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A SPA BUSINESS PUBLICATION



Wellness drives economic growth

The Global Wellness Institute (GWI) has released a white paper – Opportunities and Impacts of the Wellness Economy for Regional Development – to guide policymakers, researchers and business people.

Researched and written by GWI senior fellows, Ophelia Yeung and Katherine Johnston, the paper explores the wellness industry's potential to fuel regional development and economic growth at all levels – locally, nationally and internationally – and the opportunities this would create.

"The wellness economy's growth has been largely a private sector phenomenon and off the radar of most government leaders, policymakers and economic developers," explained Yeung.

Johnston added: "It's time governments around the world started paying attention to the sector. The wellness industry enables economic development, competitiveness and growth.



[Play Video](#)

■ The white paper outlines the opportunities and impacts of the wellness economy

"It has implications for health, urban planning, environmental and cultural sustainability, workforce equity and diversity, social and cultural affairs, and much more".

[READ MORE ONLINE](#)

“

It's time governments around the world started paying attention to this crucial sector

Ophelia Yeung & Katherine Johnston



News

ISPA study: cannabidiol is "industry's next big thing"

More than half of US spas plan to add CBD offerings

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Insight

Global physical activity sector valued at US\$828bn

Role of exercise in wellness sector continues to grow

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LATEST JOBS

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Arianna Huffington's Thrive acquires AI specialist Boundless Mind

Thrive Global, the wellness and behaviour change tech firm founded by Arianna Huffington, has acquired neuroscience-based AI company Boundless Mind.

Boundless specialises in behavioural design and engineering. Its technology fuses neuroscience and artificial intelligence to optimise, personalise and target recommendations to users and to inspire positive change.

The technology has been used effectively to improve outcomes for products in categories spanning health, fitness, productivity, finance and e-commerce.

Huffington said the deal would allow Thrive to



■ Huffington said the deal would allow Thrive to develop its platform

"It's more important than ever that we leverage the latest technology to help people build healthy habits"

further develop its platform to "end the stress and burnout epidemic".

"This acquisition is an exciting milestone for Thrive Global," Huffington said.

"Since our founding in 2016, we have been committed to cracking the code on behaviour change to help individuals and organizations end the stress and burnout epidemic and unlock their full potential.

"It's more important than ever that we leverage the latest technology to help people build healthy habits.

"Boundless Mind shares our mission to create a world where everyone can thrive at a time when preventable, lifestyle-related diseases account for 75 per cent of healthcare costs and mental health problems are escalating, the only way to change health outcomes is to shift human behaviour."

Sangha appoints former Aman executive John Reed as chief operating officer



■ Reed has more than 35 years of experience in the industry

Sangha Retreat by Octave has appointed John Reed as chief operating officer.

Originally from the US, Reed spent 25 years with luxury hotel group Aman Resorts in Asia, gaining insights into the markets of Southern Asia and Indochina.

With more than 35 years of industry experience, Reed, a graduate of Cornell's School of Hotel Administration at the Cornell University in New York, US, has worked across three continents – in

"John will develop a sales-driven culture throughout the organisation and leading the team to the next level"

the US, Australia, Thailand, Myanmar, Bali and Bhutan.

Fred Tsao, chair and founder of the Octave Institute, said: "John is in charge of business performance at the Octave Institute.

"He will be developing a sales-driven culture throughout the organisation and leading the team to the next level."

Octave's Jamie Waring, managing director of wellness and Eddy Ram, managing director of hospitality, village operations and The Living Room in Shanghai will report to Reed.

The Octave Living philosophy brings together Eastern wisdom and Western science and aims to offer guests "lasting transformation".



■ Frank Pitsikalis, left, CEO of ResortSuite, presents Kyricos with the award at the Global Wellness Summit in Singapore

"Kyricos has been a champion of bringing wellness to everyday life for guests at Hyatt's 750 properties worldwide"

Mia Kyricos receives Leading Woman in Wellness award

Mia Kyricos, senior vice president and global head of wellbeing for Hyatt Hotels, was presented with the Leading Woman in Wellness award at the Global Wellness Summit in Singapore in October.

Kyricos, who has a long and distinguished career in the spa industry, joined Hyatt last year, and has been a champion of bringing wellness to everyday life for guests at Hyatt's 750 properties worldwide – as well as the hotel giant's 110,000 employees.

During her time with Hyatt, she has established an

annual 'Day of Gratitude' at Hyatt Hotels, where guests and employees are provided a customised 'Gratitude Gram' postcard to send to someone for whom they are grateful, with Hyatt covering the postage.

Delegates at the Summit, which was held at the Grand Hyatt Singapore, were also each given a 'Gratitude Gram' postcard.

Before Hyatt, Kyricos served as CEO of Kyricos & Associates, a boutique advisory firm providing guidance to wellness-driven hospitality, tourism and healthy lifestyle companies.

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Workforce trends specialist **Seth Mattison** to deliver keynote at first ISPA Talent Symposium



■ Mattison is an international expert on workforce trends and strategy

The International Spa Association (ISPA) has announced Seth Mattison, an international expert on workforce trends and strategy, as its keynote speaker at the ISPA Talent Symposium which is taking place on 15 April 2020.

The event will be held at the Ritz-Carlton Bacara in Santa Barbara, California and will focus solely on work power issues. This is the first time ISPA has run this type of event.

Mattison is co-founder and chief movement officer

"Seth will empower our attendees to establish a system to nurture and harvest the best ideas from their employees"

of Luminate Labs, a digital media platform and global community of leaders and influencers "igniting powerful change in the way people work, lead, live, and love".

The new event will highlight innovative approaches to solving workforce challenges.

Lynne McNees, ISPA president said: "Engaging teams is key to attracting and retaining employees".

In his keynote speech, Mattison will provide insights into how to harness the power of top talent, tap into an organisation's brainpower and learn how to adapt proactively to changes in the workplace.

"Seth Mattison is perfect for our inaugural Talent Symposium as he will empower our attendees to establish a system to nurture and harvest the best ideas", said McNees.

Sandy Fuhr elected as CIDESCO president as new board appointments revealed

CIDESCO International, the standards setter for the global spa and beauty industries, has announced that Sandy Fuhr has been elected as its new president.

Fuhr, who hails from South Africa, replaces Anna-Cari Gund who has held the post for the past seven years.

Fuhr has served as CIDESCO's PR board member since 2011 and has worked in the beauty industry for more than 30 years. She is the founder of the Sandy Roy Beauty Therapy Institute, which has 12 beauty and nail training colleges and previously managed 16 beauty salons in South Africa

Fuhr said: "Becoming president of CIDESCO



■ Fuhr (pictured) replaces Anna-Cari Gund in the role of president

"I'm proud to be part of such an inspirational organisation and look forward to supporting CIDESCO's growth worldwide"

International is an honour and a privilege. CIDESCO represents the most

incredible professionals in the beauty and spa industry from all around the

world who work tirelessly to maintain standards and educate new generations.

"I couldn't be more proud to be part of such an inspirational organisation and I am looking forward to supporting the further growth of CIDESCO worldwide."

Fuhr's appointment was announced at the 67th CIDESCO World Congress General Assembly, which took place in Chicago at the end of September.

Her election was announced alongside two other CIDESCO board appointments; Laura Grazioli was named sales and marketing director and Gerard Gordon as executive director.

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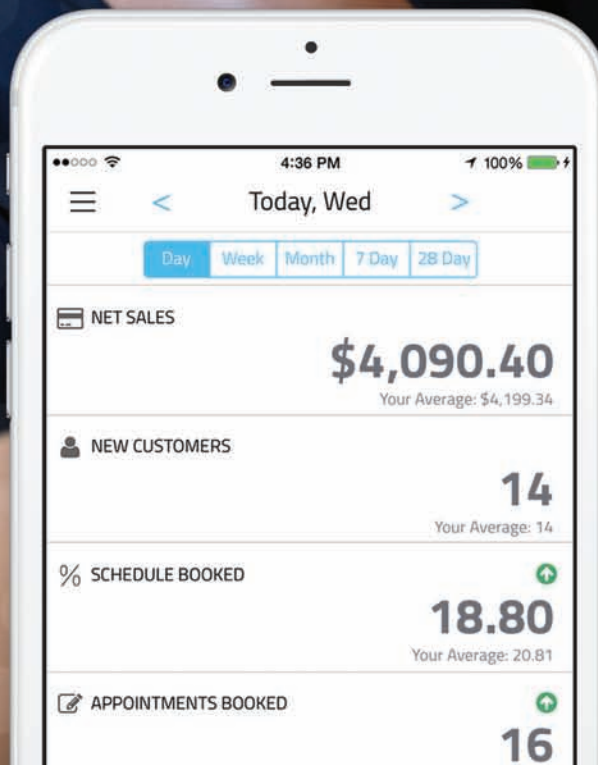




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■ Crown has developed four facials exclusive to The Dorchester

{ "Our collaboration is a perfect marriage of elevated luxury with superior skincare" }

Adeela Crown announces residency at The Dorchester

Adeela Crown, a facialist and skincare specialist, has announced a new partnership with The Dorchester Collection that will include a residency at The Dorchester Spa in the group's iconic London hotel.

For the residency, Crown, who specialises in non-surgical skincare, has developed a range of high-performance facial rituals exclusive to The Dorchester.

The range, designed to complement the spa's existing treatment menu, consists of four facials: Skincredible, Supersculpt, Crowning Glowry and No Derma Drama.

Lasting between 75- and 90-minutes, the facials feature a range of Crown's non-invasive techniques including micro-needling therapy, resurfacing enzymes and microcurrent radiofrequency hybrid treatments, as well as her trademarked Skindance method.

Skindance is designed to lift and tighten the face and re-energise, sculpt, contour and oxygenate the skin, as well as boost lymphatic drainage.

Crown said: "Our collaboration is a perfect marriage of elevated luxury with superior skincare."

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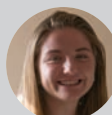
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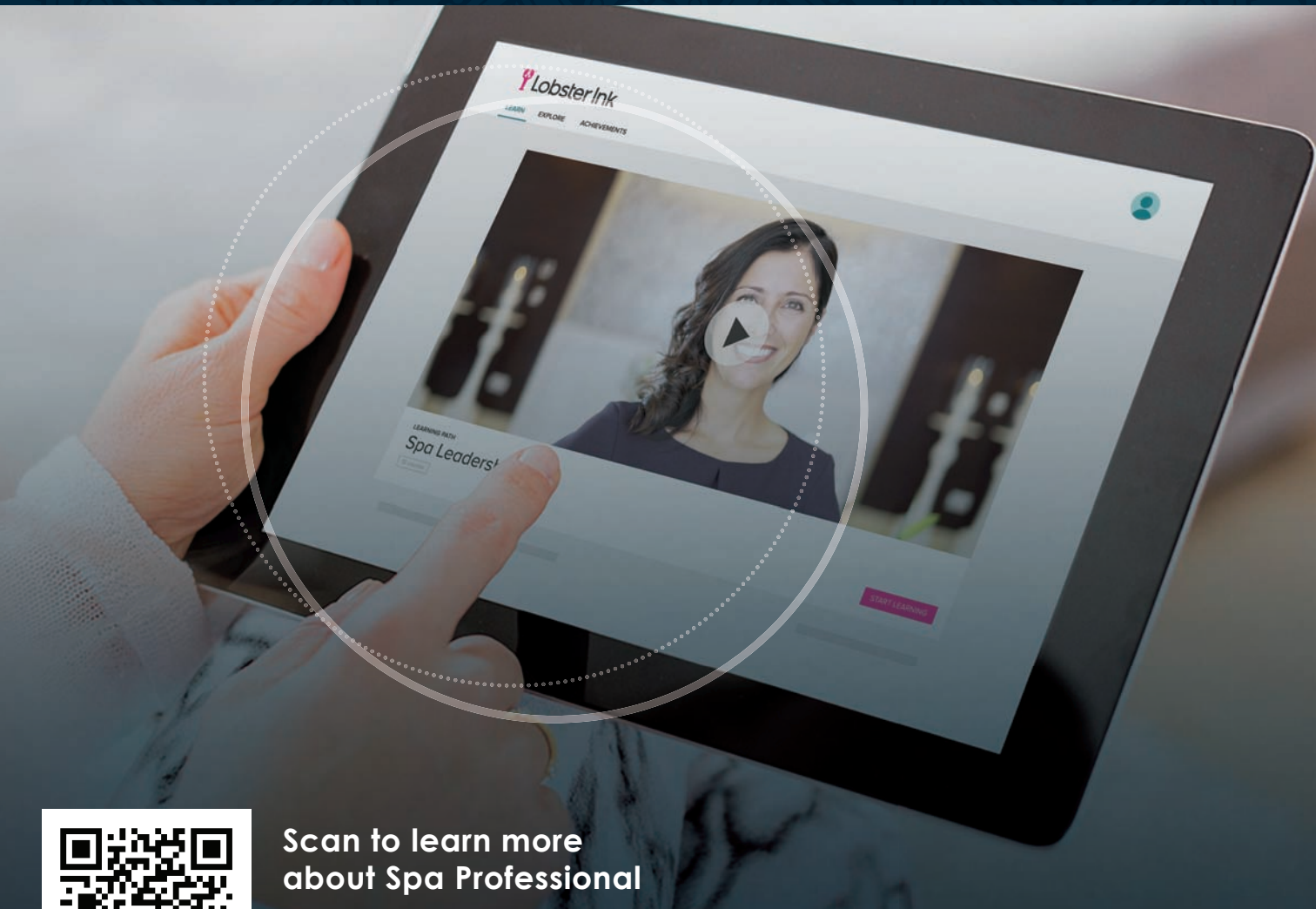
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MY CAREER

Spa industry professionals share how they got to where they are today

Kelly Styles

SPA MANAGER

Brandshatch Place Hotel & Spa

Hand Picked Hotels

There's a misconception that being a therapist is an easy job, but there's a lot more to it than people think

Kelly Styles began her career as a salon therapist before taking a spa therapist role with Hand Picked Hotels at Brandshatch Place Hotel and Spa. She has been working at the hotel since 2013 and now serves as the spa manager.



What advice would you give to people coming in to the industry?

"If you have passion for the industry you will go far. The beauty industry isn't like a lot of people assume. There's a misconception that being a therapist is an easy job, but there's a lot more to it than people think. It's can very strenuous, both mentally and physically, especially when performing multiple massages a day. I think it's important to always have a goal in mind, and keep going until you achieve it. Be passionate and set yourself objectives, as this will keep you moving forwards."

Tell us about your career.

How has it progressed?

"I've had a passion for beauty since I was really young and knew that it was something I wanted to do once I left school. I studied beauty therapy at college and after graduating in 2010 I took a casual therapist position at a salon. I worked there for three years before taking a similar role at Brandshatch Place. I had always wanted to work in a spa and after six months as a casual therapist I was contracted to work part-time, and then full-time hours. In early 2015, I applied for and got the role as spa supervisor, before being promoted again to the role of spa manager in March 2017. As the spa manager I oversee the day-to-day running of the spa and am responsible for a team of 10. I've had some great opportunities with the company and am still progressing. I'm currently studying for my Level 5 operational management diploma with Hand Picked Hotels and am due to complete it next year."

What is your favourite part of the job?

"The thing I love most about my job is knowing the impact we can have on someone's day. Making guests feel special and helping them to relax, even if its only for a couple of hours, is very rewarding for me."

What are your goals?

"To continue the success of the spa and to help my team develop. I believe it's important for all therapists to gain as much knowledge and experience as they need to achieve their goals."



WE'RE HIRING!
See page 27

■ Kelly oversees the day-to-day running of the spa

HEALTH TREATMENTS

Blum Center offers brain optimisation scheme

New York's Blum Center for Health, a functional health facility, is offering a personalised, non-invasive, neuro-enhancement programme.

Provided by Field, the FDA-approved American neuro-technology company, the programme has the potential to optimise clients' brain function and performance which could stimulate symptom resolution for stress and anxiety, depression, PTSD, ADHD, and post-concussive trauma.

Devon White, CEO and co-founder of Field said: "It's very exciting that our platform will attract a new market to the centre as more people look for technology-based

brain optimization, seeking to better understand their brain's activity and actualize its potential."

Initial treatments, priced at US\$795 (€707, £635) begin with a 90-minute in-depth analysis of the client's brain and a 'Know Yourself Better Report'. The report uses EEG tests to break down what each individual's pattern of brain firing means. This guides and informs Field on what further treatments to suggest to participants.

Field is currently in the process of its second round of investment and expects to produce new unique dedicated Field Wellness Centers.

[READ MORE ONLINE](#)



■ The programme aims to optimise clients' brain function



Our platform will attract a new market to the centre

Devon White

TRAVEL

'Nap-focused' hotel to improve traveller wellness



Our international guests are asking for a comfortable sleep

Song Hoi-see

Airport hotel operator Aerotel has opened a short-stay, nap-focused hotel at London's Heathrow Terminal 3.

The new property has been designed for the convenience and comfort of late-night and early morning travellers.

The hotel was designed by Aerotel's in-house team in partnership with KCA to maximise rest. Rooms are soundproofed, have warm, soothing lighting and mattresses and pillows that have been selected to encourage quality sleep.

Single, double and family rooms are available, with power showers and other amenities fitted.



■ The hotel has been designed by Aerotel's in-house team in partnership with KCA to maximise rest

"Our international guests are asking for a comfortable space to sleep when they land early or late at night, while London residents taking morning and late-night flights are looking for a spot to chill or power nap before boarding," said Song Hoi-see, founder and CEO of Aerotel's parent company Plaza Premium Group.

[READ MORE ONLINE](#)

TRENDS

ISPA study: cannabidiol is "industry's next big thing"



A majority of US spas, 56 per cent, plan to add CBD offerings in the next two years

Nearly half (43 per cent) of the respondents to ISPA's 2019 *US Spa Industry Study* feel cannabidiol (CBD) products and treatments will be the industry's next big thing.

CBD is an active but non-psychoactive compound derived from the hemp plant which has taken the spa industry by storm in recent years. It is used to treat stress and anxiety, insomnia, inflammation and chronic pain.

US spas are continuing to retail CBD products and also incorporate it into treatments, with the 2019 report stating that 86 per cent of



■ CBD is an active but non-psychoactive compound

facilities already using CBD oil have incorporated it into massages.

The ISPA study – carried out in collaboration with PricewaterhouseCoopers (PwC) – revealed that a majority of US spas, 56 per cent, plan to add CBD offerings in the next two years.

If realised, those plans would bring the proportion of spas with CBD offerings up from 18 per cent to 74 per cent by 2022.

READ MORE [ONLINE](#)

NEW OPENING

Indian plaza turned into boutique spa hotel

Design studio Salient has converted a 1990s development called Swabhum Plaza into a boutique hotel in Kolkata, West Bengal.

The plaza was built to celebrate the heritage of Bengal through performance, food and culture.

The new Swabhum Raajkutir hotel has been designed in the style of a pre-independence, 19th century Bengali home to transport guests back to the Bengali Renaissance.

The design theme for the property is based on a fictitious story of 'Kaliprasanna Singha' who defended his home from British soldiers.

Owned by the Ambuja Neotia Group, the five-star, 33-room property has ornate interiors, wrought iron verandahs and courtyards with fountains.

Facilities include a spa and wellness centre and an events and convention space that can accommodate up to 2,200 guests for weddings, conferences and festivals.

Speaking to *Spa Opportunities*, Salient's design principal Vivek Singh Rathore said: "The design of the Swabhum Raajkutir responds to the existing building shells, while celebrating the legacy of Kolkata and Bengali craftsmanship."

READ MORE [ONLINE](#)



■ The Swabhum Raajkutir hotel has been designed to transport guests back to the Bengali Renaissance



The design celebrates Kolkata and Bengali craftsmanship

Vivek Singh Rathore

SPA RESORT DESIGN

Six Senses adds fourth lodge to Bhutan site

Six Senses has opened its fourth Himalayan guest lodge in Bhutan, Six Senses Gangtey, named the "Traditional Bird Watching Bridge".

This eight suite lodge is part of a multi-location project – Six Senses Bhutan – composed of five satellite lodges designed to take guests on a journey through the Kingdom of Bhutan.

Six Senses already has three lodges in Bhutan, at Paro, Thimphu and Punakha, and are set to open their fifth lodge – Bumthang – in the Himalayas in March 2020.

The lodge is perched 3,000 meters above the Phobjikha valley, with a cantilevered bridge-like structure and floor-to-ceiling windows.

The Gangtey destination is home to a spa, with one single and double treatment room and two suites for swedana – an Ayurvedic treatment which uses herbal steam to release toxins from the body.

Subtle Energies, the Australian Ayurvedic aromatherapy brand, has been chosen as product house for the spa, which offers guests a range of massages and swedana treatments.

Every treatment begins with a ritual, where guests use a sodalite crystal to foster calmness and set positive intentions, while breathing and meditating. This is followed by Bhutanese chanting and singing bowls.

[READ MORE ONLINE](#)



■ The lodge is perched 3,000 meters above the Phobjikha valley



Each guest room has a private balcony with 180-degree panoramic views of the valley

TRAINING

New qualification from UKSA and University of Derby



The diploma will aim to provide career development opportunities and raise professional standards, as well as create aspirational careers for those entering the industry

The UK Spa Association (UKSA) has announced a potential new partnership with the University of Derby, that will see the development of a new qualification.

Designed to increase the number of people entering the spa industry, the proposed diploma was announced at UKSA's Summer Networking and Spa Directors Assembly, as part of its 'Work for Wellness' campaign.

It aims to foster an attitude shift, particularly among parents, teachers and career advisors, which UKSA has identified as one of the biggest potential barriers, towards the spa sector in order



■ UKSA chair Adam Chatterley revealed the plans

to attract new talent into the industry and improve workforce retention.

The diploma will aim to provide career development opportunities and raise professional standards, as well as create aspirational careers for those entering the industry.

[READ MORE ONLINE](#)

MEDICAL TREATMENTS

Longevity creates wellness blend for Portuguese resort



Longevity is not just about living longer, but about living better

Nazir Saco

Medical treatments and spa and wellness interventions are offered side by side at the new €25m Longevity Health and Wellness Hotel in Alvor, Portugal.

Developed by HPA Group and Longevity Wellness Worldwide, the 70-room resort has extensive facilities offering preventative and solution-based therapies, blending medical screening and diagnostics with wellness.

Options are based on five pillars: medicine that is preventive, personalised, holistic, integrative and regenerative. They include medical check-ups, fitness, anti-ageing, spa

and wellbeing, stress management, mindfulness, detox and weight loss.

Nazir Saco, Longevity Wellness Worldwide CEO, said: "Our resort is aiming to be a world-class product with 360-degree solutions in health and wellness to meet all needs.

"For us, Longevity is not just about living longer, but about living better".

The 16-room medispa offers integrative and regenerative-based medicine.

A nearby private hospital is used for most medical procedures and recovery.

READ MORE ONLINE



■ The Alvor hotel is Portugal's third Longevity site



INNOVATIVE RETREATS

Amatara Phuket announces six-day silent retreat

Amatara has announced it will run a six-day Mindfulness Silent Retreat in Phuket, Thailand, from 2-7 June 2020.

The retreat will focus on practical and theoretical aspects of meditation, using body and breath awareness training, yoga, and gentle stretching and movement sessions.

The retreat will be hosted by health and wellness coach Danica Toh, founder of Six Spac, a Singaporean self-awareness and mindfulness company.

Six Spac bases its coaching practices on the



■ The retreat will focus on practical and theoretical aspects of meditation



The retreat is designed to support long-lasting cognitive, emotional and behavioural changes and to foster peace of mind

Mindfulness-Based Stress Reduction programme, an eight-week programme which cultivates mindfulness and meditation techniques and was formulated to help people who experience physical and mental distress in their lives.

The retreat is designed to support long-lasting cognitive, emotional and behavioural changes and to foster peace, awareness and greater clarity of mind.

Participants will have the opportunity to visit the Amatara Spa, a 2,000sq m space which offers treatments and holistic wellbeing practices, including mud therapy, a Thai hammam, traditional Thai medicine and a range of western treatments.

Limited communication will be available for participants, however, as the majority of the retreat – including mealtimes – will be conducted in silence.

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NEW BRAND

IHG partners with Spa Creators for Ana spa

A new day spa has opened at the Holiday Inn Winchester in Hampshire, UK.

The spa, called The Ana Spa, is a first for the hotel chain, which is owned by InterContinental Hotel Group (IHG) and operated by asset management firm Castlebridge Group.

Billed as a 'luxurious deep relaxation space', The Ana Spa was created by consultancy firm Spa Creators.

Facilities include five treatment rooms,



The spa will appeal to both hotel guests and day spa visitors

Alistair Johnson

including a couples' room, equipped with treatment tables from Gharieni.

There is also a host of thermal experiences – including a four-person rasul, adjacent to the double treatment room and a vitality pool, equipped with bubble loungers.

Alistair Johnson, director of Spa Creators, told *Spa Opportunities*: "We wanted to create a space that would appeal to both hotel guests and day spa visitors."

[READ MORE ONLINE](#)

COLLABORATIONS

Almarose announces brand partnership with Elemis

Almarose Hotels and Resorts, a UK-based resort operator, has announced a new brand partnership with luxury skincare brand, Elemis.

The partnership will see the company provide treatments and products at 17 spas across the Almarose portfolio.

The Elemis properties will include the Hampshire Centre Court Hotel, Norton Park Hotel, Oulton Hall Leeds, Stratford Manor Hotel and Telford Golf and Spa Hotel.

Dave Heap, director of Leisure and Spa at Almarose, said: "We are currently in the



■ Almarose's 17 properties include Norton Park Hotel



The partnership aligns with us investing in our spa product

Dave Heap

middle of a very exciting time for our business, with the Elemis partnership aligning perfectly as we continue to invest in our spa product.

"The sheer variety of treatments, namely BIOTEC facials, that come with the Elemis brand is a huge factor in why we chose this particular partnership – we couldn't be more pleased with the knowledge and support from the Elemis team."

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NEW OPENING

Resense spa opens at Kempinski Dominica

After four years of research and planning, global wellness company Resense has opened the Kempinski The Spa at the Cabrits Resort & Spa Kempinski Dominica.

The new opening is Resense's second venture into the Americas.

Dominica is known for its rich, volcanic soils; lush mountainous terrain and abundant clean water and is also home to a large number of centenarians.

Kempinski The Spa Cabrits has been crafted



Our Kempinski The Spa creates a unique yet flexible environment

Emma Darby

to empower guests to fully immerse in the Dominican wellness experience.

"The island of Dominica naturally enables people to live and be well," said Emma Darby, chief operating officer of Resense.

"Our Kempinski The Spa creates a unique yet flexible environment that empowers people to fulfil their individual sense of wellbeing utilising the restoring effects of the nature and lifestyle of this unspoilt destination."

[READ MORE ONLINE](#)

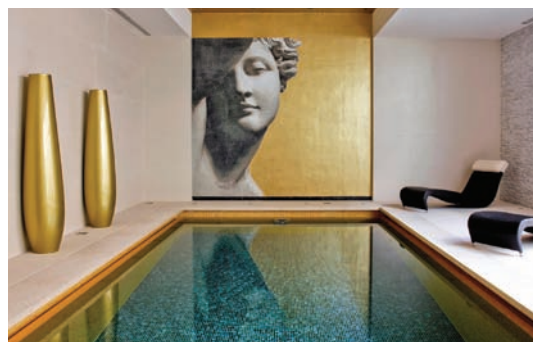
BESPOKE TREATMENTS

Illyria creates gourmet spa breaks at Hotel Mulini

Hotel Monte Mulini, a boutique hotel and spa in Rovinj, Croatia, has partnered with spa consultancy, Illyria Wellness, to create two new signature spa treatments.

Inspired by the region's rich tradition of winemaking and gin distillation, the treatments consist of two massage rituals, called Wine Vault Full Body Rejuvenation and Gin and Tonic On The Rocks: Juniper Bundle and Stone Massage, and incorporate wine extracts and gin-inspired botanicals.

Gregory Ugrin, director and co-owner of Illyria Wellness, said: "Signature Spa



■ The packages are inspired by Croatia's winemaking



We believe every spa should leverage truly bespoke spa services

Gregory Ugrin

Treatments are a powerful device often underutilized both in terms of their potential to reinforce a hospitality brand's thematic strengths, as well as in terms of the opportunity to convert people who might not ordinarily order a spa service into a happy service buyer.

"We believe every spa and wellness centre can and should leverage truly bespoke spa services to advance the brand narrative."

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28 OCTOBER 2019

**Women in Wellness
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www.americanspaww.com

29-31 OCT 2019

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Hilton Athens, Greece

Part of the International Hotel Investment Forum (IHIF) series, the Mediterranean Resort & Hotel Real Estate Forum (MR&H) offers a meeting place for the industry to network, to share ideas and to build partnerships for tourism projects, mixed-use developments and hotel transactions.

www.mrandh.com

3-4 NOVEMBER 2019

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www.miami.skincareshows.com

3-6 NOVEMBER 2019

SPATEC Fall North America

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www.spatecfall.com



■ The event mixes a show floor with the International Swimming Pool and Wellness Forum

5-8 NOVEMBER 2019

Aquanale

Koelnmesse centre

Cologne, Germany

Aquanale is the bi-annual, international trade fair for wellness, sauna, swimming pools and ambience.

This year, it is expected that the huge show floor will attract more than 320 companies from 25 countries to showcase their innovations. The event also includes the International Swimming Pool and Wellness Forum.

www.aquanale.com

5-8 NOVEMBER 2019

**Spa and Wellness
International Congress**

Hilton Baku Hotel,

Baku, Azerbaijan

Now in its sixth year, the agenda of the event will be composed of scientific and business conferences and panels, round table discussions, as well as free consultations to attendees from SWIC experts. The congress will be supported by an exhibition, featuring designers, consultants and suppliers.

www.spaandwellnesscongress.com/eng

11-12 NOVEMBER 2019

Spa Life International (UK)

Hilton DoubleTree

Hotel, Coventry, UK

Now in its 10th year, the agenda of the event will be composed of scientific and business conferences and panels.

www.spa-life.international

13-15 NOVEMBER 2019

**Cosmoprof Asia Hong Kong
Hong Kong Convention
& Exhibition Centre**

Asia's leading international beauty trade show in returns to Hong Kong this year for the show's 24th edition. The event will offer exhibitors the opportunity to reach out to new markets, while visitors will be exposed to all that the diverse and innovative supplier market has to offer.

www.cosmoprof-asia.com

18-19 NOVEMBER 2019

**European Health Prevention Day
Chamber of Commerce**

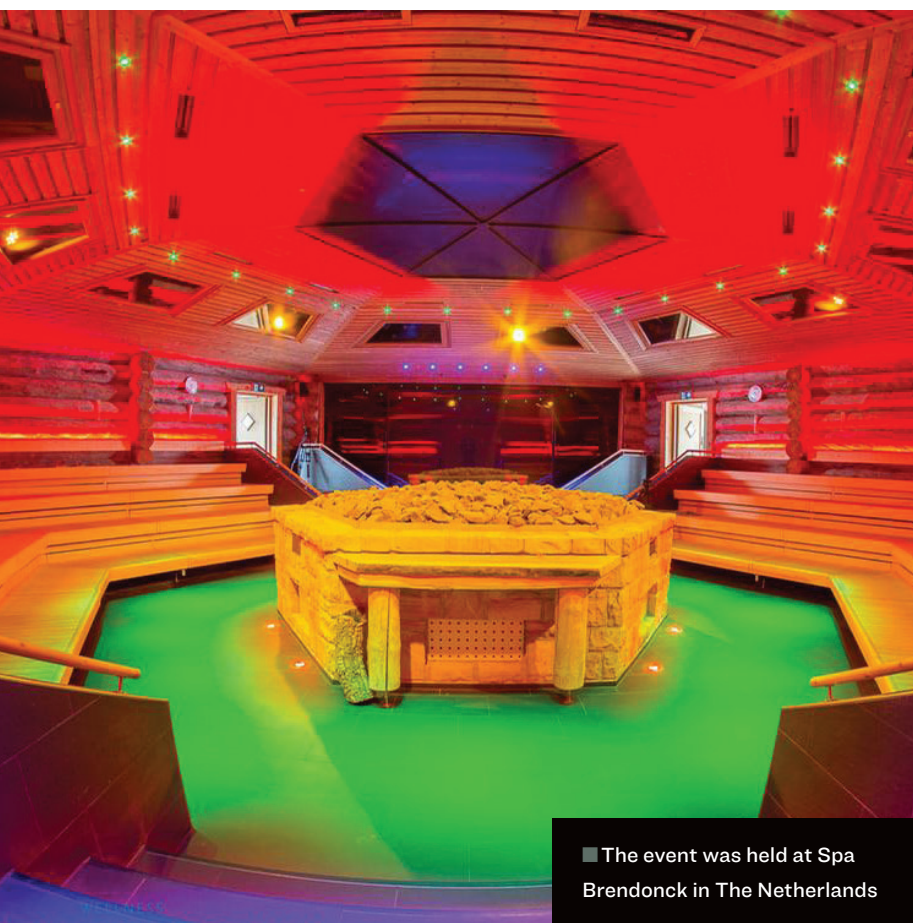
Wiesbaden, Germany

An event that charts innovation in preventative health measures. This year's topic will be health and travel, with a particular focus on markets and opportunities for medical spas.

www.quhep.org

Sauna theatrics

The recent Aufguss World Championships featured Don Quixote, suffragettes – and puppets which came to life



■ The event was held at Spa Brendonck in The Netherlands

For the first time, a woman has been crowned top aufguss master in the world at the Aufguss World Championships, held in September at the newly built Spa Berendonck in The Netherlands.

Karolina Jarzabek of Poland, whose performance of 'Magic Night – the story of the puppet who came to life once every 7,000 years,' earned top honours in the single team category.

Poland also won in doubles, as Katarzyna Klajn and Lukasz Dluzniewski's humour-filled interpretation of the Spanish masterpiece Don Quixote, inspired the international jury, as well as their professional waving skills.

HOT FUN

Aufguss is an entertaining, communal sauna ritual that – at its simplest – involves an aufguss master waving a towel to distribute the sauna's heat, usually set to music and with essential oil fragrances adding to the experience.

But the top sauna masters can get very creative, weaving in storylines, costumes, and complex movements to enhance the experience.

More than 350 participants of the national qualifiers took part in the 7th annual Aufguss World Championships, and the final included almost 100

It's a celebration of getting the sauna and sweat family together to share what we all love the most: a wonderful löyly

■ Karolina Jarzabek of Poland, whose performance of 'Magic Night' earned top honours in the single team category



There were many amazing shows shared inside the cabin, and definitely a lot of magic was created

participants from 11 qualifying countries in a multi-day battle.

The world's best 30 teams and 31 Single Aufguss Shows were presented in the sauna for approximately 200 guests at the Wellness centre Thermen Berendonck, with a daily guests topping out at 1,200 people.

GLOBAL APPEAL

The five-day event gathered sweat enthusiasts from around the world, including representatives from the Japanese Sauna Association and Russia.

"It's a celebration of getting the sauna and sweat family together to share what we all love the most: a wonderful löyly (sauna steam), and creating positive memories," said Lasse Eriksen, development manager for Farris Bad in Norway, who is both a jury member and

board member of Aufguss WM, which organises the event.

"There were many amazing shows shared inside the cabin, and definitely a lot of magic was created that participants, guests and the jury will carry within their hearts forever."

Eriksen reports that the shows are constantly evolving, with mastery of the waving techniques growing and more creative and inspiring young MOAs (master of aufguss).

"We see more cultural connection by the increase of professional dancers, artists and actors becoming MOAs, and that makes the shows become as mindblowing and mesmerising as on any global stage of art – hot or cold," he said.

The next Aufguss World Championships will take place from 7 to 13 September 2020 in Poland.



■ Lasse Eriksen, board member of the Aufguss WM



Recycling old textiles from the hospitality and spa industry isn't a simple task, due to the quantity of textiles used

Noel Asmar



Sustainable Garbs

Noel Asmar Group used the Global Wellness Summit to launch a new textile recycling initiative for hotels and spas



■ Asmar, left, announced the new textile recycling initiative during a panel at the Global Wellness Summit in Singapore

Canadian uniform manufacturer Noel Asmar Group has launched a new sustainability initiative, Hospitality Lifecycle, a textile recycling programme for hotels and spas.

The initiative looks to provide hotels and spas access to practical, cost-effective solutions to safely and securely dispose of used uniforms, robes, towels, and sheets through global recycling experts. It will begin like Noel Asmar Group's North American partner, Debrand.

The programme is tailored for both small and large properties, regardless of whom they purchase their textiles from, and end-to-end services are provided by Debrand on a cost-per-pound basis.

The move is motivated by the textile industry's negative carbon footprint, and the vast amount of textiles that are sent to the landfill or incinerator each day.



■ The move was motivated by the vast amount of textiles sent to landfill each day

Gone are the days when you can dump product in landfills without environmental and financial costs

“Gone are the days when you can dump product in landfills without environmental and financial costs,” said Noel Asmar, CEO of Noel Asmar Group.

Through the new programme, spas and hospitality companies can box and ship their products directly to Debrand, with no minimums or maximums. Debrand then weighs, processes and sorts the textiles, and also provides a monthly or quarterly report to the company.

Asmar said recycling old textiles from the hospitality and spa industry isn’t a simple task, due to the quantity of textiles used and the fact that many use mixed fibres in order to withstand repeat wear and washings. Items such as bare zippers, buttons and accessories also need to be removed, sorted and managed.

Asmar said she recognised the responsibility to find sustainable ways to manage her company’s own textile waste,

including damaged apparel, fabric bolt-ends, and notions, and partnered with Debrand for an ‘out-of-the-box’ solution.

Throughout this process, Asmar began to ask properties what they were doing with their expired uniforms, and it soon became clear that most companies don’t have established policies for end-of-life textiles.

Asmar wanted to find a one-stop service provider for hotels and spas to manage their textile waste and partnered with Debrand to bring Hospitality Lifecycle to life within the US and Canada. She hopes to find similar partners in different regions around the world.

“With a knowledge of textile recycling capabilities and innovation, Debrand understands the challenges facing the apparel and textile industries,” said Asmar. “They want to extend the life of recycled goods and find reative ways to use the recycled product.” ●



■ Noel Asmar is known for its range of spa uniforms



■ Tai Chi is among the activities to have become popular

The value of activity

A fresh Global Wellness Institute report has valued the physical activity sector at US\$828bn



■ Among the report's findings is that the global fitness industry is now worth US\$109bn (€99bn, £86bn)

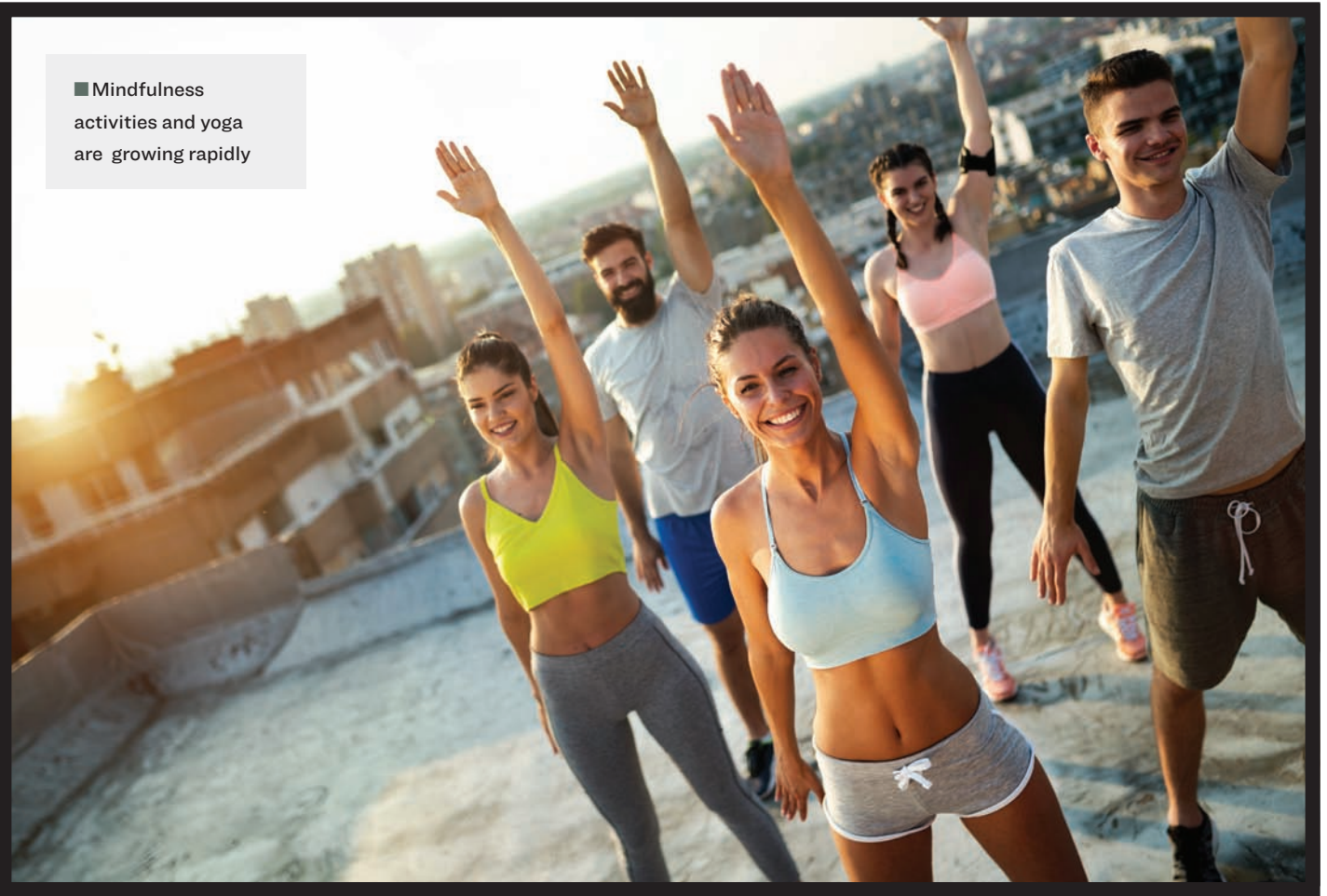
The physical activity economy is now a US\$828bn (€752bn, £655bn) market – and its value is expected to grow further to US\$1.1tn (€1tn, £870bn) by 2023.

The figure comes from a large-scale economic study by The Global Wellness Institute (GWI), published on 15 October.

In the report, called *Move to be Well: The Global Economy of Physical Activity*, the physical activity economy is described as incorporating fitness, sports, active recreation, equipment, apparel/footwear, technology and mindfulness activities.

Among its findings is that the global fitness industry is now worth US\$109bn (€99bn, £86bn) – and that the sector continues to be “fast and furious” in its growth. The growth is attributed partly to the innovation

■ Mindfulness activities and yoga are growing rapidly



"Globally, the top 20 markets account for 86 per cent of all physical activity spending"

within fitness and the sector's ability to devise new approaches.

The report lists the likes of HIIT and CrossFit as "recent additions" to the sector's offer.

Another finding is that the average "global participant" spends US\$384 (€349, £304) yearly on fitness and gyms.

"Health clubs, fitness centres and gyms have experienced tremendous global expansion over the last decade, with over 50 per cent growth in revenues from 2007-2018," the report reads.

"In 2017, GWI estimated that the fitness and mind-body sector was worth US\$595bn."

When it comes to average spend on physical activity by person, North America (US\$1,345) and Europe (US\$528) lead the way, followed

The value of each physical activity segment:

- Sports and active recreation US\$230bn
- Apparel/footwear US\$333bn
- Equipment and supplies US\$109bn
- Mindfulness activities (yoga, tai chi) US\$29bn
- Technology US\$26bn

by the Middle East and North Africa (US\$181) and Asia Pacific (US\$171).

Other findings include that, globally, the top 20 markets account for 86 per cent of all physical activity spending.

Not all of the spend, however, is on getting physically active.

"In many large markets, spending on apparel and shoe purchases can greatly exceed spending on actual physical activity participation, such as in the United States, France, Brazil, India, and South Africa," the report states.

"In other countries, such as South Korea, Australia, and the Netherlands, the opposite is the case.

"The rate of participation in recreational physical activities varies widely among the top markets, ranging from a high of 84 per cent in Australia and Taiwan to a low of 15 per cent in India." ●

HOW TO BUILD *the perfect* WATER EXPERIENCE

A beautiful pool can be the standout feature that draws new customers. It can also cut your running costs if it's designed to be sustainable. Mohammed Ibrahim, CEO of The Wellness, explains



Mohammed Ibrahim

Some of the world's best destinations have amazing pools which deliver a real wow factor," says Ibrahim, "But building them so they're sustainable, while still delivering a stunning design, takes creativity and technical expertise."

With clients such as Six Senses, The W and Jumeirah, The Wellness is building a reputation for delivering stunning pools which are also sustainable, as well as natural bio pools, where swimmers don't have to bathe in chlorine.

"Many operators engage to a contractor to develop their pools," says Ibrahim, "But these kinds of companies tend to focus on the construction and not on the experience, the aesthetics or the sustainability.

"At The Wellness, we do it totally differently, by considering how we can



If it's done well, the pool in a resort or a destination will become the 'hero shot' and it will give a standout commercial advantage

make the experience special in every way possible – how does the water look? How can we use the space to become an anchor point in a wider and attractive space? Only once all this is established, do we move on to look at the technical aspects.

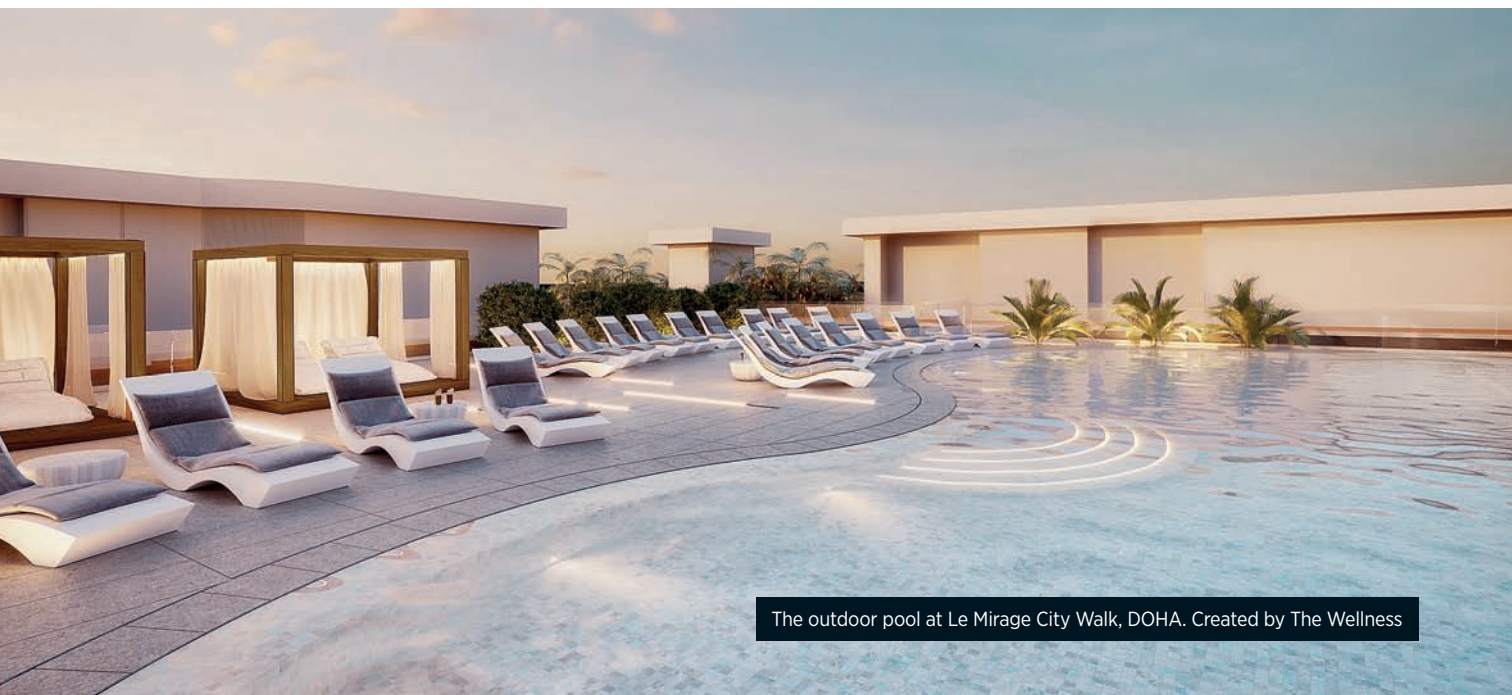
"We're not just engineers, we're architects and designers," he says, "Our process starts with the design,

by clearly establishing the kind of experience we want to create.

"If it's done well, the pool in a resort or a destination will become the 'hero shot' – one of the main images you want to see on your website – and it will give a standout commercial advantage.

"In the context of its location and constraints, every water element is different," says Ibrahim, "We come up with a narrative for every single element and use storytelling to create something special for each customer. There's a story linked to the local culture and heritage behind every project and it needs to be meaningful, so the project gains maturity from it.

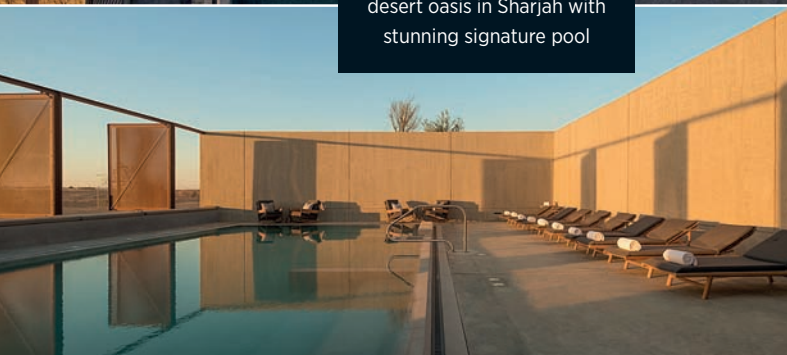
"We love to work with dedicated operators," he says, "Because they spend time getting this context right, so the projects evolve to be outstanding."



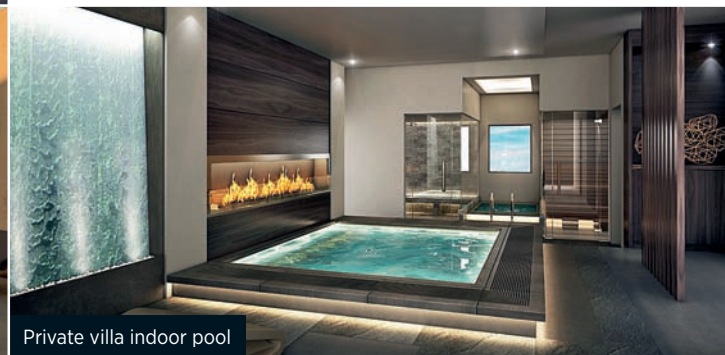
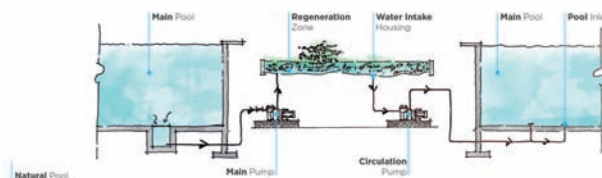
The outdoor pool at Le Mirage City Walk, DOHA. Created by The Wellness



The Al Fayha Lodge is a desert oasis in Sharjah with stunning signature pool



Spa suite at the Cayan Tower in Dubai



Private villa indoor pool

Sustainability

“When it comes to sustainability, people are sometimes concerned it will cost more,” says Ibrahim, but this isn’t the case and we can provide a feasibility study showing investors how quickly they can get a return on their investment if they choose a sustainable solution.

“A typical example would show a return on investment within two to three years, after which time savings are made, which fully justifies the investment, as well as helping to save the planet.”

Ibrahim says market-leading operators are aware of the value to customers of swimming in natural clear water: “Having a chemical-free pool is an ideal way to avoid the disadvantages of normal chemical material. Low-quality chlorine products will affect pool tiles, pool equipment and users will have a bad experience because of smell and eye irritation

“Salt chlorinator systems generate and dose free chlorine into pool water by an electrolysis process – you just need to add the right amount of salt to your pool and you will have safe water

and will enjoy a long day in the pool without having red eyes,” says Ibrahim.

For example, the Al Faya Lodge by Mysk project, which was recently completed by The Wellness uses a new filtration system called OC-1, which is manufactured by Certikin. This saves 70 per cent of backwash water which leads to huge energy and chemical reductions.

Natural pools

Another alternative is a completely natural pool, explains Ibrahim: “For hundreds of years people enjoyed swimming in natural lakes and ponds where water gets cleaned by nature, without any chemical use.

“In a natural swimming pool – or bio pool – the water is purified and cleaned without any mechanical filtration or chemical use, after being fed through

a regeneration zone, where it’s filtered through layers of gravel and aquatics plants.

“The regeneration zone provides a balanced ecosystem by breaking down harmful bacteria in water and converting them into nutrients for plant growth,” he explains. “Despite their higher capital cost when compared to normal pools, bio pools have much lower running costs.”

The Wellness recently completed a bio pool in Europe which is environmentally friendly and will deliver a great user experience.

“If you make wise decisions in terms of limiting what you build and make something beautiful, sustainable and which really adds a wow factor, then the whole project is running at a higher level and you’re going to save on investment, running and maintenance costs,” concludes Ibrahim. ●

thewellness
DUBAI - HONG KONG - SINGAPORE

Website: www.thewellness.ae Email: office@thewellness.ae

Phone: +971 4 362 9625 Instagram: @thewellnessdubai Twitter: thewellnessdxb

spa opportunities

**Recruitment headaches?
Looking for great people?
Spa Opportunities can help**



Tell me about Spa Opportunities

Whatever spa facilities you're responsible for, Spa Opportunities can raise your recruitment to another level and help you find great people.

How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

There are loads of recruitment services, how is Spa Opportunities special?

We're the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to reach candidates who aren't currently job hunting.

In addition to the 'new look' Spa Opportunities, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Spa Opportunities / Spa Business, Leisure Opportunities, Health Club Management, Sports Management, Leisure Management and Attractions Management.**

What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing, open days at schools and apprenticeship marketing.

Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Spa Opportunities team



Liz Terry



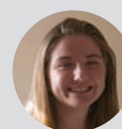
Astrid Ros



Gurpreet Lidder



Katie Barnes



Megan Whitby

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com

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We are looking for talented Spa Therapists to join the Hand Picked Hotels team.

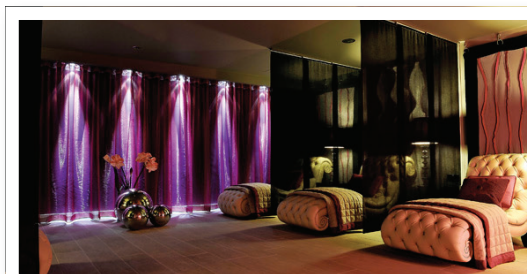
We have a range of Full Time & Part Time positions available to include weekend shifts on a rota basis and live in accommodation available at some of our sites starting from only £52 per week.

Our spa teams are passionate and dedicated to their profession. They aim to optimise the effectiveness of the treatments and therapies offered. When guiding our clients towards the right choice of treatment and product we take into account their overall lifestyle and its requirements and also their individual circumstances on the day and how they wish to feel.

Working at the spa is fun and we want you to love your job and embrace the warm, friendly personalities of our guests and be focused on delivering first-class experiences and exceeding their expectations at every turn. We are a family and we treat our team like family.

What we need from you:

- To be passionate about delivering the very best spa experience each and every day
- To be smart and well presented
- To have previous experience in a similar role or a real desire to prove yourself as a first-time therapist
- NVQ Level 3 or similar level spa related qualifications and be fully qualified as a minimum in manicures, pedicures, waxing, massage and facials
- Excellent level of spoken and written English
- To be able to work shifts as required that will include weekends and bank holidays
- Proof of eligibility to live and work in the UK



What we can offer you:

- Competitive salary
- Live in accommodation is available at some of our Hotel properties
- Annual leave rising with service
- Free car parking
- Discounted hotel accommodation across the Hand Picked group of hotels
- Employee of the month/year awards
- Full Elemis product and treatment training and development opportunities
- Uniform and Meals on duty

Hand Picked Hotels is a collection of 19 country house hotels throughout the United Kingdom and Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge! Our core values of family, individuality, initiative, welcoming and local engagement are not just words - it's what we do - every day.

Candidates must be eligible to live and work in the UK.

For more information, scan QR code or click apply now

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BECOME A PART OF GOCO

GOCO
HOSPITALITY



MANAGER

Corporate Spa Operations

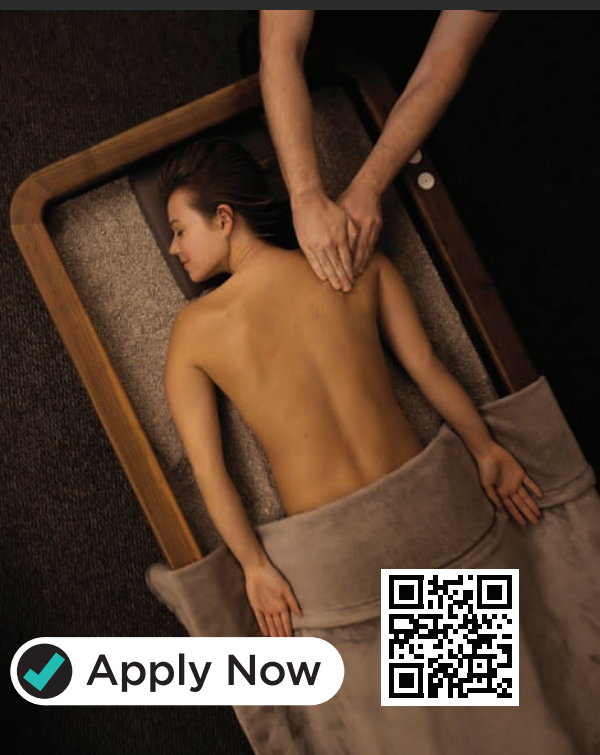
Join GOCO Hospitality's multicultural team of passionate professionals and work with the world's leading hospitality brands on some of the most innovative wellness hospitality projects.

Based in GOCO Hospitality's corporate headquarters in Bangkok, the Manager - Corporate Spa Operations is responsible for all spa operations within the company's portfolio, including on-going consulting projects and GOCO-owned properties and management projects. Be responsible for all aspects of spa operations and management, supporting and mentoring spa managers and team members with a strong focus on brand standards, hands-on training and innovative success.

For more information and to apply, click 'apply now' or scan QR code.

Benefits Include

- Competitive salary and benefits package.
- Work in an international and multicultural environment.
- Work for prestigious luxury clients from around the world.
- Opportunity to exercise creative ideas and skills.
- Central Bangkok workplace with opportunity to travel.
- Work Permit and Visa (when applicable).
- Health insurance.

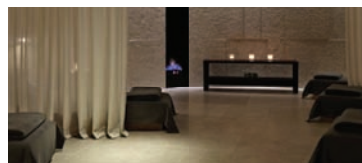


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BVLGARI
HOTEL LONDON



Located in Knightsbridge on the edge of Hyde Park, The Bvlgari Hotel London is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrods department store.

We are recruiting!

We are currently recruiting for a variety of roles to join our award winning luxury Spa. Based over two floors, our Spa comprises numerous treatment rooms offering a variety of specialist products and services, a Spa suite and a 25m swimming pool and adjoining vitality pool. We offer a competitive salary and benefits package

Spa Sales and Reservationist

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Spa Attendant

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Senior/Spa Therapists

Spa Therapists are responsible for delivering exceptional treatments to guests of the spa, in line with ESPA and Hotel brand standards, whilst maintaining the excellent five-star client care, cleaning standards and grooming. Responsible for revenue generation through retail, up-selling and cross sales to other business centres in the spa.

Did we mention the fabulous benefits we offer too? See below for just some of them...

- Highly Competitive Salary
- Discount at selected Bvlgari retail outlets
- Life Assurance
- Private Dental Insurance
- Service Charge
- My Bvlgari Rewards Discount Scheme
- Private Health Insurance
- Group Personal Pension Plan

All our colleagues demonstrate our core values in the service they deliver... Radiance, Grace, Authenticity, Pure Presence, Integrity and Tradition of Excellence... is this you? If you think it is and you would like to join our team please send your CV and letter of application below.

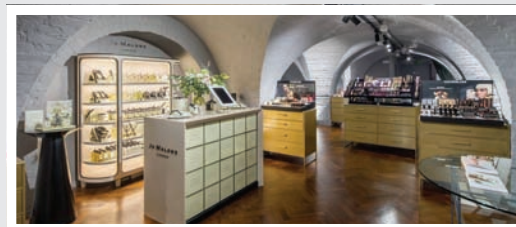
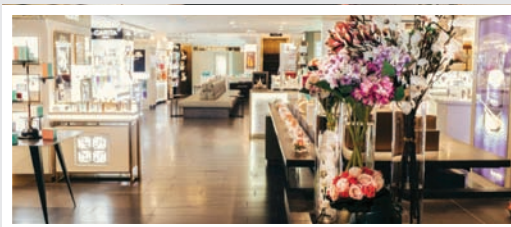
**We look
forward to
hearing from you!**

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URBAN RETREAT



VACANCIES

Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring.

Be a part of this amazing team set to redefine the London beauty scene.

We are currently recruiting for 2 roles and are looking for individuals who are hardworking, highly skilled and professionals! If you are someone who has real passion for the beauty industry, who would like to be part of the best team in luxury surroundings, and able to provide services of the highest standards then we'd love to hear from you!

Beauty Therapist

Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills
- Fluency in English and excellent communication skills

- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

Hair Specialist

For the right candidate, The White House are offering the opportunity to spend three weeks training in the Frederic Fekkai salon in NY.

Essential key skills:

- Minimum 3 years shop floor and column generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way

- Good command of English both verbally and in written communication
- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

To find out more about these roles click apply now or scan QR code



Apply Now





Therapist

LONDON

COMPETITIVE SALARY AND BENEFITS

Strip Wax Bar is a pioneer in hair removal industry, specialising in waxing and laser hair removal.

Established in 2005, Strip Wax Bar has grown to become one of the most respected beauty brands in luxury hair removal with a market leading presence. The company now boasts a customer base across 6 London boroughs with an international reach.

Strip Wax Bar offers excellent customer service and champions both new and renowned waxing and laser hair removal techniques, as well as stocks a broad range of beauty and lingerie brands online and in-stores.

We have an inclusive and supportive company culture, and believe in getting the right fit when it comes to people joining the company. We place a high value on people and believe we can offer a fun and friendly environment to work in, as well as a great place to learn and develop.

We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as well.

Strip Wax Bar is an equal opportunity employer and is determined to ensure that no applicant or team member receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.

Please mention Spa Opportunities when applying for this job.

For more information, scan
QR code or click apply now



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WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spaopps@leisuremedia.com

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcpas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

The Day Spa Association (US)

■ www.dayspaassociation.com

Estonian Spa Association

■ www.estonianspas.eu

European Spas Association

■ www.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

German Spas Association

■ www.deutscher-heilbaederverband.de

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Spa Association (ISPA)

■ www.experienceispa.com

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Serbian Spas & Resorts Association

■ www.serbian spas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa Association of India

■ www.spaassociationofindia.in

Spa & Wellness International Council

■ www.lswic.ru

Taiwan Spa Association

■ www.tsipa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

