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## Soho House ramps up openings

Soho House is set to unveil seven new locations across the UK, North America and Latin America during 2023 and 2024.

Founded by entrepreneur Nick Jones, the international private members club's first destination opened in London's Soho neighbourhood in 1995. It is now worth over US\$2.8bn (£2.2bn, €2.6bn), according to *Bloomberg*.

Soho House has grown into a successful global brand with 41 Houses in 17 countries.

Its development pipeline for the coming year includes properties in Mexico City, Portland, São Paulo, Miami, Manchester, Glasgow and Charleston.

Wellness was established as a key part of Soho House's DNA just three years after it launched. In 1998, the brand launched its signature



SOHO HOUSE

■ Soho House Mexico City will be the first of the new properties to launch

Cowshed Spa concept at its second outpost and first countryside location – Babington House – in Somerset.

In 2023, 14 Soho Houses feature spa and health clubs partnered with Cowshed.

Soho House members receive exclusive discounts on treatments

and products at its spas (some of which are open to non-members).

Of the seven locations in the development pipeline, the São Paulo Soho House is the only one set to include a spa and health club so far.

**MORE >>>** [http://lei.sr/e4k4w\\_B](http://lei.sr/e4k4w_B)



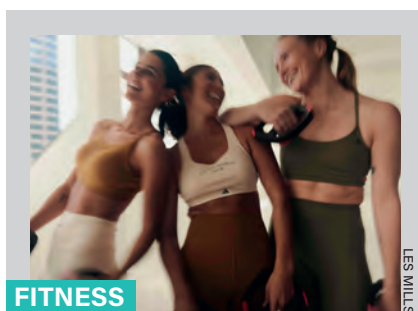
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TCIM

**WHO recognises traditional medicine**

Hosts first traditional medicine summit

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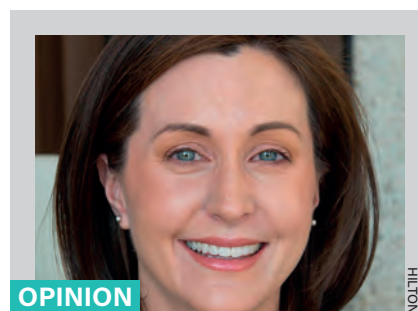
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FITNESS

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HILTON

OPINION

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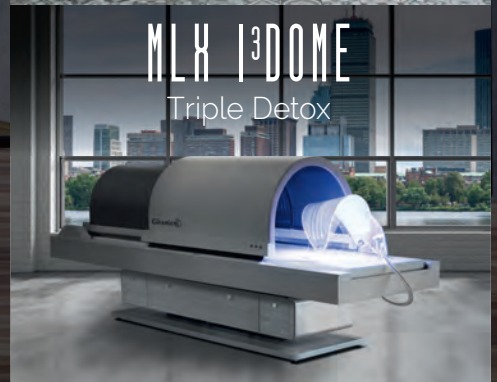


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## Marc Cohen joins the board of Gather By to develop health products based on medicinal honey

Wellness guru, Professor Marc Cohen, has joined the board at Gather By, specialists in Manuka honey production.

In his role, Cohen will work on the development of an entirely new line of health products.

He said: "I look forward to learning how to optimise Medicinal Honey Forests to grow medicinal herbs, including many Australian native botanicals, to provide year-round bee-forage that's super healthy for bees, humans and the communities in which they are situated."

Gather By is a closed-loop regenerative agribusiness that works with beekeepers, farmers and indigenous landholders along the



**I'm excited to work with the team to produce herbal-honey products**

*Marc Cohen*

east coast of Australia to produce and market rare, pure and potent Australian Manuka honey.

Medicinal Manuka is used for everything from healing infections, burns and wounds, to soothing sore throats and boosting gut health.

In the last five years, Gather By's specialists have tested thousands of plants for their antibacterial and antibiotic strength, geocoding plant locations and sending cuttings to specialised plant propagation nurseries.

Gather By then works with landholders, to grow these plants and produce nectar. After a few years, honey bees are brought in by Gather By, while local beekeepers extract the honey.

**MORE >>>** [http://lei.sr/j2b7m\\_B](http://lei.sr/j2b7m_B)



L'OCCITANE GROUP



**The B Corp certification highlights our evolution as a business**

*André Hoffmann*

## L'Occitane Group achieves B Corp status, reveals André Hoffmann

The L'Occitane Group, international retailer and manufacturer of sustainability-inspired beauty and wellness products, is now a certified B Corporation (B Corp).

B Corps are a new kind of business that balances purpose with profit – the certification, like fair trade, goes to whole companies.

André Hoffmann, Group CEO, said: "The B Corp certification highlights our evolution as a business and our clear, collective focus on the triple bottom line. By leveraging our unique

position as a responsible, successful global business, we can exercise influence and drive long-term positive change throughout the world."

As of August 2023, there are more than 7,300 B Corps from 161 industries in 92 countries, including household brands such as Patagonia and Ben & Jerry's.

Spa and wellbeing brands that have achieved B Corp status include The Body Shop, Bamford, Comfort Zone, Aromatherapy Associates, Aesop and Elemis.

**MORE >>>** [http://lei.sr/U4x7K\\_B](http://lei.sr/U4x7K_B)



Traditional medicine can play  
a catalytic role in achieving  
universal health coverage

*Dr Tedros Adhanom Ghebreyesus*

## WHO director general praises traditional medicine

After decades struggling for recognition, the worlds of traditional, complementary and integrative medicine (TCIM) have been validated by the World Health Organization (WHO) with the creation of the WHO Global Centre for Traditional Medicine, the convening of the first high-level global summit for the sector and the upcoming *WHO Traditional Medicine Strategy 2025-2034*.

Held in India, the WHO Traditional Medicine Summit showcased TCIM's role in driving progress in global health and sustainable development, as well as exploring ways to scale scientific advances and mobilise political commitment and evidence-based action.

WHO director general, Dr Tedros Adhanom Ghebreyesus, said: "Bringing TCIM into the mainstream of healthcare, appropriately, effectively and above all, safely – based on evidence – can help bridge health access gaps for millions of people."

**MORE >>>** [http://lei.sr/h7W7K\\_B](http://lei.sr/h7W7K_B)

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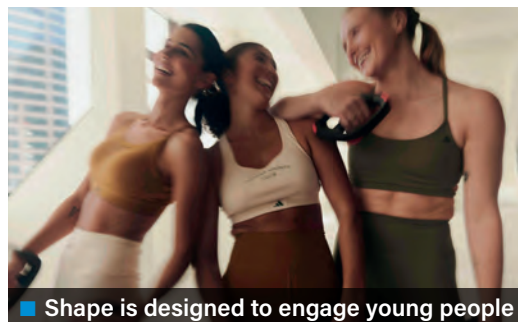
### ACTIVITY

## Les Mills launches Shapes workout

Les Mills has launched a new low-impact, strength-based workout programme inspired by Pilates, barre and power yoga.

Designed to help health clubs and studios engage younger members, Les Mills Shapes has been released as new research reveals strength training is the most popular activity among Gen Z gym goers, followed by pilates and yoga.

Called *Gen Z Fitness: Cracking the code*, the research also shows how the generation presents an "opportunity for clubs to drive record growth".



LES MILLS

■ Shape is designed to engage young people

Suitable for all fitness levels, the Shapes programming provides a full-body dynamic and targeted workout that uses small, controlled movements and repetition to sculpt and strengthen, while boosting coordination and flexibility.

**MORE >>>** [http://lei.sr/4p3g6\\_B](http://lei.sr/4p3g6_B)

### HISTORY

## Cleveland pools, built in 1815, have been reborn

The oldest outdoor public pool in the city of Bath, UK will reopen to the public on 10 September following a £9m (US\$10.7m, €10.1m) restoration project.

Located on Hampton Row, Cleveland Pools will relaunch as a new hub for the local community following a lengthy 18-year campaign to save its future.

The site was built in 1815 and has been updated to include two outdoor pools, male and female changing rooms, hot showers, a children's pool, a pontoon and a kiosk canopy.

From April to September, the outdoor pools will be warmed to 28°C



CLEVELAND POOLS TRUST

■ The lido is more than 150 years old

and partly heated by hydropower from the nearby river. Meanwhile, open-water swimmers will be able to enjoy cold water swimming for the remainder of the year.

Thermal and wet area specialist Barr + Wray completed the project's tanking, rendering and tiling, as well as installing two filtration systems.

Sport and leisure management company Fusion Lifestyle has been appointed to operate the not-for-profit facility.

**MORE >>>** [http://lei.sr/N3D7G\\_B](http://lei.sr/N3D7G_B)



## EXPANSION

## Asaya spa to open in restored castle

Rosewood Hotels & Resorts will unveil a brand new Asaya wellness spa in 2024 at a lakeside castle in the Austrian countryside.

The spa will open at the luxury hotel and spa operator's upcoming hotel Rosewood Schloss Fuschl, complete with eight treatment rooms, indoor and outdoor pools and a gym.

The hotel – marking Rosewood's second Austrian outpost – will come to fruition following a sensitive restoration of the historic Hotel Schloss Fuschl – a property is surrounded by mountains and



ROSEWOOD

**This property will expand our presence in this storied destination**



*Sonia Cheng*

forests and is now undergoing a comprehensive renovation.

"Complementing Rosewood Vienna, this property will expand our presence in this storied destination," says Sonia Cheng, CEO of Rosewood.

**MORE >>>** [http://lei.sr/X5a8t\\_B](http://lei.sr/X5a8t_B)

## NEW OPENING

## Rixos to open beachfront resort in Dubai Islands

Work is underway to realise a new Rixos resort in Dubai following a partnership between UAE-based real estate developer Nakheel and Excelsior Real Estate.

Set back in a secluded cove with direct access to a 700-metre beach, Rixos Dubai Islands, Hotel & Residences will be home to a range of beachfront accommodation and residences as well as a signature Rixos spa and fitness centre, infinity pools and communal residential lounges.

Part of the Accor portfolio, Rixos is an operating brand designed to draw on 'traditional Turkish



■ Dubai Islands is a mixed-use development

NAKHEEL

hospitality and provide a unique spa experience! At the heart of each Rixos hotel is a wellness and spa centre with an authentic Turkish hammam, offering a spa treatment, menu and atmosphere inspired by traditional Turkish healing traditions.

The brand has 32 hotels spread throughout Montenegro, Turkey, UAE, Egypt, Croatia, Qatar, Russia and Kazakhstan, in addition to a development pipeline of 12 properties.

**MORE >>>** [http://lei.sr/9n6X9\\_B](http://lei.sr/9n6X9_B)

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**LAUNCHES**

## Peloton relaunches its corporate offering as Peloton for Business

Peloton is relaunching into the B2B market as Peloton for Business, which it says will offer "a unified portfolio of B2B wellbeing solutions for enterprise clients".

Peloton for Business will operate across seven vertical markets – hospitality, corporate wellness, multi-family residential, education, healthcare, gyms and community wellness.

The operation will have a limited offering, mainly based around the Peloton Bike, that include access to the Peloton App, preferred pricing on Peloton equipment and "corporate engagement experiences".

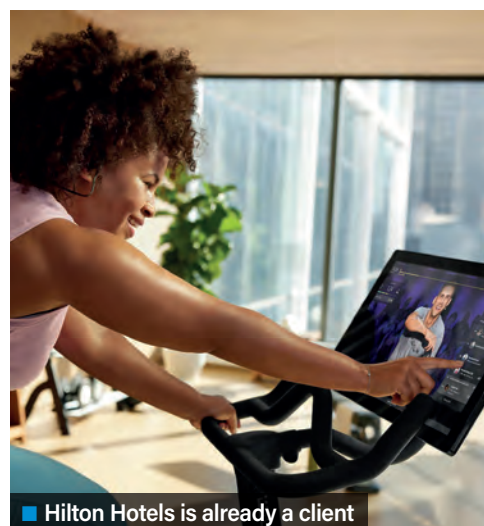
Peloton has appointed Greg Hybl as senior VP and GM to streamline and strengthen Peloton's B2B services.

"In the last 12 months alone, there have been more than 7.5 million rides taken on Peloton Bikes in commercial settings globally," said Hybl.

"Additionally more than 93 per cent of clients on Peloton's Corporate Wellness Programme have renewed their contracts."

Hilton is a major client and connections are strong – Ryan Crabbe, who was responsible for Hilton's Five Feet to Fitness concept – has been at Peloton since 2018.

**MORE >>>** [http://lei.sr/G5E5k\\_B](http://lei.sr/G5E5k_B)



**“** There have been more than 7.5m rides on Peloton Bikes in commercial settings in the past year

*Greg Hybl*

**ACQUISITIONS**

## KSL snaps up Hersha Hospitality Trust

**“** We're uniquely suited to position the business for further success over the long term

*Marty Newburger*

Investment firm KSL Capital Partners has acquired the Hersha Hospitality Trust, the company behind a portfolio of spa hotels and resorts in the US.

The company owns 25 hotels with 3,811 rooms in New York, Washington DC, Boston, Philadelphia, South Florida and California.

The KSL deal was valued at US\$1.4bn (£1.1bn, €1.3bn), a premium of approximately 60 per cent on Hersha's closing share price on 25 August – the last full trading day prior to the announcement. The transaction is expected to close in Q4 2023.



Marty Newburger, partner at KSL, commented: "Hersha has built an impressive portfolio. With KSL's track record investing in high-quality assets, we're uniquely suited to position the business for further success over the long term."

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# Future focus

Mindbody and Classpass' latest report indicates wellness will continue to be a top priority for consumers globally, with spending set to increase



■ Sleep hygiene will be a major consumer priority

SHUTTERSTOCK/FIZKES

Consumers now consider health and fitness to be an essential area of expenditure and despite the global squeeze on disposable incomes, will continue to increase their investment in wellness.

That is among the findings of the second annual *Mindbody + Classpass 2024 Predictions Report*, published recently by Mindbody and Classpass.

The report charts consumer sentiment and outlines views from industry leaders regarding the wellness trends to expect in 2024.

**The six predictions for the year ahead are:**

1. Strength training will retain its popularity.
2. Beauty and wellness community events will become increasingly popular.
3. Consumers will expect science-based, performance-proven products and services.
4. The importance of sleep hygiene will continue to grow.
5. Consumers will combine temperature therapies
6. Older adults and boomers will head to fitness facilities in greater numbers.

*Mindbody Classpass 2024 Predictions Report* also compiles findings from a number of industry reports published over the past 12 months.

Consumers will expect science-based, performance-proven products and services





SHUTTERSTOCK.COM/MARIAN WEYO

■ Strength training will continue to be popular and 'boomers' will increasingly join boutique gyms

## More than half of baby boomers say they prioritise wellness now more than ever

These include *The Accenture Consumer Pulse Survey 2022*, which analysed responses from 11,000 consumers in 16 countries.

Results revealed that despite two-thirds (66 per cent) of survey respondents saying they felt squeezed financially, 80 per cent intended to maintain or increase their spend on areas related to health and fitness.

Each trend is fully annotated, with commentary and case studies.

In relation to the prediction that "boomers will go boutique", for example, the report says: "In the coming years, we predict a growing number of boutique fitness offerings designed specifically for this vibrant age group.

"More than half of baby boomers say they prioritise wellness now more than ever and over a third see

strength training as more important than other wellness activities."

This view was endorsed by Leah Seacrest, VP of operations at franchised studio operator Regymen Fitness.

"There was a time when those aged 55+ might've been considered in the sunset stage of their life," Seacrest explained, "But now they're active, and want to continue to be active. They want quality of life, and they know exercise is a crucial part of that." ●

### Deeper dive

To find out more about the report, head to [www.spabusiness.com/mindbodyclasspass24](http://www.spabusiness.com/mindbodyclasspass24). To read the previous report – *Mindbody and Classpass 2022 Mid-Year Wellness Trends Report* – check out a feature in *Spa Business'* sister magazine *HCM* – [www.hcmmag.com/Mindbody2022Trends](http://www.hcmmag.com/Mindbody2022Trends).



SHUTTERSTOCK / SPORTOAKIMIRKA

■ Consumers will begin to get behind contrast bathing



There's a rich opportunity for hotel teams to develop holistic offerings that meet guests where they are on their wellness journeys

Amanda Al-Masri, Hilton's vice president of wellness



# Changing expectations

Modern wellness travellers are prioritising nature, a sense of place and 360° wellness touchpoints says Hilton's Amanda Al-Masri



**H**ilton's *2023 Trends Report* reveals travellers are focusing on more engaging experiences and enhanced wellness offerings.

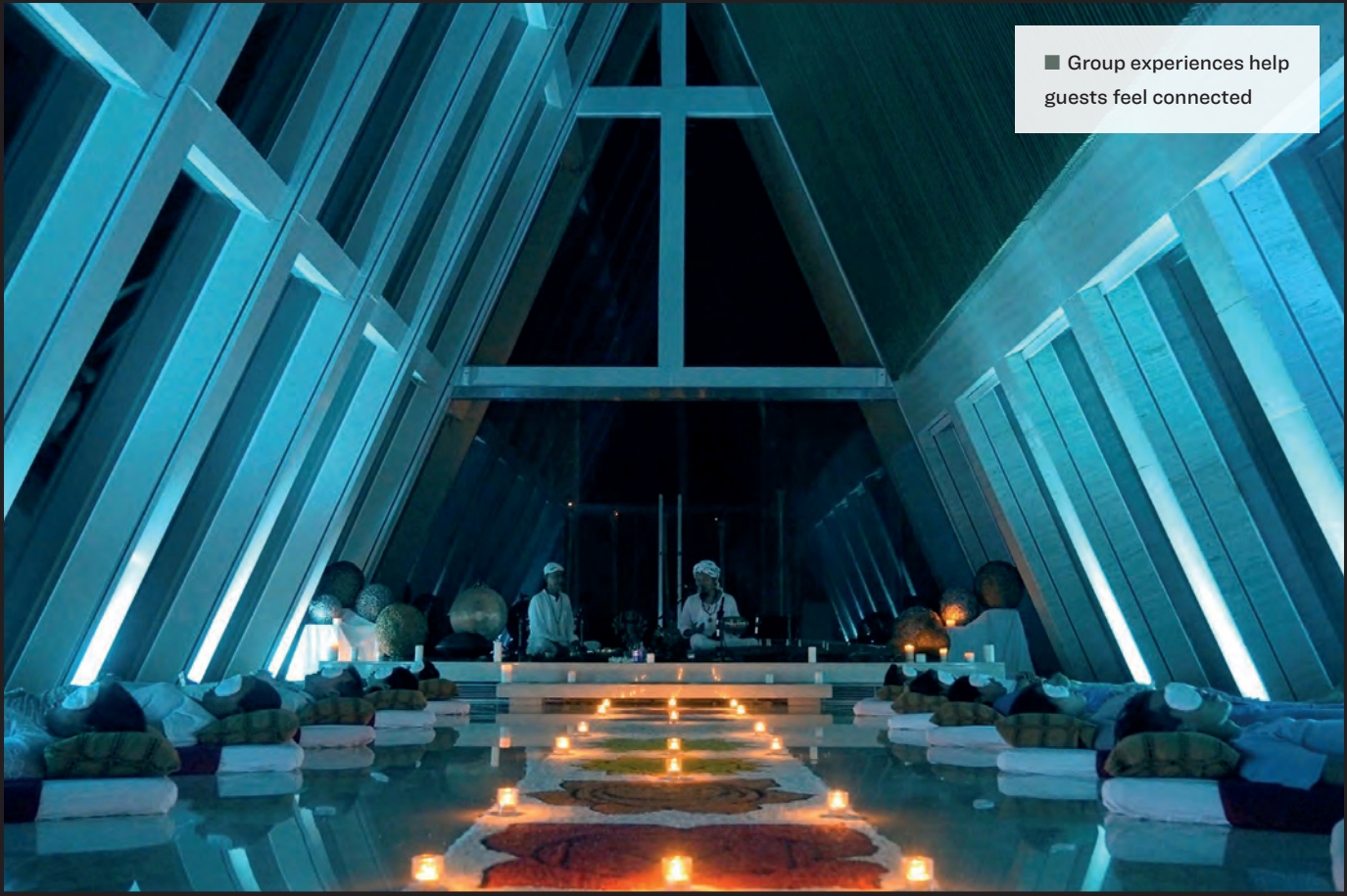
Writing in the *2023 Spa Business Handbook*, Hilton's VP of wellness, Amanda Al-Masri, outlines how wellness professionals can prepare to meet these evolving needs...

## 360° wellness touchpoints

With a growing number of wellness-minded travellers and an ever-expanding definition of wellness, there's a rich opportunity for hotel teams to develop holistic offerings that meet guests where they are on their wellness journey and that allow them to continue their routines while on the road.

For most guests on most days, wellness is defined as a collection of the small decisions they make or actions they take,





■ Group experiences help guests feel connected

## As more people crave connection, today's wellness experiences should evolve to reflect this mindset

such as sleep, movement, mindfulness and nutrition. Think about the ways that you can enhance these small moments through various touchpoints throughout their stay experience – both in non-traditional areas, such as the hotel room or lobby, as well as in more traditional venues, such as spas and fitness centres.

One of our newest brands, Tempo by Hilton, for example, thoughtfully positions its guestrooms in zones, including a Get Ready zone – featuring a spacious bathroom with Bluetooth speakers and bath amenities by Apotheke – and provides Power Down amenities designed to help guests get a restful night's sleep.

### Connect with the destination

As more people crave connection with each other and the world around them, today's wellness experiences should evolve to reflect this mindset.

For example, in Indonesia, guests can celebrate the Purnama full moon every 28 days at Conrad Bali, which offers both a spiritual and physical experience.

During the full moon, guests participate in meditation on the beach with a Melukat spiritual purification, just as the Balinese have done for nearly 5,000 years. This communal Balinese cleansing ritual connects guests with locals, while purifying their bodies.

By featuring special programmes like these, operators can captivate their clients with local customs and products and provide the connections they're seeking.

### Engaging with nature

Nothing is more transformative for people than time spent in nature and Hilton's survey findings uncovered travellers' increasing desire to connect with the outdoors.

Wellness offerings often have the opportunity to incorporate nature into programming in various ways. This can be part of the built environment, as well as offering services that engage with nature.

For example, the Tierra Luna Spa & Sol Garden at Arizona Biltmore, a Waldorf Astoria Resort, provides spaces dedicated to Earth's four elements in its indoor and outdoor relaxation spaces and treatment rooms. The spa also sources local botanicals, indigenous muds, native scents and healing crystals.

As consumer preferences continue to shift, spa professionals must rise to the challenge. By continuing to keep a pulse on what guests are looking for and creating immersive, unique and community-connecting treatments and services, guests from around the world will feel right at home. ●

**More: [www.spahandbook.com](http://www.spahandbook.com)**

# CHILL FACTOR

KĒPOS by Goco in Crete has been offering cryotherapy by MECOTEC to the satisfaction of guests

**M**uch is expected of spa equipment. Each piece must be safe to use, effective in delivering outcomes and reliable. It must also blend seamlessly into a luxurious design concept. The cryo:one series from MECOTEC checks all these boxes, according to spa owners.

"MECOTEC's whole-body cryo chambers offer visitors a special experience", says Dr Sultan Masoud Fawzi, a consultant doctor responsible for specialised treatments at KĒPOS by Goco Daios Cove. Since spring 2022, the cryo:one plus has been an integral part of this pioneering hub of wellbeing in Crete.

"We've received very positive feedback from our clients; who've been pleased with the results," Fawzi said. "Many have reported feeling refreshed, renewed and uplifted after a cryotherapy session."



*MECOTEC's whole body  
cryo chambers offer visitors  
a special experience*

Dr Fawzi, KĒPOS by Goco



The cryo:one plus has become a daily cornerstone of therapeutic care in the facility because of its convenient, user-friendly features. It automatically dries itself before shutting down for the night, meaning it's ready for use the next morning within 45 minutes. With a larger-than-average interior, the cryo:one plus also offers freedom of movement during treatments.

Fawzi applauds the many benefits of the equipment: "Cryotherapy can help with muscle pain, joint pain, arthritis, weight loss, anxiety, depression and migraines," he said. "Following a fitness session in the BXR Gym, many clients like to do a post-workout cryotherapy treatment to support recovery and decrease muscle pain."

At Daios Cove, the cryo:one plus was installed in a small room inside the wellness centre and the device's recoler equipment was placed about 20 metres away outside the facility. With this design, much of the technology lies hidden from visitors.

Yves Meilich, sales director of MECOTEC, lists many other advantages for customers and operators in addition to installation freedom: "The cryo:one plus is extremely compact, can be set up within a few hours, is ready for use in a short



The luxurious KĒPOS by Goco offers guests a full cryotherapy experience



PHOTO: MECOTEC OWNER



*With the cryo:one plus,  
owners and operators can  
expand their offerings*

Yves Meilich, MECOTEC

time and is very quiet,” he explains. “In addition, two customers can enjoy the treatment at the same time.

“With the cryo:one plus, owners and operators of spas and wellness and fitness centres can expand their offerings. It can become a new service that existing members will love and it will also appeal to new customer groups.” ●

More: [www.mecotec.net](http://www.mecotec.net)



The cryo:one plus chamber  
delivers treatments that ease a  
wide range of medical conditions

PHOTO: KĒPOS BY GOCO

PHOTO: KĒPOS BY GOCO

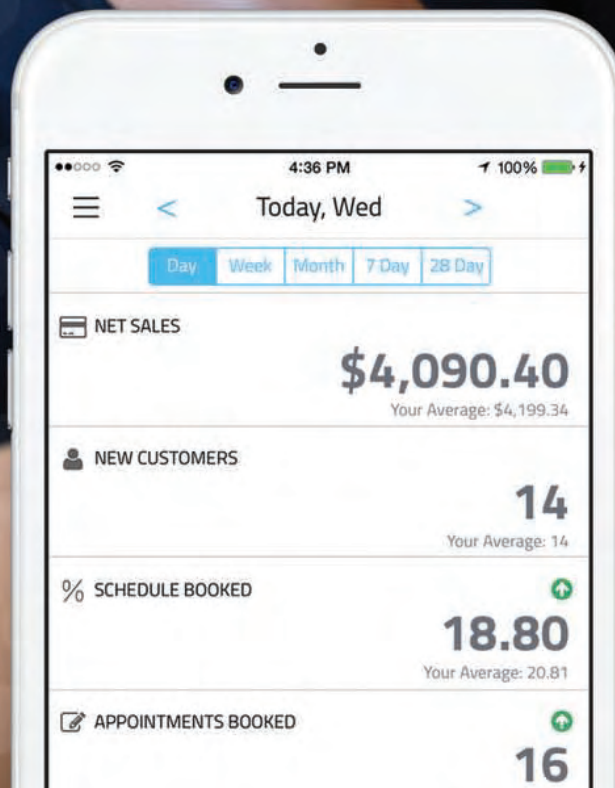
PHOTO: MECOTEC 2023



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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](https://spa-kit.net)



GROWN ALCHEMIST

■ Grown Alchemist has announced it is on track to achieve B Corp status in 2024

## Grown Alchemist partners with Carlton Tower Jumeirah spa

**T**he Peak Fitness Club & Spa at London's Carlton Tower Jumeirah, has refreshed its spa menu with new treatments by L'Occitane Group-owned spa and wellbeing brand Grown Alchemist.

Co-founded in Melbourne, Australia, in 2008 by brothers Jeremy and Keston Muijs, Grown Alchemist focuses on anti-ageing and botanical skincare formulas. Its range includes nutricosmetic, body and haircare products.

The new partnership with The Peak has seen two new Grown Alchemist treatments added to

the 15,000sq ft luxury wellness and fitness club's spa menu.

Both the new facial and massage rituals are designed to address the impacts of urban living and busy, modern lifestyles.

The Regenerator Facial lasts 60 minutes (£190, US\$245, €221) and targets loss of plumpness, uneven tone and texture, fine lines and wrinkles. To do so, Grown Alchemist deploys its hydrating serums as well as tapping lymphatic drainage, LED and cryotherapy.

Meanwhile, the Body Release Massage is Grown Alchemist's

solution to help guests release and rebalance. This treatment is available either as a 60-minute (£145, US\$185, €169) or 90-minute journey (£205, US\$262, €239).

Grown Alchemist has joined the Peak's already extensive spa and wellness menu.

In addition to Grown Alchemist, the three-floor wellness club's spa partners include Aromatherapy Associates, Seed to Skin Tuscany, Omorovicza and 111Skin.

**MORE ON** [spa-kit.net](https://spa-kit.net)

<http://lei.sr/v6r8p>

## Dr Dennis Gross launches DermInfusions Lift + Repair Eye Mask

**D**r Dennis Gross, the dermatologist-founded skincare and spa brand, has developed a new 100 per cent biodegradable eye mask.

The new DermInfusions Lift + Repair Eye Mask is made from lyocell fibres and is claimed to help fill the appearance of fine lines, deeply hydrate and repair the skin barrier while depuffing the under-eye area.

According to Dr Dennis Gross, the mask provides an at-home facial experience and acts as an alternative to injectables, which visibly improves age-related volume loss and enhances results of aesthetic procedures.

The mask's key ingredients

and even skin tone; L-ascorbic acid, to stimulate collagen production; and green tea, to protect against free radicals and environmental aggressors.

Made from purified cellulose material derived from wood pulp through natural processes, the mask is designed to act on the entire outer eye area and mould seamlessly to users' faces.

The mask has also been created to be used in combination with Dr Dennis Gross' infra red light therapy eye mask – called the DRxSpectraLite EyeCareMax Pro.

**MORE ON** [spa-kit.net](http://spa-kit.net)

<http://lei.sr/f3k8f>



DR DENNIS GROSS

■ Dr Dennis Gross describes the new product as an at-home alternative to injectables or a facial

## Harpar Grace partners with RevitaLash

**A**thena Cosmetics, parent company to beauty brand RevitaLash Cosmetics, has announced a strategic partnership with Harpar Grace International (HGI) – a specialist in the distribution, development and management of luxury skincare, beauty and wellness brands in the UK.

This collaboration marks the start of a new chapter for RevitaLash as it aims to bolster its global presence by reaching consumers through a comprehensive omnichannel strategy.

RevitaLash joins HGI's portfolio of beauty brand partners, including IS Clinical, Déesse PRO and Totally Derma. Established in 2013, HGI's portfolio includes spas, doctors, clinics, salons and specialist e-tailers.



REVITALASH



HARPAR GRACE INTERNATIONAL

■ RevitaLash creates lash, brow and hair products

"As a professional heritage and best-in-class offering, we're delighted to bring RevitaLash into our luxury and results-driven portfolio," said Alana Chalmers, founder and CEO of HGI.

**MORE ON** [spa-kit.net](http://spa-kit.net) <http://lei.sr/Q7d3A>





# GLOBAL WELLNESS SUMMIT

## FEATURED SPEAKERS



**Eng Ali Al Kuwari**  
CEO, Msheireb  
Properties



**Simone Biles**  
Gymnast



**Deborah Blrx, MD**  
Chief Medical &  
Science Advisor,  
ActivePure



**HRH Princess  
Tatiana Blatnik**  
Philanthropist,  
Breathe Hellas



**Richard  
Carmona, MD**  
Chief of Health  
Innovations,  
Canyon Ranch



**Anjan  
Chatterjee, MD**  
Professor, Founding  
Director of the Penn  
Center for  
Neuroaesthetics



**Cathy  
Feliciano-Chon**  
Founder &  
Managing Director,  
CatchOn - A Finn  
Partners Co.



**Jeremy Jauncey**  
Founder & CEO,  
Beautiful  
Destinations



**Jessica Jesse**  
CEO & Creative  
Director, BuDhaGirl



**William  
Kapp, MD**  
CEO, Fountain  
Life



**Anita Mendiratta**  
Consultant, United  
Nations World  
Tourism  
Organization



**Sarah Miller**  
Founder & CEO,  
Sarah Miller &  
Partners



**Freddie Moross**  
Founder & CEO,  
Myndstream



**Rebecca Parekh**  
Co-founder &  
CEO, The Well



**Simon Shelley**  
Global Vice President  
of Programme  
Partnerships, BBC  
Studios



**Deyan Sudjic**  
Architect, Author  
& Broadcaster



**Dean Michelle  
A. Williams**  
Dean, Harvard's  
T.H. Chan School  
of Public Health



**Dr. Li Wu**  
Metallurgical  
Engineer, Professor  
& Entrepreneur;  
Founder, Virtusan

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# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

**Asia-Pacific Spa & Wellness Coalition (APSWC)**

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

**Association of Malaysian Spas (AMSPA)**

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

**Australasian Wellness Association (ASWELL)**

■ <https://aswell.au>

**Bali Spa and Wellness Association**

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

**Brazilian Esthetics & Spas Association**

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

**Estonian Spa Association**

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

**European Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.eu)

**European Spas Association**

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

**Federation of Holistic Therapists (FHT)**

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

**Federterme**

■ [www.federterme.it](http://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](http://www.spa-a.org)

**German Spas Association**

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

**Global Wellness Institute (GWI)**

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

**GSN Planet**

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

**Hot Springs Association**

■ <https://hotspringsassociation.com>

**Hungarian Baths Association**

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

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**Icelandic Spa Association**

■ [www.hlsi.is](http://www.hlsi.is)

**The International Medical Spa Association**

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

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

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

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Latin American Spa Association**

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

**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)

**Saudi Arabian Wellness Association**

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

**Sauna from Finland**

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

**Serbian Spas & Resorts Association**

■ [www.ubas.org.rs](http://www.ubas.org.rs)

**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 and Wellness Association of Africa (SWAA)**

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

**Spa & Wellness Association of Canada**

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

**Spa Association of India**

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

**Spa Industry Association**

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

**The Sustainable Spa Association (SSA)**

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

**Taiwan Spa Association**

■ <https://www.twspa.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)

**Wellness Tourism Association**

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