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# spa opportunities

17 JANUARY 2020 ISSUE 336

A SPA BUSINESS PUBLICATION



## SHA reveals global growth plans

SHA Wellness has cited ambitions to have a clinic on every continent within the next 10 years, following its recent announcement of expansion into Mexico and the UAE.

SHA's flagship Spanish destination welcomes approximately 6,000 guests a year and remains at "full capacity". VP Alejandro Bataller told *Spa Opportunities*: "We feel we've reached our maximum potential at SHA Spain, so we wanted to make our offering more accessible to a global market."

The brand explored multiple potential international locations, assessing climate, environment and access to clinical resources. Analysis showed Mexico and the UAE were best-suited to the business' needs and the locations are set to open by 2021 and 2023, respectively, with SHA developing and managing both properties.

Both sites will offer the traditional SHA Method and health programmes, however, the brand anticipates each site will attract guests with specific needs.



Play Video

■ SHA Mexico is due to open in 2023

"We always aim to offer outstanding therapies and uphold our high standards, but it's important we tailor our offering to each market's individual needs," Bataller said.

[READ MORE ONLINE](#)

“

**We want to make our offering more accessible to a global market**

Alejandro Bataller

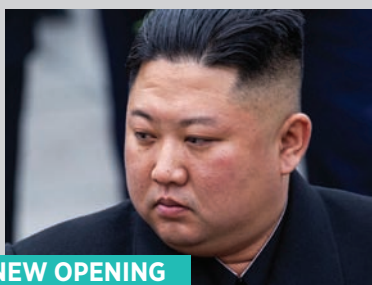


EXPANSION

### Six Senses announces UK debut

London property set to open in 2023

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NEW OPENING

### Kim Jong Un opens mountain thermal spa

Resort features indoor and outdoor hot-spring bathing

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## COMO chief executive **Olivier Jolivet** unveils upgraded Cocoa Island resort in the Maldives

**C**OMO Hotels and Resorts has reopened Cocoa Island, the Maldivian private island resort, following a seven-month refurbishment.

"The Maldives has become a highly competitive market," said Olivier Jolivet, COMO Group's CEO.

"Luxury hotel companies keep raising the ante, from building 'reclaimed islands', to tunnelling out underwater wine cellars. Sometimes we forget that nature and simplicity have a very important role to play in modern luxury."

COMO Cocoa Island is home to 34-overwater villas inspired by local Dhoni boats, the accommodations have been recast top-to-bottom with clean-lined,



■ Jolivet said nature has a role to play in modern luxury

**"The Maldives is a highly competitive market with luxury hotel companies constantly upping the ante"**

contemporary interiors created by Singapore-based Lekker Architects. The villas

have been inspired by the island's nature and now include wood, traditional

Maldivian coral walls and Kajan thatched roofs.

The resort has also gained an open-sided Pilates and yoga studio, which sits in an elevated position above the lagoon, offering 360-degree views. A third of the private island is occupied by the COMO Shambhala Retreat, the island's wellness centre, which offers Asian-based wellness therapies, nutritional advice and exercise.

COMO owner, Christina Ong, said "The moment I first encountered Cocoa, something about its spirit snagged me. It felt so graceful and healing."

COMO Cocoa Island has a Maldivian sister-site – COMO Maalifushi in Thaa Atoll.

## Ingo Schweder appointed to provide industry expertise for zero-carbon Saudi Arabian wellness resort



■ Construction is scheduled to start in 2020

Ingo Schweder, founder and CEO of GOCO and MD of Howarth HTL Health and Wellness, has been appointed to provide hospitality development and industry expertise for a Saudi Arabian mixed-use development project.

Set to open in 2030, the 31.4sq km (12.1sq mi) mixed-use development project, called AMAALA, will range across three different locations – called Triple Bay, The Island and The Coastal Development – which will

**"Our input will drive a concept that will set a new benchmark for the luxury wellness hospitality industry"**

accommodate 835 villas and condominiums. Triple Bay will be the core of AMAALA, and will feature wellness, medical and surgical facilities. It will include an integrative holistic wellness centre, medical wellness resort, a wellness village and a research institute.

Schweder said: "I'm proud to be a part of this project, and hope that our focused

input will help drive a concept of wellness that can be found across AMAALA, a project that will set a new benchmark for the luxury wellness hospitality industry."

GOCO Hospitality has also provided AMAALA with wellness guidance, technical services and design recommendations.

Construction is set to start in 2020.

[▶ Play Video](#)



■ Brown said it's time to reassess the value of wellness

{ **"We want guests to experience a sense of wellbeing and leave feeling better than when they arrived"** }

## Emlyn Brown underlines Accor's wellness focus

**G**lobal hotel operator, Accor, has published a white paper dedicated to wellness across its portfolio of brands, which include Raffles, Fairmont and Sofitel.

"Accor is making wellbeing a company-wide imperative. We're looking at things such as how much the company invests in wellness; how we integrate 'feeling better' into the entire customer journey, so our guests can stick to their healthy habits while they're away from home; and how we provide spaces for them to discover new ones".

It's a *Wellness World: The Global Shift Shaking Up Our*

*Business* gives insights into Accor's strategy for delivering wellness interventions to hotel guests in all areas, including those beyond the walls of hotel spas and gyms.

"At Accor, our goal is to have guests experience a sense of wellbeing during their stay and ensure that they leave feeling better than when they arrived; better rested, more nourished and in a happier state of mind," Brown added.

Accor claims the paper will act as a catalyst to help energise and focus the company's wellness teams globally and

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## Susie Ellis welcomes two new appointments to GWI's board of directors



■ Ellis said she is thrilled to welcome Floh and Moorefield to the board

Susie Ellis has welcomed Renee Moorefield and Michelle Floh to the Global Wellness Institute's (GWI) board of directors.

Floh leads the Rona and Jeffrey Abramson Foundation, a non-profit which focuses on improving the health and wellness of families – particularly women and girls – worldwide. In this role, she draws on her experience in the American and Canadian private and public healthcare sectors

Floh said: "I'm privileged to join the GWI, a trusted

**"Michelle and Renee's backgrounds will inform the GWI's programmes initiatives and projects"**

organisation that provides the wellness industry with fresh ideas and best practice."

Moorefield, an existing GWI member, chaired the Wellness at Work Initiative and helped to shape and guide The Wellness Moonshot campaign. She is also the co-author of *Driven by Wellth* and CEO of Wisdom Works.

"It's an honour to be part of an organisation that

shares my personal goal to make wellbeing a priority wherever we work, live and play," said Moorefield,

GWI chair and CEO Susie Ellis said: "I'm thrilled to welcome Renee and Michelle, their backgrounds will inform the GWI's programmes, initiatives and projects".

Moorefield and Floh increase the number of GWI board members to 13.

## Terry Prager joins Natura Bissé as executive director of hotel and day spas

Spanish skincare brand Natura Bissé has appointed Terry Prager as executive director of hotel and day spas.

The role involves leading the development and execution of the brand's US strategy to maximise profitable growth in hotel and day spa channels.

Prager has 30 years' experience in the international spa industry and was formerly VP of development and operations at ESPA International Americas, she has also held roles at Ritz Carlton and InterContinental.

Nancy Feetham, Natura Bissé's GM and SVP, has tasked Prager with strengthening the brand's current relationships, while



■ Prager has 30 years' experience in the international spa industry

**It's a privilege to work with a brand known globally for its professional expertise and achievements**

cultivating and building new business opportunities that deliver accelerated growth.

"It's a true privilege to be working with such a prestigious brand which is

renowned globally for its professional expertise and achievements," said Prager.

"Natura Bissé was recently awarded the accolade of World's Best Spa Brand [at the World Spa Awards] for the second consecutive year, which speaks volumes to the depth of professionalism and quality the brand portrays. I look forward to a bright future with Natura Bissé."

Nancy Feetham, Natura Bissé SVP, said: "Terry has a results-oriented leadership style, new business development skills and a focus on strategic efforts. I am confident her broad industry experience will help to drive our next phase of growth".

A smiling blonde woman with long hair, wearing a white button-down shirt, is the central figure of the image. She is looking directly at the camera with a warm, friendly expression. The background is a soft, out-of-focus indoor setting with warm lighting. A geometric pattern of overlapping triangles in shades of yellow and orange is overlaid on the lower half of the image.

## Develop a talent for managing your talent.

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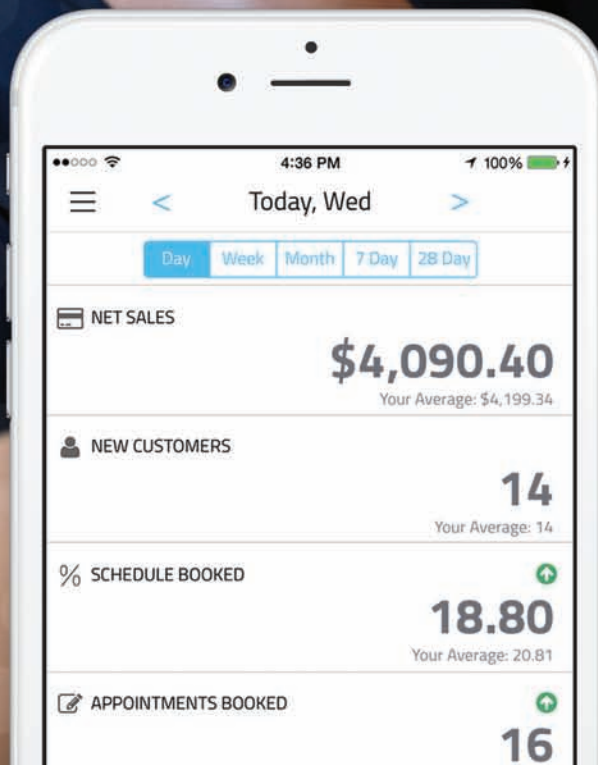
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■ Nowakowski has 23 years of industry experience

{ "We will change the narrative in the men's health and grooming sector and set the stage for a new era in skincare" }

## Emma Nowakowski appointed to OM4 men team

Emma Nowakowski has joined OM4 Organic Male and its skincare line haia as global director, education and training.

Nowakowski has 23 years' industry experience and previously worked at Kerstin Florian International, where she served in account services and education roles since 2014. Nowakowski has also worked at Dermalogica and the International Dermal Institute.

She said: "We'll change the narrative in raising awareness within the men's grooming sector and set the stage for a new era in skincare."

Chief executive, Mike Bruggeman, said: "Emma brings a wealth of industry knowledge, skills and experience to the position as well as a commitment to service excellence in everything she does."

OM4 and haia also announced plans to expand its sales and education teams, moving to a dual regional education and account services model to provide one point of contact for partners' needs.

haia is a recent skincare line launched by OM4 men that is designed to celebrate inclusivity.

## MEET THE TEAM

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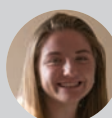
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## NEW OPENING

### Resense opens 3,000sq m spa in Ghana

Spa consultancy and contract management company.

Resense, has opened the Resense Spa & Wellness at the Kempinski Hotel Gold Coast City Accra, in Ghana.

The experience features a 3,000sq m spa spread across three floors, with each level dedicated to a separate speciality.

The first-floor spa has 10 treatment rooms and houses a traditional mosaic hammam, a sauna and an aroma steamroom. Guests can also visit laconium beds, spa baths and experience showers.

The spa menu ranges from massages and body scrubs to definitive experiences – treatments crafted with local experiences

and products, claimed to deliver a sense of place.

R&R Luxury is supplying treatments, with Phytomer and Charme d'Orient being introduced imminently.

Due to open in Q2 of 2020, facilities on the second floor will be based around beauty, with hair, nail and barber services.

The third floor will be dedicated to fitness, with a gym equipped by Life Fitness.

Emma Darby, Resense COO said: "We offer guests a classical service and luxurious atmosphere. Resense Accra provides personal experiences rather than treatments and is a highlight of West African wellness."

[READ MORE ONLINE](#)



■ The spa has three floors dedicated to individual specialities



**Resense Accra provides personal experiences rather than treatments**

Emma Darby

## COLLABORATION

### Fairmont Windsor Park announces spa plans



**We're proud to bring the Fairmont brand to Arora's portfolio**

Surinder Arora

Accor and Arora Group have signed a deal for a new hotel and spa to be operated under the Fairmont brand.

The 200-room Fairmont Windsor Park is undergoing a £140m redevelopment and will open in late 2020.

The destination will feature a 2,500sqm spa and wellness area curated by Lisa Barden, spa and wellness director of Arora Group and former chair of the UK Spa Association. The spa will have 14 treatment rooms, four wellness rooms and a VIP Spa Suite with exclusive use for guests occupying the Royal Suite. Facilities will also include



■ The hotel will be Fairmont's third UK property

a salt room, hammam, Japanese foot spa and indoor and outdoor pools.

Surinder Arora, Arora Group founder and chair, commented: "We're incredibly proud to bring the Fairmont brand to Arora's growing hotel portfolio. Our team cannot wait to open the door to our first guests".

[READ MORE ONLINE](#)



**GROWING FOOTPRINT**

## Six Senses to debut in UK with London property



**This is a wonderful opportunity to bring our brand values to life**

Neil Jacobs

Six Senses has announced plans to open its first UK property in 2023.

Six Senses London will be part of a mixed-use redevelopment of former art-deco department store, Whiteleys, in West London and will include 110 guest rooms and suites and a Six Senses Spa reminiscent of an old-fashioned London underground station.

Six Senses will also develop and sell 14 branded residences.

Whiteleys takes its name from William Whiteley, who opened his first drapery shop in 1863. A decade later, the shop had grown to a department store which



■ The property is scheduled to open in 2023

was central to the community of the surrounding residential neighbourhood.

Whiteleys was redeveloped in the 1980s into a shopping centre with a cinema and bowling alley, but closed its doors in December 2018 as its popularity diminished.

CEO Neil Jacobs said: "Six Senses London is a wonderful opportunity to pay homage to this heritage and bring our brand values to life, while celebrating our first port of call for Six Senses in the UK."

**READ MORE [ONLINE](#)**

**PROGRAMMING**

## Tennessee spa unveils storytelling retreat

Tennessee's Blackberry Mountain Resort is offering a storytelling retreat in the Great Smoky Mountains, from 5-8 March 2020.

Called 'Your life as a story', the retreat will be hosted by author Shauna Niequist and literary agent to the stars, Jennifer Rudolph Walsh.

The programme costs US\$900 (£803, £673) per person and is designed to stimulate participants' creativity. The programme includes guided conversations, writing exercises and curated activities, such as journaling, crystal meditation and storytelling through art.

The resort has also scheduled a positive energy

yoga retreat for 26-29 January 2020 – called Reset with Leigh Mallis.

Mallis is a meditation and yoga specialist and founder of Pranïc Soul, a yoga teacher training programme.

She said: "I'm so honoured to be working with the Blackberry Mountain team. Layering the yoga and meditation with brisk hikes, cooking demos, sensory experiences, fresh food, and cosy fires sounds like heaven".

The event costs US\$900 (£803, £673) and will involve yoga lessons guided by Mallis, sound bathing and cooking demos.

**READ MORE [ONLINE](#)**



■ Blackberry Mountain is located in the Great Smoky Mountains



**I'm honoured to work with the Blackberry Mountain team**

Leigh Mallis

## NEW OPENING

### Mountain thermal spa opens in North Korea

North Korea's Supreme Leader, Kim Jong Un, has opened a large-scale hot spring and spa resort – called Yangdok County Hot Spring Cultural Recreation Center – in a bid to drive tourism into the country.

The resort is home to indoor and outdoor hot-spring bathing and multi-functional sports and cultural facilities. It also offers skiing and horse-riding.

Kim said: "It's a very happy event to provide the new hot spring culture to the people, but it's also pleasing to find that soldiers of the People's Army created such civilisation with their own hands".

The centre is the second mountain spa resort unveiled by Kim, the first is located

in Samjiyon and was hailed by Kim as the "epitome of modern civilisation".

These projects come as a result of the economy being constricted by multiple UN sanctions, following tensions with foreign governments relating to North Korea's nuclear weapons policy and human rights breaches.

One of North Korea's other major tourism generators, called Diamond Mountain Resort, has declined in popularity since a South Korean tourist entered a militarised zone and was shot by the North Korean military. This caused South Korea to suspend all tours to the resort.

[READ MORE ONLINE](#)



■ This is the second spa that Kim has recently opened



“

**It's a very happy event to provide hot spring culture to the people**

Kim Jong Un

## EVENTS

### California hosts global Hot Springs Convention



“

**The event unifies the hot spring resort industry in this country**

Vicky Nash

Around 120 international owners and operators of geothermal pools, spas and resorts recently gathered in California, US for a conference called Hot Springs Connection.

Representatives from 20 US states, Canada, Australia and New Zealand met for the two-part conference, claimed to be the only US hot springs event.

The event included general sessions, breakout events, trade exchange and networking. The event also saw the launch of the Hot Springs Association – a non-profit trade association for hot springs owners and associates.



■ The two-day conference took place in California

"This is an important collaboration to unify the hot springs resort industry in this country," said Vicky Nash, the event's founder. "Together we can enhance public perception about our hot springs and create memorable guest experiences."

[READ MORE ONLINE](#)



## NEW OPENING

### Hyatt to expand its footprint in Finland

Finnish folklore will inspire a new Hyatt hotel, due to open in Helsinki in 2022. The property, which is owned by Ylva, is located in the historic Seurahuone building.

The opening of the 224-room Grand Hansa Hotel will mark the introduction of the Unbound Collection by Hyatt to the Nordics.

The existing building will be refurbished, with design influences from Finnish folklore and mythology, while the hotel's historic facade will be retained.



**Finland is an important market for Hyatt**

Guido Fredrich

"We're excited by the growth we've seen in Helsinki's tourism sector in recent years," said Guido Fredrich, Hyatt's regional VP of development for Europe.

"We're thrilled to see the development as Finland is an important market for us".

To realise the scheme, Hyatt has entered into a franchise agreement with Primehotels Oy – a private Finnish company that owns, builds and operates premium hotels in Finland.

[READ MORE ONLINE](#)

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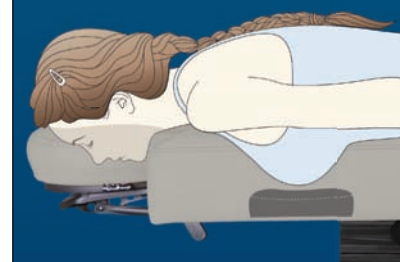
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## COLLABORATION

### OneSpaWorld and Celebrity Cruises extend partnership

Celebrity Cruises has selected health and wellness provider OneSpaWorld as the exclusive spa and wellness partner for its fleet.

The partnership is an expansion of an existing collaboration between the brands which debuted on the Celebrity Edge.

The agreement, which will see the existing ship's facilities rebranded as The Spa, will commence on May 2020 and include the operations of future Edge series ships currently being built for Celebrity Cruises, as well as nine existing Millenium and Solstice Series ships.



■ The partnership is building on an existing agreement



**OneSpaWorld will help us deliver even more memorable experiences**

Lisa Lutoff-Perlo

The onboard spas will offer 124 treatments, including the Hot Mineral Body Boost, and Elemis facials.

After the transition, the ships' spas will feature salons by haircare brand Kérastase, and Gharieni treatment beds.

"The OneSpaWorld wellness experts will help us deliver even more memorable experiences", said Lisa Lutoff-Perlo, Celebrity Cruises' president and CEO.

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## spa & wellness news

### EXPANSION

## Four Seasons to open in New Orleans

Four Seasons has announced it will open a property in New Orleans in late 2020.

Developed by Carpenter and Company and Woodward Interests, LLC, the property will include a 341-room hotel and 92 private residences.

The property is owned by Two Canal Owner LLC, in which both developers are partners.

Situated in downtown New Orleans, the hotel will occupy the top floor of the World Trade Center and will offer panoramic views of both the city and the Mississippi River.



**We're in a strong position to enter the market in New Orleans**

John Davison

Facilities will include a spa, four dining experiences, retail spaces and a rooftop pool.

"Launching a property in New Orleans has been a priority for us for many years. We've been waiting for the right opportunity to make our debut in this dynamic city," says John Davison, Four Seasons' president and CEO.

"We're in a strong position to enter the New Orleans market. The new property will be a truly stand out development," he said.

[READ MORE ONLINE](#)

### APPOINTMENT

## Erlich joins team behind upcoming Amrit in Florida

Amrit Resort & Residences – due to open on Singer Island, Florida in Spring 2020 – has named industry veteran David Erlich as co-general manager, spa division.

Set on over seven acres of the Atlantic shoreline in Palm Beach County, Amrit will include 182 condos and 155 wellness hotel rooms when it is complete.

Comprehensive programming, designed to optimise wellness of mind, body and spirit, has been created based on the five pillars of nutrition – fitness, mindfulness, sleep and relaxation.



**The project's intention, depth and breadth made it irresistible**

David Erlich

"When I heard the intention, depth and breadth of this project, it was irresistible," said Erlich.

"The owner has created quite a canvas at Amrit, which will enable us to do some amazing, cutting-edge work."

Erlich has 30 years of hospitality and spa experience, working with some of the world's leading hotel brands.

[READ MORE ONLINE](#)



■ Erlich has 30 years experience in hospitality and spa

23-26 JANUARY 2020

## Les Thermalies

Carrousel du Louvre,  
Paris, France

Water and wellness show with a focus on thermal spas and thalassotherapy. The event markets itself as the essential exhibition to promoting and selling treatments and products to a targeted clientele.

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

26-29 JANUARY 2020

## Green Spa Network Congress

The Oaks, Ojai,  
California, US

The GSN's signature event, the theme of this year's congress will be "Transformation". The Congress aims to bring spa professionals together from across the industry and around the world to talk about work, business and the future, while creating a positive vision for themselves.

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

28-30 JANUARY 2020

## Spatex 2020

Ericsson Exhibition  
Hall, Ricoh Arena

SPATEX is the UK's only dedicated pool, spa and wellness show. With 100+ Exhibitors, SPATEX brings together under one roof the country's largest showcase of new products and innovations but it is so much more than just an Exhibition.

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

3-4 FEBRUARY 2020

## Beautyworld Japan Fukuoka

Fukuoka Kokusai Center  
Fukuoka, Japan

Beautyworld Japan Fukuoka will be lifting the curtain to welcome all professional buyers, aestheticians, nail artists and beauticians. The event will look to showcase the latest products, techniques and knowledge available in the beauty and wellness industries.

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



■ APSWC is running its fourth Round Table event

11-13 MARCH 2020

## APSWC Round Table 2020

Naman Resort, Da  
Nang, Vietnam

The APSWC's fourth Round Table, with suggested white paper topics focusing

on the Rising Stars of Wellness, the Rise (and Fall?) of Traditional Therapies, and KPIs in spa & wellness business.

Tel: +91 9168278669/70

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

16-17 FEBRUARY 2020

## World Spa & Wellness Dubai

Festival Arena, Dubai,  
United Arab Emirates

The World Spa & Wellness Dubai is marketed as the leading networking event for top-tier executives and owners of spas, hotels and wellness centres.

Tel: +44 (0) 207 351 0536

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

19-21 FEBRUARY 2020

## ForumPiscine - 12th International Pool & Spa Expo and Congress

Bologna Exhibition Centre, Italy  
ForumPiscine is marketed as the only international event in Italy for the pool and spa Industry. Now in its 12th year, the three-day event is organised by Editrice Il Campo and features a conference and an exhibition for more than 7,500 delegates.

[www.forumpiscine.it](http://www.forumpiscine.it)

6-8 MARCH 2020

## BEAUTY Düsseldorf

Düsseldorf Exhibition Centre  
Düsseldorf, Germany

An international trade fair for cosmetics, wellness and spa professionals. It attracts around 55,000 trade visitors from 76 countries. The Trade show will see 1,500 exhibitors and brands from 32 countries displaying their products

[www.beauty-duesseldorf.com](http://www.beauty-duesseldorf.com)

29-30 MARCH 2020

## World Spa & Wellness London

ExCeL London, London, UK

The convention is leading networking event for CEOs and owners of spas, hotels and wellness centres. This strategy-focused convention allows executives to share experiences of operating successful spas.

[worldspawellness.com/e/wswlondon/](http://worldspawellness.com/e/wswlondon/)

# Military standard

A US-based brand has developed a skincare line with the help of active-service personnel from the US military



■ BRAVO SIERRA's range features eight products for the body, hair and face

**F**ounded in 2018, BRAVO SIERRA claims to be the first military-native wellness company. Products were developed with the help of 1,000 people on active-duty from the US military, who engaged in field-testing and provided feedback.

The brand's range features eight items, including products for the body, hair, and face, all of which are vegan, cruelty-free and formulated without parabens, phthalates, SLS/SLES or phenoxyethanol. All products are priced between US\$5 (€4, £4) and US\$14 (€13, £11).

Co-founded by Benjamin Bernet and Justin Guilbert, BRAVO SIERRA takes its name from the NATO phonetic alphabet and alludes to cutting through the BS.

Bernet previously worked for L'Oréal and Glossier and was also head of global marketing for Kiehl's men's care, while Guilbert is a former marketing executive from Garnier and Maybelline.

"We started BRAVO SIERRA with the mindset that the U.S. military established the original wellness lifestyle, with optimised mental and physical health," said Bernet.

"These are men and women being the best version of themselves through

**“**We started BRAVO SIERRA with the mindset that the US military established the original wellness lifestyle

**”**





## We're constantly engaging the military community in every aspect of our company

their service to the country and we were inspired to take that unifying ethos and launch a company that develops products which reflect that message”.

BRAVO SIERRA was first made available to military patrons in a strategic partnership with military channel agency experts at Air Force, Army, Marine Corps and Navy Exchanges worldwide and is also available to civilian consumers.

“We believe that if our products are good enough for the men and women who go through extreme conditions to serve our country, then we’re confident they’ll outperform the expectations of high performance-seeking civilians,” said Guilbert.

The brand kicked off by developing a shaving cream, asking people on active-duty how they shave and found most only had access to cold water or no water at all, making it especially

difficult for those with sensitive skin or ingrown hairs. In response, the brand created Sharper Shaver: a product suitable for sensitive skin with a foam-to-cream texture which can be used with or without water. The product was then sent into the field to be tested by military members, who were asked to provide feedback.

“We’re constantly engaging the military community in every aspect of our company,” said Guilbert. “We also operate with a revenue share model and contribute five per cent of our revenue to the Morale, Welfare and Recreation, which offers a complete range of community support programs to US service members, veterans, and their families”.

The brand has announced plans to enter the nutrition space, expand the product range and launch partnerships in 2020. ●



■ Benjamin Bernet (pictured) co-founded the brand with Justin Guilbert



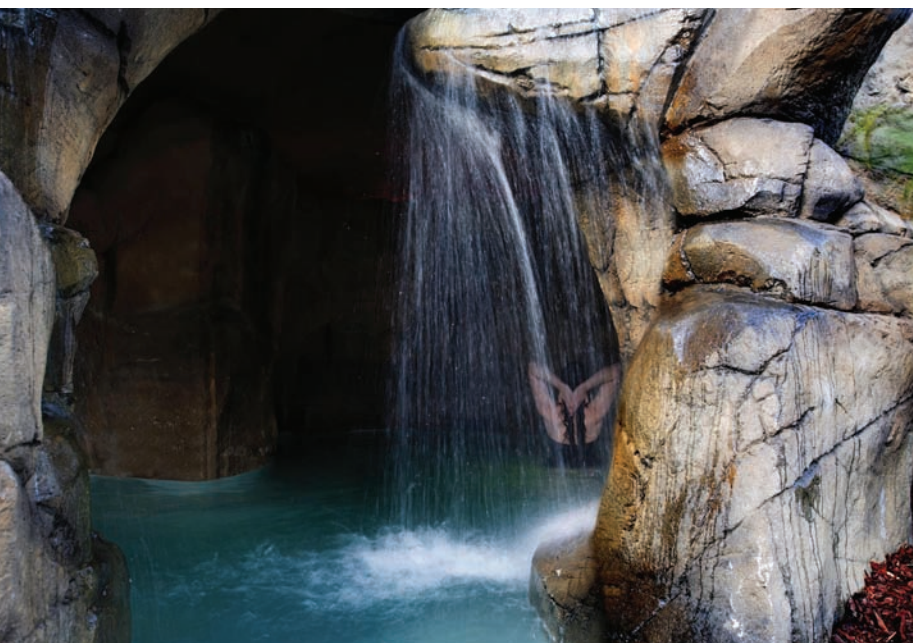
We're creating an experience that's nature-based, wellness-focused and defined by a common regenerative development philosophy

Matt Sykes



# A blueprint for bathing

A 900km bathing trail has been proposed for the southern coast of Australia as part of a blueprint for growth



■ The report was funded by the Victoria Tourism Industry Council's Lynette Bergman Fellowship

**M**att Sykes, former experience manager at Australia's Peninsula Hot Springs, has proposed a blueprint for Victoria's emerging hot springs and bathing tourism sector.

Sykes produced the blueprint after he won the Victoria Tourism Industry Council's Lynette Bergin Fellowship in 2018. It was recently presented at the G3T summit (Global Thermal Think Tank), the California Hot Springs Convention and the Victorian Tourism conference.

Sykes has proposed a 900km bathing trail along Australia's southern coastline – called the Great Victorian Bathing Cycle.

The integrated coastal bathing trail would link hot springs running from Metung to Portland; taking in



■ The trail will span 900km of Australia's southern coastline



## Victoria has a plethora of geothermal springs which creates a unique selling point globally for the state

a stretch of sea baths and saunas around Port Phillip Bay, as well as a string of baths and floating saunas along the Yarra River. In total, the cycle would connect around 50 locations, business and initiatives.

The trail will connect a wide variety of bathing destinations including hot springs and sea baths, river baths and beaches, mineral springs, forest baths and salt, ice and lake baths.

The Great Victorian Bathing Cycle will connect with Victoria's Aboriginal Cultural Trail as well as hiking, rail and bike trails. Routes will take in Victoria's Green Necklace and Melbourne's Blue Necklace. To inform the blueprint, Sykes visited global thermal destinations, researching industry benchmarks and experiencing a variety of international bathing methods. He started in Southern and

Central Australia, he then travelled to Tasmania and then further afield to China and Japan. He also explored Europe, visiting Iceland, Finland and Norway, and then Denmark, Sweden and the UK.

Sykes argues the initiative will kickstart community and economic regeneration and is an opportunity to create a nature-based economy which is supportive of the local ecology.

"Victoria has a plethora of geothermal springs," he said, "this creates a unique selling point globally for our state and positions Victoria prominently among destinations around the world that are focusing on this lucrative and growing sector."

"By 2030 we could create a signature wellness experience that's nature-based, wellness-focused and defined by a common regenerative development philosophy." ●



■ The cycle will connect around 50 locations, businesses and initiatives



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Chalet Anna Maria, Photographer Alex Kaiser, Austria





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Eden Roc, Switzerland





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1. Source NPD BeautyTrends®: Skincare products sold in Perfumeries and Department Stores, Luxury brands, in Year 2018 on a total 4 countries (France, Italy, Spain mainland and UK). 2. Body Silhouette treatment.

# CLARINS



# SUPPLIER NEWS

Suppliers tell *Spa Opportunities* about their latest product, design and technology launches

For the latest supplier news and company information, visit [spa-kit.net](http://spa-kit.net)



■ The Spa at the Mandarin Oriental Boston has become one of the first spas in the US to offer Aromatherapy Associates' Forest Therapy Journey

## Sarah Ivens on Forest Therapy's US debut at the Mandarin Oriental Boston



■ Sarah Ivens

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ONLINE

The Spa at the Mandarin Oriental Boston has become one of the first spas in the US to offer the Forest Therapy Journey from Aromatherapy Associates.

The Forest Therapy Journey is an 80-minute ritual, inspired by Shinrin-Yoku, or Forest Bathing, a Japanese belief that involves spending time in nature to improve overall wellbeing. The treatment is designed to calm the body and mind and features the Forest Therapy oil, a new blend — the brand's first in several years — developed by author and Forest Therapy expert Sarah Ivens.

"The benefits are universal,

ageless and endless. Reconnecting with nature reduces blood pressure, improves sleep, strengthens the immune system, calms the nervous system and relaxes an overworked brain," Ivens said.

"More and more evidence shows that interacting with nature is key to everyone's health, like getting enough sleep, water and exercise."

The blend is formulated with pink pepper, for its uplifting effect and respiratory benefits, juniper berry, to clear the mind, and Mediterranean cypress, for an overall sense of calm.

The treatment consists of

a cleansing guided meditation and a long massage, designed to relieve restlessness. It concludes with a soothing scalp massage and a foot mud mask to leave guests feeling calm and restored.

Treatments cost US\$230 (£178, €207) Monday - Friday and US\$260 (£201, €234) on weekends.

In addition, the spa will offer the Forest Therapy retail line which includes a bath and shower oil and wellness mist.

SPA-KIT KEYWORD

**AROMATHERAPY  
ASSOCIATES**

## Jörg Demuth introduces sustainable spa slippers



■ Jörg Demuth

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Urb'n Nature, a skincare brand owned by The Organic Spa Company, has expanded its Zero Waste collection of hotel and spa amenities to include a range of environmentally friendly slippers.

Unlike traditional spa slippers, which are single-use and made from plastic-based materials such as PVC, Urb'n Nature's are designed for multiple-uses and are made from natural, sustainable materials, such as responsibly-sourced cotton,



■ The slippers are designed to be used multiple times

cork, wool and palm leaves.

The slippers are available in a range of styles and colours and can be customised to include the spa/hotel's logo.

Jörg Demuth, chief product officer at Urb'n Nature, says: "Hotel slippers are usually made from plastics and other non-recyclable materials, which can take up to

500 years to degrade. Urb'n Nature's slippers are recyclable and compostable because they're made from natural fibres. They're designed to be used multiple times and reduce the need for single-use items in spas."

SPA-KIT KEYWORD

URB'N NATURE

## Barbara Close unveils Naturopathica's CBD Chill range

Naturopathica, a natural skincare brand based in the US, has developed a new line of skincare products with CBD oil as its key ingredient.

Developed by Barbara Close, founder and CEO of Naturopathica, the collection, called the Chill CBD Collection, consists of two products,

the Chill Full Spectrum CBD Microdose Elixir and the Chill Full Spectrum CBD and Kava Balm.

An ingestible oil, the Microdose Elixir is formulated with cannabinoid-rich hemp flower extract and cold-pressed hemp seed oil with essential fatty acids and vitamin. It's



■ Barbara Close

relieves the symptoms of stress and soothes aching muscles.

Close says: "CBD is a naturally occurring compound found in hemp flowers, a plant with a rich history in herbal medicine, going back thousands of years."

"Our CBD is CO2 extracted — the cleanest extraction method for maximum potency — and unlike the isolates commonly found in CBD products, ours is full-spectrum and contains an array of cannabinoids, as well as beneficial vitamins and minerals and omega fatty acids. When combined, these elements deliver an 'entourage effect' for enhanced relief."

SPA-KIT KEYWORD

NATUROPATHICA



READ  
MORE  
ONLINE

■ The Chill CBD Collection is designed to promote a sense of calm

designed to promote a sense of calm and aid restful sleep. While the CBD and Kava Balm is an all-over body balm that melts into the skin. It contains kava root and vetiver, as well as cold-pressed hemp seed oil and hemp flower extract. It has a balm-like texture, which melts into the skin on contact and



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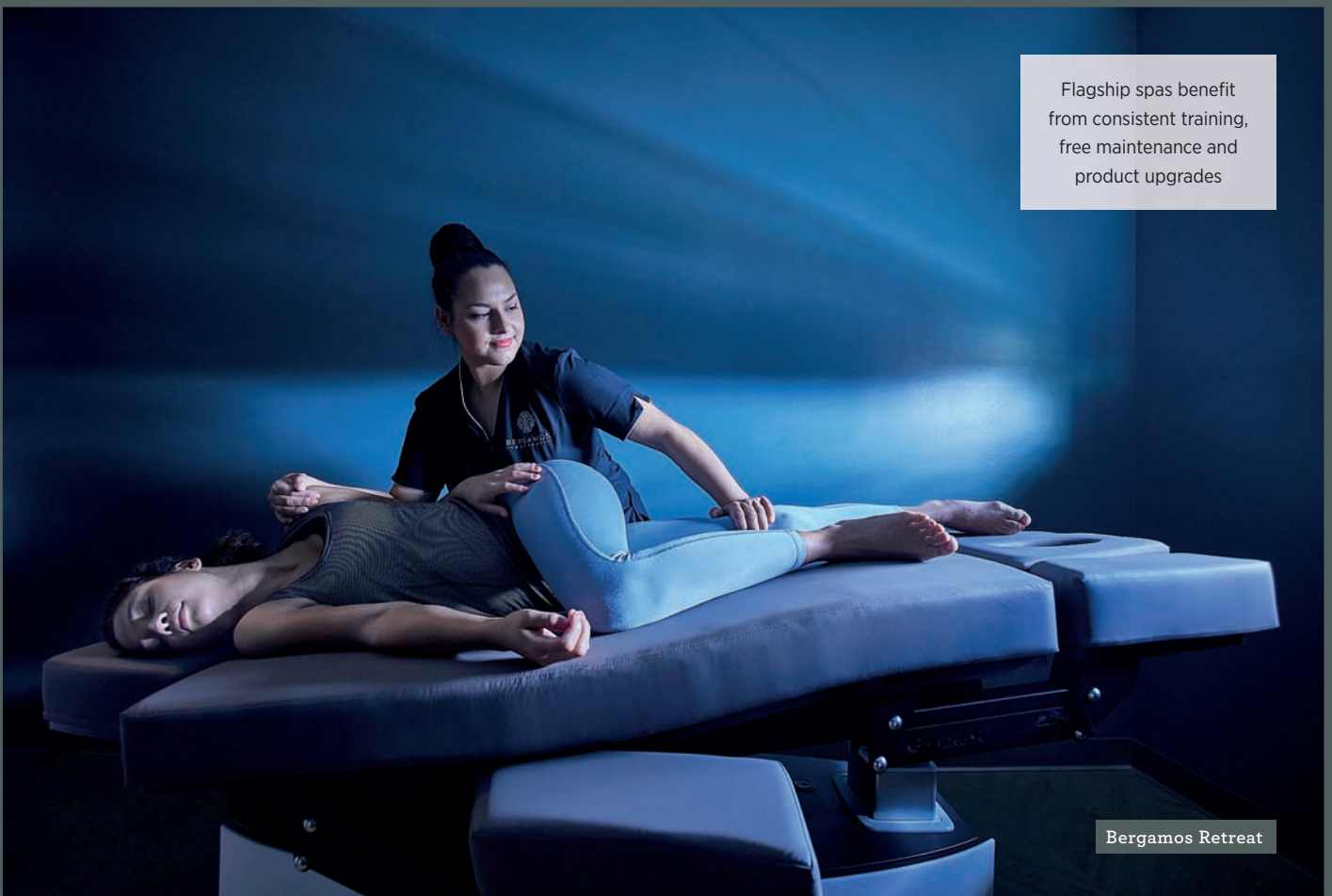




# Gharieni expands partnerships with flagship spas

Spa equipment innovator, Gharieni, is partnering with leading spas around the world to showcase its products to clients in real world settings, as CEO, Sammy Gharieni, explains

Flagship spas benefit from consistent training, free maintenance and product upgrades



Bergamos Retreat



The Lamp Hotel



Aether Institute

Gharieni Flagship Spas are fully furnished with its equipment so clients can experience wellness concepts in a real spa



JW Marriott Turnberry



La Butte aux Bois

### What's the vision and inspiration behind Gharieni Flagship Spas?

We've been collaborating with premium partners to take exceptional spas to the next level.

The idea behind our flagship spas is to create wellness facilities – fully equipped by Gharieni – where our clients can experience our wellness concepts in a real spa environment.

Under this arrangement, the spas benefit from constant training on new products, free maintenance and service and special product upgrades. That creates a win-win situation for all.

### Why should spa buyers visit a Gharieni Flagship Spa?

It's difficult to fully appreciate the potential of our equipment on a trade show booth or even in one of our showrooms around the world.

We can demonstrate the functionality of our treatment beds, but it's more challenging to present the features which create the emotional journey, such as scent diffusers, integrated chromotherapy or brainwave entrainment tools like the Spa.Wave System.

Testing a spa table for a couple of minutes in a showroom is worlds

away from the experience of getting a 60-minute massage at a Gharieni Flagship Spa, but that's exactly what you need to do if you really want to appreciate the quality of our products.

### What innovations are you showcasing?

All flagship spas need to offer a minimum of 10 treatment rooms to provide enough space to display a wide variety of Gharieni products.

All partner spas have a different focus when it comes to their spa menu, but besides our treatment tables, they use our high-end spa concepts like the Quartz concept, the Spa.Wave System, MLX Dome, the WellMassage 4D treatment concept or highlights from our HydroSpa Collection, like the Libra Edge horizontal shower experience.

#### GHARIENI FLAGSHIP SPAS

JW Marriott Miami Turnberry Resort and Spa, Florida
Bergamos Retreat, Friendswood, Texas
La Butte aux Bois, Lanaken
The Lamp Hotel, Norrköping, Sweden
Aether Institute, Prague

#### LOCATIONS

USA
USA
Belgium
Sweden
Czech Republic

### Do these relationships inspire you to develop new concepts?

We're in permanent dialogue with our flagship spas, which enables us to react quickly to suggest upgrades. Each improvement we make goes directly into our development pipeline to improve our products.

Through the training we do, we also have lively exchanges with local therapists, who come up with new ideas and suggestions that help us create new wellness concepts or treatments.

We don't want to reveal too much yet, because 2020 is already just around the corner, but there are still a few surprises to come. ●



www.gharieni.com

# 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



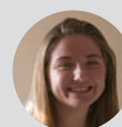
Astrid Ros



Paul Thorman



Katie Barnes



Megan Whitby

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In return we offer a range of benefits, such as:

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- Ride to work scheme
- Pension schemes
- Ongoing training and development
- Social events
- Monthly incentives
- Commission structure
- Café discounts
- Flexible hours

If you feel that you meet all of the above requirements and are looking for a new challenge, we would like to hear from you.



### Senior Spa Therapist

We are looking for a full time Senior Spa Therapist and Spa Therapist with outstanding customer service skills, client care and supervisory experience.

As a senior spa therapist with spa experience you'll have the opportunity to work with some of the best brands such as Murad, Caudalie and Jessica.

You should have a minimum NVQ level 3 in Beauty Therapy as well as being able to operate the business aspects of a spa environment such as reception duties, stock control and cash handling, delegating duties to the team, monthly meetings and supporting the spa manager to help run and build the business.

You will be carrying out all level 2 & 3 treatments as well as providing consultations, upselling retail and treatments, you will be expected to give professional advice to promote treatments and products, as well as achieving and exceeding targets set by the Spa Manager.

**To apply for this role, click below or scan QR code**



 **Apply Now**

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**To apply for this role, click below or scan QR code**



 **Apply Now**

# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to [spaopps@leisuremedia.com](mailto:spaopps@leisuremedia.com)

## Association of Malaysian Spas (AMSPA)

■ [www.amspa.org.my](http://www.amspa.org.my)

## Bali Spa and Wellness Association

■ [www.balispawellness-association.org](http://www.balispawellness-association.org)

## Brazilian Spas Association

■ [www.abcpas.com.br](http://www.abcpas.com.br)

## Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ [www.bubspa.org](http://www.bubspa.org)

## Association of Spas of the Czech Republic

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

## The Day Spa Association (US)

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

## Estonian Spa Association

■ [www.estonianspas.eu](http://www.estonianspas.eu)

## European Spas Association

■ [www.espa-ehv.com](http://www.espa-ehv.com)

## Federation of Holistic Therapists (FHT)

■ [www.fht.org.uk](http://www.fht.org.uk)

## German Spas Association

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

## Hungarian Baths Association

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

## The Iceland Spa Association

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

## The International Medical Spa Association

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

## International Spa Association (ISPA)

■ [www.experienceispa.com](http://www.experienceispa.com)

## Japan Spa Association

■ [www.j-spa.jp](http://www.j-spa.jp)

## Leading Spas of Canada

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

## National Guild of Spa Experts Russia

■ [www.russiaspas.ru](http://www.russiaspas.ru)

## Portuguese Spas Association

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

## Romanian Spa Organization

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

## Salt Therapy Association

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

## Serbian Spas & Resorts Association

■ [www.serbianspas.org](http://www.serbianspas.org)

## South African Spa Association

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

## Spanish National Spa Association

■ [www.balnearios.org](http://www.balnearios.org)

## Spa Association of India

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

## Spa & Wellness

## International Council

■ [www.lswic.ru](http://www.lswic.ru)

## Taiwan Spa Association

■ [www.tsapa.tw](http://www.tsapa.tw)

## Thai Spa Association

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

## The UK Spa Association

■ [www.spa-uk.org](http://www.spa-uk.org)

## Ukrainian SPA Association

■ [www.facebook.com/UASPA](http://www.facebook.com/UASPA)

