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The Farm unveils rollout plan

Holistic medical-wellness resort brand The Farm has revealed plans to expand into every world region by 2033.

Launched 21 years ago, the group's flagship wellness destination, The Farm At San Benito, is spread across 52 acres of jungle near the city of Lipa in the Philippines.

This year, The Farm has opened its first outpost in Nepal while a second fully-branded site in Jordan is due to debut in 2024.

Speaking exclusively to *Spa Business*, Rahul Chaudhary, managing director and CEO of The Farm's parent company CG Hospitality, revealed the organisation is planning to open a property in Phuket and considering another in Portugal.

"Looking ahead, India will also be a very important market. It will



THE FARM AT SAN BENITO

CG HOSPITALITY

■ Detox and weight management are The Farm's most popular packages



India will be a very important market

Rahul Chaudhary

have a population of 1.6 billion in the next two years," he said. "By 2033, we want to have expanded The Farm into every world region."

To read the whole interview, head to the latest issue of *Spa Business* (www.spabusiness.com/TheFarm).

MORE >>> http://lei.sr/a6X6Y_B



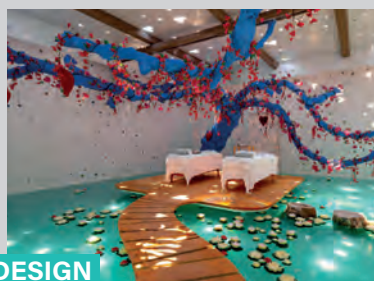
TREATWELL

INITIATIVES

Treatwell introduces LGBTQIA+ friendly badge

Initiative promised to promote inclusivity

p05



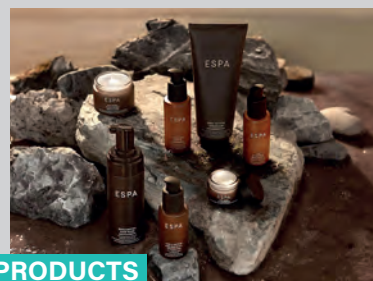
CALITO

DESIGN

Greek spa opens with waterfall treatment rooms

los hotel upgrades wellness offerings

p10



ESPA

PRODUCTS

ESPA refreshes signature men's collection

Line updated with new formulas and packaging

p17

The background image shows a serene spa environment. A wall of horizontal wooden planks is the focal point. In the foreground, two massage tables are partially visible, covered with dark brown and light beige towels. A stack of folded white towels sits on one of the tables. To the left, a dark stone ledge holds three white bottles with silver caps. To the right, a dark, vertically-ribbed wall provides a modern contrast to the natural wood.

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Lindsay Madden-Nadeau announces launch of GWI worldwide wellness traveller survey

A survey which takes a deep dive into global wellness travellers' motivations and needs has been launched by the Global Wellness Institute's (GWI) Wellness Tourism Initiative.

The aim is to make the Wellbeing Check-In Survey the largest in the world and the GWI is calling for spa and wellness stakeholders to take part in it as well as to spread awareness about it.

Initiative vice chair Lindsay Madden-Nadeau says: "We're hoping to reach travellers from all over the world to gain insights that support our ongoing research and resource-building.

"Our aim is to increase awareness, understanding and opportunities



“
Our aim is to increase opportunities in one of the fastest-growing tourism segments

Lindsay Madden-Nadeau

in one of the fastest-growing tourism segments globally.

"Once we have all the results, we'll share the information through our initiative link and other various channels."

The anonymous survey, which takes fewer than 10 minutes to complete, questions when people last took a proper break, what they do to support their wellbeing at home and away, how they choose wellbeing holiday locations and other factors they consider.

To take the survey, follow this link (www.spabusiness.com/GWIsurvey).

It will be open until 15 September and the GWI says key findings will be shared shortly after.

MORE >>> http://lei.sr/q9k5V_B



“
The challenge across the years has been making it clear that spas are a space for everyone to enjoy

Abi Selby

Abi Selby: Spabreaks reports male spa visits on the rise in UK

Digital spa experience and booking agency Spabreaks.com has reported a 346 per cent increase in male spa bookings since 2019.

The insights, derived from the company's booking and platform data, reveal men across the UK are turning to spas to support both their physical and mental wellbeing.

Spabreaks founder Abi Selby said: "The challenge across the years has been changing the way we think about spas and making it clear that they're a space for

everyone to enjoy, men included. I think men feel pressure to push through when they're struggling.

"While it's not the solution to all things, taking time to relax and proactively doing things to relax the body and its corresponding impact on mental and emotional health can make a huge difference."

In addition to the jump in male bookings, Spabreaks' audience has increased to 40 per cent male custom compared with just 25 per cent in 2018-19.

MORE >>> http://lei.sr/6E8q7_B



TREATWELL



Treatwell can play a pivotal role in leading the way in this transformative movement

Giampiero Marinò

Giampiero Marinò unveils LGBTQIA+ friendly badge

Beauty and wellness services booking platform Treatwell has launched a LGBTQIA+ friendly badge in a bid to make the beauty, spa and wellness industries more inclusive.

According to Treatwell, the sectors are struggling with inclusivity which has resulted in limited accessibility, gendered treatments and narrow beauty standards.

The company says the badge enables communities to easily find and book salons where they can feel accepted and affirmed. The badge is awarded to salons that embrace inclusivity, welcome everyone and commit to Treatwell's pledge to pride.

"The beauty industry has long been burdened by biases, but now is the time for a change," said Giampiero Marinò, CEO at Treatwell.

"With our network of salons, Treatwell can play a pivotal role in driving this transformation by leading the way in this transformative movement."

MORE >>> http://lei.sr/c9S3k_B

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EXPANSION

Velas spa resort to open in Los Cabos

A brand new spa is due to open at the Grand Velas Boutique in Los Cabos, Mexico, inspired by the ocean and traditions of the region. Opening in late 2023, the up-scale adults-only inclusive property will feature 79 guestrooms and mark the Velas Group's seventh destination in Mexico. The resort's wellness offering will consist of a spa and fitness centre conceptualised by wellness consulting firm Mestres & Mestres in coordination with Ricardo Elias Architectural Firm.



MESTRES & MESTRES

We'll tap local ancestral healing methods and modern technology

“ Diana Mestres

Mestres explained that the vision behind the 750sq m spa is to introduce guests to ancestral local healing therapies as well as modern pro-ageing and mental wellness technologies.

MORE >>> http://lei.sr/9q5N5_B

BATHING

Welsh reservoirs to reopen as wellbeing hubs

Two of Cardiff's iconic reservoirs are being brought back to life this month, when they reopen as a hub for health and wellbeing. Lisvane and Llanishen reservoirs are set to reopen on 28 July and will, for the first time, allow open water swimming to take place. In addition, the introduction of a wide-ranging watersports programme will include canoeing, stand up paddleboarding and kayaking. Visitors will also be able to enjoy 5km of paths around the reservoirs, a woodland story trail, a bird hide and a two-storey visitor centre offering views across the reservoirs.



WELSH WATER

■ The reservoirs will offer a range of watersports

The project is being driven by Welsh Water, which acquired the reservoirs in 2016. Built in the late 19th century, Lisvane and Llanishen reservoirs are a Victorian landmark – covering 110 acres of green and blue space. The reservoirs came under threat in 2001, which led members of the local community to form the Reservoir Action Group, which successfully campaigned to save the reservoirs from a housing development.

MORE >>> http://lei.sr/z8z8a_B

CONCEPTS

Six Senses plans Californian debut

Six Senses is taking its wellness and sustainability formula to California's Napa County to create a 95-key barefoot luxury retreat.

Named after the natural thermal Aetna Springs discovered in the 1870s, the original resort functioned until the 1970s as a natural spa destination.

"Opening in 2026, Six Senses Napa Valley will marry the region's beauty with the natural resources of Aetna Springs," said Six Senses CEO Neil Jacobs.

With a retreat vibe and location, Six Senses says wellness will be



SIX SENSES

We'll marry the region's beauty together with Aetna Springs' natural resources

Neil Jacobs

front and centre in attracting guests. The spa offering will range from wild swimming and nature-inspired treatments and therapies, to mind-gut-skin programming and indoor and outdoor thermal experiences.

MORE >>> http://lei.sr/W2P6h_B

GROWTH

Mandarin Oriental announces third London property

Mandarin Oriental Hotel Group is set to open its third London hotel and spa in the British capital in 2028.

Situated on London's South Bank with views over St Paul's Cathedral, Mandarin Oriental Bankside, London will be part of the larger Bankside Yards development, which is planned to be the UK's first operationally fossil fuel-free major mixed-use development.

The development will comprise a contemporary standalone building, expected to have 171 guestrooms and 70 branded residences.

The hotel will offer wellness and fitness facilities tailored for



MANDARIN ORIENTAL HOTEL GROUP

those leading active lifestyles. Within a dedicated space, guests will find a comprehensive spa providing signature wellness therapies and beauty treatments, a lap pool, a spacious fitness centre and thermal and hydrotherapy experiences.

The overall property is being developed by an international real estate consortium including Hotel Properties, Native Land and Amcorp Properties Berhad.

MORE >>> http://lei.sr/A9h6n_B

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RESEARCH

US research shows record numbers partaking in outdoor exercise

The number of people taking part in outdoor exercise and recreation in the US reached an all time record of 168.1 million in 2022 following year-on-year growth of 2.3 per cent.

The trend is reflected across the physical activity sector – including health clubs and gyms – which are increasingly including elements of outdoor exercise in their programming.

A joint report, published by the Outdoor Industry Association and Outdoor Foundation, shows that more than half (55 per cent) of the US population over six years old now take part in outdoor activities.

The vast majority of outdoor activity categories (80 per cent) experienced participation growth in 2022, including sport climbing and skateboarding, with trail running, cycling, surfing, climbing, scuba diving, windsurfing and skiing all up.

Outdoor pursuits are also attracting new crowds.

According to the *2023 Outdoor Participation Trends Report*, the participant base became more diverse in 2022 including increases in participation among Black, Hispanic and LGBTQIA+ members of the public.

MORE >>> http://lei.sr/p3b3T_B



■ Outdoor pursuits are drawing new crowds



The participant base became more diverse in 2022

TECHNOLOGY

Virtuagym launches AI-powered digital coach



We believe Virtuagym AI Coach is a game-changing solution

Hugo Braam

Virtuagym has added to its range of training solutions and launched the Virtuagym AI Coach.

The software creates tailored workouts for users based on their requirements, which are shared via a chat interface. This enables users to specify their requests, including fitness goals, exercise level, preferred equipment, muscle groups, age or duration of exercise.

The AI Coach then produces a workout fitting those needs, complete with exercise instructions, sets, repetitions and animated videos.



■ The AI Coach provides personalised workouts

Hugo Braam, CEO and co-founder of Virtuagym, said: “We believe this new solution is a game-changer for individual exercise and also for our business clients who are interested in making personalised coaching more efficient.”

MORE >>> http://lei.sr/f6A6R_B



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Creating a sanctuary

Greek island retreat Calilo has unveiled a brand new spa inspired by the tranquility of water – *Spa Business* finds out more



■ The spa is characterised by playful interiors and design details

CALILO

Calilo, a luxury boutique resort on the picturesque Greek island of Ios, has refreshed its offering with a new spa and fitness centre.

The four-year-old family-owned hotel – with a philosophy based on sustainability, art and intentional design – has been updated with this dedicated wellness space so guests can reconnect and recharge.

The three-level facility features a gym occupying the first two floors including personal saunas, one indoor and two outdoor pools looking over Papas Beach and expansive space for fitness classes and meditation.

The third floor is home to Calilo's new spa which is characterised by playful interiors and design details focusing on wellbeing and positivity.

Inspired by the naturally calming energy of water, the spa includes six new treatment rooms featuring mini waterfalls and suspended treatment beds above a pool of water to ensure a calming and cathartic experience for guests. The ceilings are also partially perforated to let natural light gently illuminate the space.

Spa partners include Natura Bissé, Alqvimia and Le Pure.

Signature treatments spotlight traditional Greek products, including

Signature treatments spotlight traditional Greek products, including locally-sourced honey and olive oil



■ Treatment beds are suspended above water which is fed by waterfalls

CALILO

Treatment beds are suspended above a pool of water to ensure a calming and cathartic experience for guests

honey from the property's own beehives and olive oil sourced locally.

The story behind Calilo

Opened in 2019, Calilo features more than 30 rooms, multiple dining outlets, private beach cabanas and event spaces. Guests can experience a schedule of activities such as wine tastings and dinner under the stars.

The property is part of the LuxurIOS brand owned by Angelos Michalopoulos and Vassiliki Petridou. When developing the hotel, the Michalopoulos family opted to leave 99 per cent of the land undeveloped, in order to sustain los' natural beauty.

The land that has been developed for Calilo has been done so in an environmentally-friendly manner with construction material extracted from the ground of the actual building site, including marble and stone granite.

Calilo also has several conservation projects including the Elektra olive tree project, where the team has planted more than 60,000 trees and bushes from around the island to restore the habitat that had previously been burned by wildfire and land deforestation.

In addition to the new wellness facilities, the hotel has relaunched with three new suites and unveiled additional initiatives to support its ongoing corporate social responsibility and sustainability programmes.

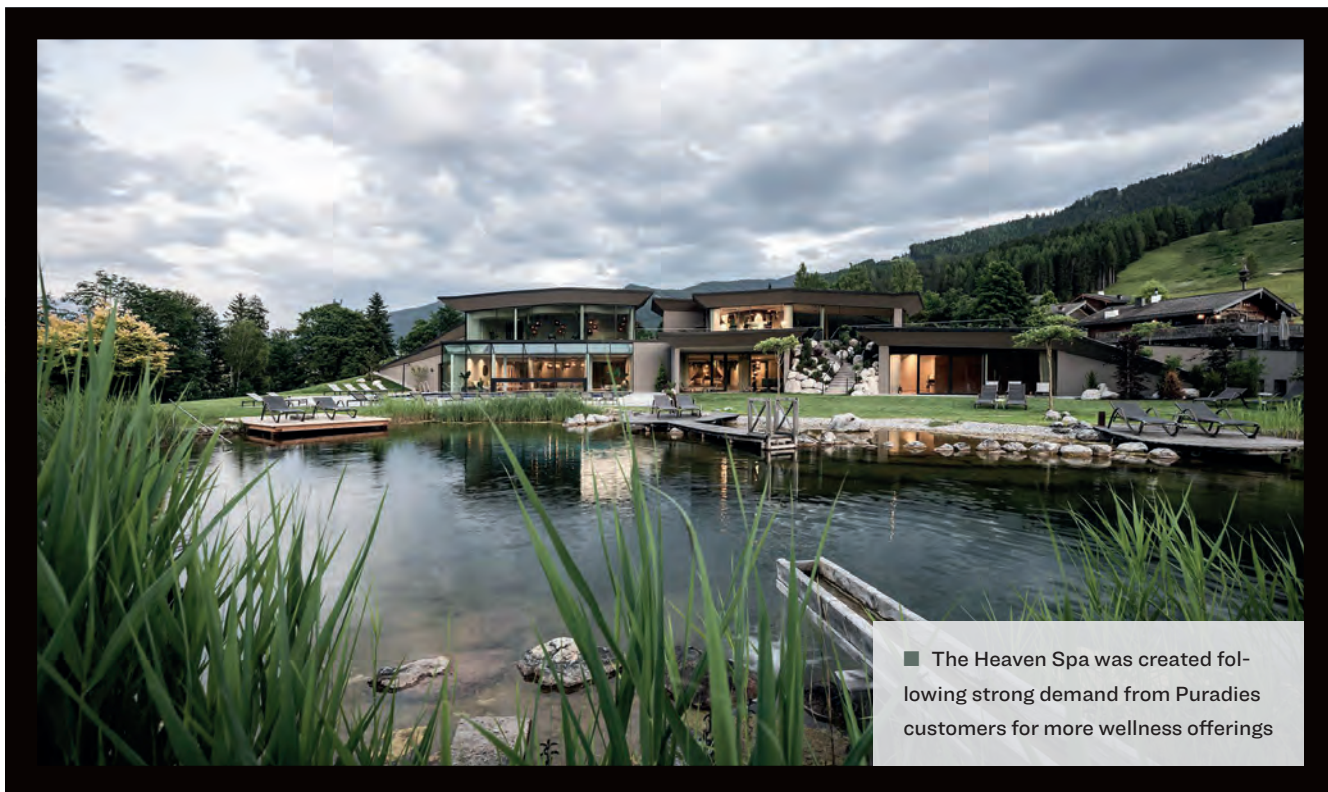
In 2024, the family will also launch a private university on the island of los.

"The continued enhancements at Calilo reflect my vision as an artist and my commitment as a hotelier to deliver an aesthetically unique product that respects traditional Cycladic architecture while accommodating the modern traveller's needs," said Angelos Michalopoulos. ●



CALILO

■ The new spa features relaxation areas and space for fitness and meditation classes



ALEX FILZ

Following nature's lead

Design firm Network of Architecture has created a new elemental spa for a remote nature resort in Austria

Austrian eco-resort Puradies in Leogang, Austria, has been upgraded with a brand new spa inspired by the four natural elements and designed to integrate smoothly into the landscape.

Italian architecture and interior design firm Network of Architecture (Noa*) was appointed to realise the new 1,500sq m Heaven Spa in October 2022.

With 76 rooms and 14 chalets, the family-run hotel is laid out as a village and is dedicated to ecotourism in its

architecture, cuisine and activity schedule. The project to update the spa facility got underway following strong demand from guests for more wellness offerings. Before the recent extension, the hotel had a natural bathing pond with boardwalks.

In harmony with nature

Noa* explained that the hotel's striking natural alpine landscape was its inspiration from the very beginning of the design process.

In a nod to this, the new wellness wing rises out of the ground like a gentle wave

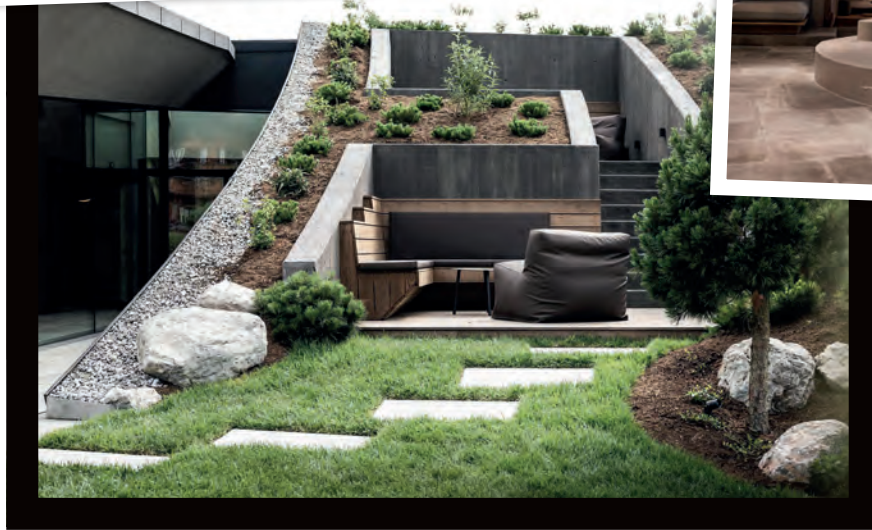
and disappears again into the meadow with peaked canopies and green roofs. According to the design firm, this allowed it to preserve the landscape by creating a structure that makes the landscape appear untouched.

"Our goal was to integrate the new building as homogeneously as possible into the landscape," explained Gottfried Gruber, architect.

With large glass windows and recessed skylights throughout, the light-filled new building is home to four themed saunas, a children's pool, an adult pool, fitness



Our goal was to integrate the new building as homogeneously as possible into the landscape



■ The spa has been realised using a palette of earthy tones complimented by green accents from thoughtfully placed greenery

ALEX PILZ

and yoga rooms, lounge areas, relaxation rooms and a restaurant.

A lawn with raised beds, a column fountain made of Dorfer quartzite and an open-air fire pit now extends between the main hotel and the new building, while underground the existing corridor that previously led to the beauty reception area has been maintained.

This long corridor is the connecting point for access to the new wellness area and leads guests past treatment rooms to the sports and fitness room with a view of an inner courtyard and a rock garden.



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SUPPLIER NEWS

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

For the latest supplier news and company information, visit spa-kit.net



ESPA

■ The line features seven products that clean, shave, moisturise or protect

ESPA relaunches signature ESPA Men's collection

International skincare and spa brand ESPA has refreshed its ESPA Men's collection with more sustainable packaging and all-new formulas.

The comprehensive line features seven reformulated products that clean, shave, moisturise or protect.

These include the Invigorating Face Wash, the Hydrator serum, the Triple Action Grooming Oil, the Post-Shave Rescue, the Dual Action Shave Mud, the Age Rebel Moisturiser and the Age Rebel Eye Hydrator.

ESPA Men's is now housed

in redesigned, eco-friendlier packaging which cuts back on plastic, waste and excessive design compared with the previous packaging.

The new-look line now has more recyclable components and is packaged using recycled glass, post-consumer plastics and natural materials from the earth including sugarcane and carbon-free materials.

Daniel Golby, ESPA managing director, explained to *Spa Business*: "We've refreshed our men's line to bring the

highest standard of naturally powered ingredients in targeted treatments, answering to men's unique skin and lifestyle needs.

"The collection brings new and more sustainable packaging to ensure the best in conscious luxury.

"We're thrilled to offer this refreshed range to continue to empower people and embrace a lifestyle of wellness, balance and happiness."

MORE ON spa-kit.net

<http://lei.sr/l9d3R>

GoSleep brings stress-busting sleep pods to spa market

GoSleep, the Finnish company behind commercial sleep pods, says it only takes a 15-minute power nap in one of its devices for stress levels to reduce and wellbeing to ensue.

Already a feature in airports, hospitals and offices around the world, the firm is now making its way into the wellness sector supplying sites such as Thermae 2000 – the Dutch destination spa – and XpresSpa at Dubai airport.

There are three styles of pods all of which have pull-down screens.

“My vision is to make rest and recovery in full privacy available for everyone, including in spas,” says CEO Topi Piispanen.

The Pownap Pod - Pro, most suited to spas and sports centres, boasts a Neurosonic whole-body vibration mattress which uses low-frequency sound waves to help users reach a meditative state or to aid exercise recovery. Meanwhile, the Igloo Pod – designed for business users wanting to rest while they



GOSLEEP

■ The pods are already used in airports and offices

work – is equipped with a foldable table and charging port; or the standard Pownap Pod (typically used in airports) has storage space underneath.

The plug-and-play pods are designed to be mobile and easy to relocate.

MORE ON spa-kit.net <http://lei.sr/0J6n3>

Koto Design introduces wood-fired hot tub

A striking wood-fired hot tub has been unveiled by Koto, an architecture and design studio which has a passion for Scandinavian and Japanese minimalism and natural elements.

Clad in black thermo wood, the hot tub has a diameter of 2m and can seat up to four people.



OLCO STUDIOS

■ Koto is known for crafting modular, energy-neutral cabins and homes



KOTO DESIGN STUDIO

■ **Zoe Little, company co-founder**

It features an ultra-quiet hydromassage system to enable users to fully disconnect.

Koto is known for crafting modular, energy-neutral cabins and homes.

The hot tub is the first in its Koto Elements range, and a sauna and sleep cabin are set to follow.

“We prioritise design that embraces the natural world,” said company co-founder Zoe Little.

“We want to empower people to feel relaxed and stimulated by nature.”

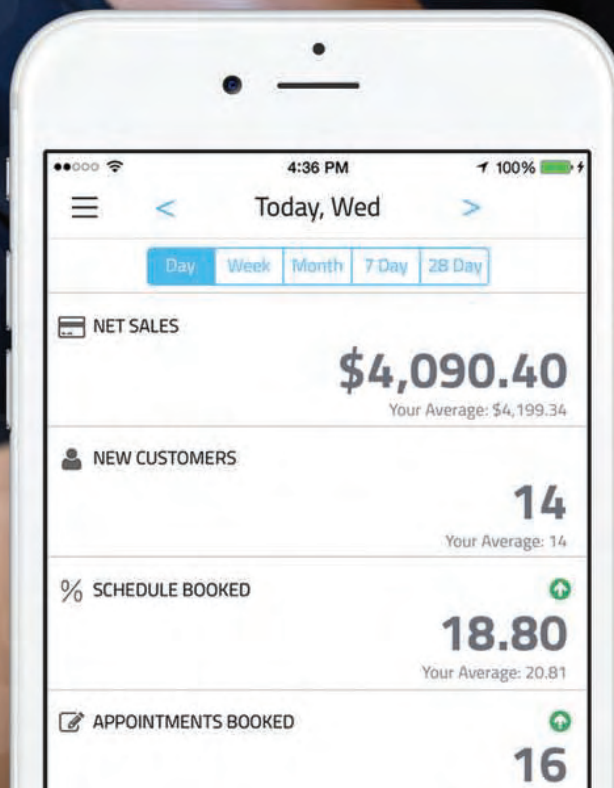
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TIME FOR A RECHARGE

Tired, stressed and facing burnout, a couple look to Art of Cryo's innovative new Tec-Spa Module for a solution

"Why do you want a promotion if you already can't sleep well?" Robbie asks his

girlfriend Vikki. They've been together for years but recently Robbie's worried Vikki might burnout and experience physical and psychological imbalances from the escalating stresses of daily life and work-related issues.

"Which office worker doesn't suffer from back and neck pain?" Vikki retorts. Robbie's never worked in an office, he's a professional sportsman who trains daily and knows how to handle pain and stress.

"A little back pain isn't dramatic, but if pain and stress levels aren't controlled, they'll manifest in a chronic condition," says Robbie, "there are good strategies that can help."

TWO NEW TREATMENTS

He tells Vikki about the new Tec-Spa Module (TSM) by Art of Cryo which his club has started using. It combines three Art of Cryo appliances and three health-tracking devices. "We use the Vaultz cryo chamber which delivers outstanding results when it comes to rehab, pain or sleep management," he says. "But recently they added two more treatments."

Vikki gets excited as Robbie explains more. Before the Vaultz session is the new Multi Cryo-Hacking System (MCS) which includes a cocktail of light therapy, ionised oxygen therapy, aromatherapy and long-wave heat therapy. After the Vaultz is the Flow System which involves intermittent vacuum therapy to stimulate the lymphatic system.



Guests monitor their progress via an app



The new programme combines three Art of Cryo appliances

She exclaims, "We need a break to recharge! I'll check what luxury resorts offer TSM cutting-edge technology."

HEALTH TRACKING DEVICES

At the resort, Vikki and Robbie check in using an Art of Cryo app, inputting details like BMI, how they feel and what they want to improve. An individual treatment plan is then created and uploaded.

"I am intrigued," says Robbie, scrolling through the app. "We can get 3D body scans before and after our treatments and we can see our results via a body avatar."

"Wow, look," says Vikki. "We've got smart rings that can track our vital data, including our sleep stages. This is not your typical wellness resort."

"TSM is such a unique approach. I love that we'll not only feel the changes but also see them in numbers."

The couple is scheduled to start Art of Cryo's TSM session imminently... read the next issue of *Spa Business* to find out how they get on. ●

More: www.artofcryo.com

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australasian Wellness Association (ASWELL)

■ <https://aswell.au>

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Esthetics & Spas Association

■ www.abesbrasil.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

Icelandic Spa Association

■ www.hlsi.is

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Latin American Spa Association

■ www.spalatinoamerica.com

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

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swafrica.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ <https://www.twspa.tw/>

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

Wellness Tourism Association

■ www.wellnesstourismassociation.org