6n6J_S)

## Neo-gothic Sofitel Xining to include spa

Accor has soft-opened the Sofitel Xining in China, and a spa is set to debut at the end of this year during the hotel's grand opening.

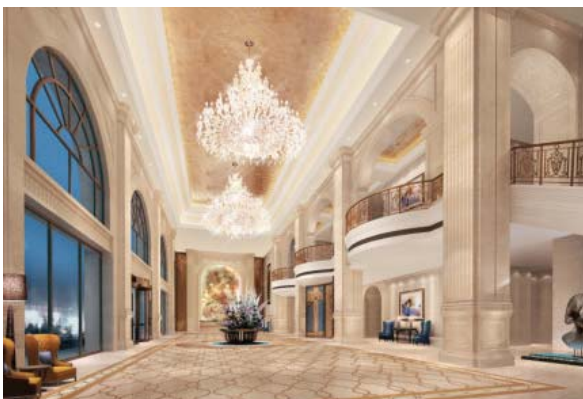
The 492 bedroom neo-Gothic-style hotel and spa incorporates "the best of Chinese traditional hospitality with characteristic French art de vivre," according to a company statement.

Details of the spa are still being worked out in advance of its opening later this year, but it will

specialise in traditional oriental rejuvenating treatments and will be part of a 3,000sq m (32,292sq ft) recreational hub that will also include an indoor swimming pool and gym.

In addition, the hotel also includes three restaurant choices, as well as 2,500sq m (26,910sq ft) of function rooms.

"Accor is proud to play a part in making one of China's hidden gems more accessible and enjoyable for leisure and business travellers alike," said Paul Richardson, chief operating officer, Accor Greater China. "The opening of Sofitel Xining breaks new ground as the city's first international brand hotel. For Accor this marks another milestone as the group's first hotel in Qinghai Province."



The new Sofitel Xining in China will open a spa later this year

Accor has also opened the upscale, serviced 197-apartment complex Sebel Xining, which is directly connected to the Sofitel and offers access to the hotel's restaurants and services.

"The opening of Sofitel and Sebel in Xining will be a strong addition to Accor's luxury and upscale brand presence in Northwest China, with both brands appealing to travellers looking for excellent service and state-of-the-art leisure and business facilities," said Michel Molliet, senior vice president, operations, luxury upscale, Accor Greater China.

The hotel development is part of Xining Xinhua Lian City Complex, which also includes a high-end shopping centre and office buildings.

**Details:** [http://lei.sr?a=E7B3M\\_S](http://lei.sr?a=E7B3M_S)

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### Australasian Spa Association

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### Bali Spa and Wellness Association (BSWA)

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### Portuguese Spas Association

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### Romanian Spa Organization

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### Salt Therapy Association

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