

## spa opportunities

8 APRIL - 21 APRIL 2011 ISSUE 109

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## Floating spa for Montreal

PETE HAYMAN

A new floating spa concept – called Bota Bota – has been unveiled by entrepreneurs Geneviève and Natalie Émond at the Quays of the Old Port of Montréal, Canada.

Sid Lee Architecture were behind the design of the spa, which has involved the rejuvenation of a former 1950s era ferry and offers facilities spread across five decks. Lower decks are divided into more than 20 treatment rooms and Bota Chic – a lounge that is designed to offer hand and feet treatments. A yoga and meditation studio is also included. Meanwhile, the upper decks are the location for Bota Bota's wet spa facilities – including a steamroom; saunas; hot tubs; cool water sources; and rest areas.

Jean Pellard, architect and associate at Sid Lee Architecture, said: "We wanted to create an environment that would allow the user to rediscover



The floating spa facility includes outdoor hot tubs and relaxation areas

the imagery related to a boat trip, even though he/she would not be on the move, but rather in contemplation of Montreal and its river."

Bota Bota marketing director Natalie Émond added: "The inspiration behind Bota Bota is to give urban-dwellers a new experience, to offer a magnificent attraction to the city."



The landmark tower will include a Schletterer spa

## Dubai's The Cube to open next month

TOM WALKER

The Cube at Sports City, Dubai, UAE is set to open next month (May 2011)

BMG Group has partnered with Schletterer Wellness & Spa Design to create a unique spa within a landmark tower.

The 23,680sq ft (2,200sq m) spa will combine sports, spa and medical therapies and treatments will include high altitude atmosphere simulation as well as holistic experiences and meditation.

There will be 18 treatment rooms as well as a swimming pool and sauna area.

## BISA cancels 2011 international conference

TOM WALKER

The British International Spa Association (BISA) has cancelled its annual BISA International Conference event, scheduled to be taking place in Buxton, UK, from 23 to 24 June 2011. In a letter to its members, BISA chair Marion Schneider cited the emergence of "significant obstacles" to holding the event, but no further details were offered.

Schneider added that "further news about the work of the BISA Council and future developments will follow in our next newsletter."

## PBA report predicts upswing for US spas

TOM WALKER

The latest edition of the Professional Beauty Association's (PBA) Salon/Spa Performance Index (SSPI) paints an encouraging picture for the future of the US spa sector.

Figures from the SSPI's fourth quarter report (Q4 2010) show that the sector bounced back from a decline in retail sales for the third quarter and posted a small growth of 0.2 per cent in the fourth. Salon and spa owners' outlook for capital spending activity also picked up in the fourth quarter with 56 per cent of owners planning to make a capital expenditure for equipment, expansion or remodeling in the next six months.



Spas are looking to invest in new products and sites

The SSPI is based on the responses to the Professional Beauty Association's Salon/Spa Tracking Survey, which is fielded quarterly among spa owners in the US.

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## Sol Melia expands to Mexico

TOM WALKER

Sol Melia Hotels and Resorts will expand its Paradisus-branded spa resort portfolio with two new Mexican sites.

Scheduled to open by the end of 2011, Paradisus Playa del Carmen La Esmeralda and Paradisus Playa del Carmen La Perla have been designed by architect Álvaro Sans and will increase the number of Paradisus resorts to eight - joining existing resorts in Costa Rica and the Dominican Republic. The 394-bedroom La Perla and the 512-bedroom La Esmeralda resort will share a common area referred to as El Zocalo, a term in Mexican culture which signifies a city's social center.

Facilities at El Zocalo will include a 20,000sq ft (1,900sq m) YHI Spa housing 14 massage cabins, wet and dry saunas, a signature water ritual zone and a relaxation area.



The dual resort will share a YHI-branded spa with 14 treatment rooms

Other leisure facilities include ten restaurants and a large health club with cv stations and a full programme of group classes.

Bernard Wyss, area vice president for Sol Melia's Paradisus brand, said: "Each Paradisus resort is envisioned as an oasis of modern design and décor for the sophisticated traveler."

## Spa resort to open in Washington DC

TOM WALKER

A luxury spa resort is set to open in the village of Middleburg near Washington DC, US.

The Salamander Resort and Spa has been designed by US-based WATG group and owners are the Salamander Hospitality group.

The spa will cover 23,000sq ft (2,136sq m) and offer 14 treatment rooms, many with private outdoor terraces. It will also offer two outdoor 'treehouse' treatment rooms on the edge of woods, overlooking a stream. The resort will open in 2012.

## Hotel Du Cap-Eden-Roc revamp completed

TOM WALKER

Hotel Du Cap-Eden-Roc in Cap d'Antibes in the south of France, will re-open on 15 April after a four-year, €45m (US\$63m, £40m) restoration project.

The redevelopment is the first major work undertaken on the privately owned property since the 1950s and has been designed to restore the hotel to its original design.

As part of the phased revamp, the spa facilities are set to undergo a multi-million euro redevelopment next year (2012). The spa and wellness centre currently includes five treatment rooms offering La Prairie's signature treatments, a relaxation zone and a sauna area with sauna steamroom and hammam.



The spa of the famous hotel will receive a multi-million facelift in 2012

Funded by the current owner the Oetker family, the redevelopment was designed by architect Luc Svetchine. Work has seen the refurbishment of all rooms and public areas; a new grill restaurant with sushi bar; a new swimming pool and beach area; and a new restaurant.



# Renaissance Sanya Resort opens

TOM WALKER

Marriott International has expanded its Asian portfolio with the opening of the 507-bedroom Renaissance Sanya Resort & Spa in Haitang Bay, China. Developed by the Sanya Zhonggang Fishery Co, the property has been designed by WATG and reflects its locale in China's tropical Hainan Island.

The hotel's Quan spa will be managed in-house and boasts 16 self-contained treatment rooms with private changing facilities, a lap pool, steam-room, therapy baths and a relaxation area.

Eight of the treatment rooms are designed with deep sunken baths and another eight are fitted with Vichy showers.

The treatment menu will include body wraps, facials, pedicures and massages.

The resort also offers seven food and



The 507-bedroom beach resort will house a Quan-branded luxury spa

beverage outlets and 14 private dining rooms, including six on 'floating islands', and 10 private two-bedroom villas with a personal pool.

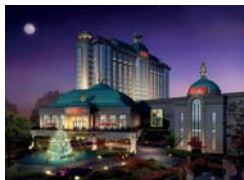
For families and children the resort features "R-Cade", which includes a 10-pin bowling alley, private cinema and individual Wii, Xbox and PlayStation zones.

## French company Omnisens signs deal with Eurostar

TOM WALKER

French spa products supplier Omnisens has signed a marketing deal with European train operator Eurostar.

The deal will see members of the Eurostar Frequent Traveller Loyalty programme being able to redeem their loyalty points when booking Omnisens Spa breaks to Paris. To raise awareness of the partnership, Omnisens will host two events offering free massages and retail cosmetic products to travellers at Eurostar lounges in both Paris Gare du Nord and London St Pancras later this year.



The CanCan scheme will include a large day spa

## Mövenpick begins work on Dharamshala

TOM WALKER

Work has begun on the construction of Mövenpick Dharamshala Resort & Spa in Northern India.

The 124-room resort, due to open in 2013, will be located 2,400m above sea level in the upper reaches of the Kangra Valley and surrounded by a dense forest and the Himalayan Mountains.

Its key attraction will be a 2,500sqm (27,000sq ft) Ayurvedic spa which will feature extensive preventive health programmes, detox sessions, international treatments alongside ayurvedic, meditation and yoga therapies.

The resort will be operated by Switzerland-based Mövenpick on behalf of the property's owner Kamakhya Hospitality Services.



The resort's 2,500sq m ayurvedic spa will offer a range of treatments

Andreas Mattmüller, CEO of Mövenpick's Asian operations, said: "This will be our second property in India and it follows our global objective to expand our presence in India as we set to open a resort in Bangalore this spring."

## New health spa opens in Fiji's second city

TOM WALKER

Hotel supplies business P Meghji and Company has expanded its operations with a new health spa in Lautoka, Fiji's second city.

According to the *Fiji Times*, the 450sqm (4,844sq ft) facility was officially opened by the

country's attorney general and tourism minister Aiyaz Sayed-Khaiyum.

Romit Meghji told the newspaper: "The idea is to attract tourists and locals with dispensable income to be pampered and have their troubles and tension massaged away."

## Spa plans for CanCan's Mississippi casino resort

PETE HAYMAN

CanCan Development has announced its plans for a US\$450m (£281m, EUR319m) casino, resort and French-themed retail and entertainment village in D'Iberville, Mississippi, US.

The scheme, scheduled to open by early 2013, will comprise a 60,000sq ft (5,574sq m) casino and a 300-room French-themed standalone hotel, while a large luxury spa will also be included in the development. Exact details, however, are yet to be confirmed.

## Spa plans shortlisted for Royal Docks development

PETE HAYMAN

One of the four proposals for the regeneration of derelict sites in London's Royal Docks and Canning Town includes a spa.

Studio Egret West's Royal Docks Bath vision for Pontoon Dock has been short-listed by Newham Council despite not forming part of the original competition.

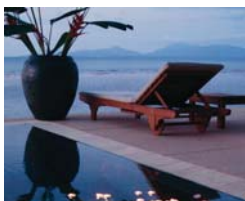
The London-based architects have proposed the use of seven Thames lighters to provide a floating structure incorporating a swimming pool; a spa; and a café/restaurant.

## Red Door Spas opens on New York's Long Island

TOM WALKER

Red Door Spa is to open a 4,700sq ft (440sq m) spa on Long Island in Bellmore, New York, US.

The spa boasts five treatment rooms, a private couples' treatment area, four manicure stations, three pedicure thrones, two make-up stations and a full-service hair salon. Located on Merrick Road, the spa will carry all premium Elizabeth Arden skincare products and will become the 31st full-service Red Door Spa. The brand is owned by North Castle Partners.



The Napasai Resort is located on Koh Samui

## Orient-Express to revamp Napasai spa resort

TOM WALKER

Napasai Resort and Spa on the Thai island of Koh Samui is to undergo a redevelopment as part of owner Orient-Express' strategy of upgrading its Asian portfolio of hotels and resorts.

Plans include clearing underwater rocks and coral to create a 28,000sq m (301,000sq ft) fine sand lagoon in front of the hotel.

The project is the latest phase in Orient-Express' investment in Napasai and will see the resort close for one month from 15 May 2011. Existing facilities at the resort include the Napasai Spa.

## Spas of America adds two new members to team

TOM WALKER

Spa travel website Spas of America has appointed Kristin Gladfelter Johnson and Mary Blackmon to its team.

Blackmon, founder of Spa-Addicts.com, joins Spas of America as editor-at-large, while Johnson will become US relationship manager.

Launched in 2005, the Spas of America service currently showcases more than 750 spas to consumers.

## Mandara Spa for Lotte Hotel

TOM WALKER

Mandara Spa has opened a spa facility at the Lotte Hotel Moscow, Russia.

The 1,500sq m (16,000sq ft) upscale spa facility, Mandara's first in Russia, combines Asian traditions and modern spa techniques. The spa's seven treatment rooms, each with curved and earth-toned walls, are designed to suggest a "return to nature" and the interior includes black and gold mosaic tiles.

There is also a relaxation lounge and hydrotherapy area, complete with spa pool, silk bath, hammam and sauna. The spa menu includes treatments by Elemis – a supplier owned by Mandara's parent company Steiner Leisure – as well as traditional Asian favourites, including Mandara Spa's signature treatments.

Jeff Matthews, president and chief operating



Each of the seven treatment rooms has curved and earth-toned walls

officer of Mandara Spa Asia, said: "We're very excited with our first introduction into Moscow in collaboration with the esteemed Lotte Hotels and Resorts and look forward to sharing the unique ambiance, design and distinctive Mandara Spa experience with guests of the Lotte Hotel Moscow."

## Minor International acquires Oaks Hotels

TOM WALKER

Hotel and resort operator Minor International has completed an AU\$61m (US\$62m, 43m euro, £38m) takeover of Australia-based Oaks Hotels & Resorts.

The deal includes all of Oaks Hotels & Resorts' 38 hotels and is Minor's first foray into the Pacific region.

It also doubles the company's hotel interests to 71 properties across Asia, the Indian Ocean, the Middle East and Australasia. The group currently has a portfolio of 33 hotels operating in eight countries under the Anantara, Marriott, Four Seasons, St. Regis and Elewana brands.

Dilip Rajakarier, COO of Minor, said: "We are entering the dynamic markets of Australia



Minor's resorts in Asia include ones operated under the Anantara brand

and New Zealand and with Oaks we are doing so with a hotel brand which has a strong track record in business delivery through marketing and distribution strategies, as well as a key focus on customer service."

## Retallack Resort and spa goes into administration

TOM WALKER

Retallack Lettings, owner of the Retallack Resort and Spa in Winnards Perch, St Columba Major, Cornwall, UK has gone into administration. Simon Edward Jex Girling and Tony Nygate of BDO have been appointed joint

administrators of the beleaguered leisure company, which owned and operated the £25m holiday resort.

The resort boasts a day spa, a health club, a Flowrider artificial surfing machine and accommodation for more than 500 people.

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## Hilton launches DoubleTree in Slovakia and Romania

PETE HAYMAN

Hilton Worldwide has signed a franchise agreement with Tehelne Pole a.s for a 120-bedroom DoubleTree by Hilton hotel in Bratislava, Slovakia.

The newly-built property, already under development, is anticipated to open by July 2011 and facilities at the hotel will include a luxury day spa with a swimming pool and sauna area as well as a dedicated fitness centre equipped by Precor.

Hilton has also completed a franchise development deal with SC Valdor SRL for a DoubleTree hotel in Ploiesti, Romania.

The 242-bedroom hotel will feature a spa area with a range of treatment rooms; two restaurants; a bar with a terrace; and a Precor-equipped health and fitness club.



The spa now welcomes mums and their babies

## Independent spa relaunches as 'mummy and baby' facility

TOM WALKER

The Independently-owned mindbodysoul Aveda spa in South London has re-launched as a day spa for mothers and their babies.

Owner Vicky Stothard was inspired into the change after becoming a mum herself in the past year. She felt that there would be a demand for somewhere for mums to be able to take their babies and toddlers and to enjoy some "well deserved R&R".

The spa has been redesigned to be mum- and baby-friendly, with facilities including a relaxation area; a chalkboard wall for toddlers and older children; toys and books to entertain children; a decked herb garden; baby changing facilities; travel cots in treatment rooms on request; and room for buggies/prams in the treatment rooms. With just two treatment rooms, Stothard is hoping to create an atmosphere where mums can feel safe and secure within "intimate surroundings".

Stothard will also continue the spa's existing partnerships with product suppliers Aveda and SpaRitual.

## After the Rain opens Benin spa

TOM WALKER

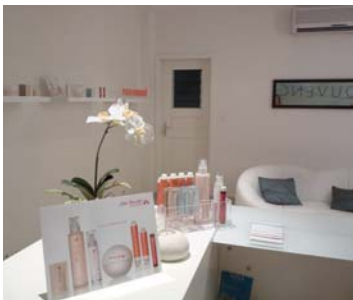
Swiss product house After the Rain has opened a day spa at the privately-owned Myosotis Résidence Hôtel et Spa in Cotonou, Benin.

The 250sq m (2,700sq ft) Jouvence Spa boasts six treatment rooms, a spa pool, hammam, vichy shower and a relaxation area.

Each room is named after a given destination (Africa, France, Morocco, Japan, London), with elements of the interior design reflecting the room's theme in a contemporary style.

After the Rain acted as the overall consultant on the project, offering its expertise in architecture, human resources, training and operations.

The spa will exclusively use of the company's treatments, with the menu including massages,



The hotel's Jouvence Spa exclusively uses After the Rain products

facials, body scrubs, pedicures and manicures. Following the launch, After the Rain sent one of its spa managers to work on site at the hotel for a full month in order to help ensure a successful launch of the facility.

## Tourism minister unveils new Dover hotel

PETE HAYMAN

The UK's tourism minister John Penrose has unveiled the new Best Western Dover Marina and Spa, which has been refurbished and will be operated by Leaf Hotels. Nicholas Hollinshead Interiors led the design of the

Grade II-listed property, which features The Waterside Brasserie and bar.

Leaf Hotels has confirmed that the spa element of the property will open later this year as part of the next phase of improvements at the seafront hotel.

## New spa facilities for Lancashire hotel

PETE HAYMAN

Barfield Construction has been appointed to deliver the latest phase of development work at Stanley House Hotel in Mellor, Lancashire.

Plans include the construction of a new three-storey spa and hotel building to complement the architecture of the main Grade II-listed property, which was restored in 2003.

The wing will comprise a sauna and steamroom; a hydrotherapy pool; five treatment rooms; a relaxation room with terrace; a dry floatation room; and a manicure/pedicure room.

A gymnasium; changing facilities; and 18 individually-themed bedrooms will also form part of the new building, with a lake to be created to the rear of the spa.



The Stanley House's three-storey spa will include five treatment rooms

Stanley House Hotel director Simon Glassbrook said: "With the additional rooms and first class spa facilities, Stanley House Hotel can be rightfully classed as a true leisure destination for the north."

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the next?

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Le Meridien\*\*\*\*\* Stuttgart, Germany  
The Ritz Hotel\*\*\*\*\* Paris, France  
The Dolder Grand\*\*\*\*\* Zurich, Switzerland  
Grand Hotel Kempinski\*\*\*\*\* Strba-Strbské Pleso, Slovakia  
Jumeirah Zabeel Saray, Palm Island\*\*\*\*\* Dubai, UAE  
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## DIARY DATES

## 7-9 APRIL

**World Congress on Anti-Aging Medicine & Biomedical Technologies**

Orlando, Florida, US

With more than 90 international presenters, this conference and expo on preventative medicine and biomedical technologies will feature a range of topics including weight management; photodynamic therapies; thermography and the role of insulin and cortisone in the epidemic of obesity and metabolic syndromeX.

Tel: +1 561 997 0112

[www.worldhealth.net/orlando](http://www.worldhealth.net/orlando)

## 14-16 APRIL

**Intercharm Professional**

Crocus Expo International Exhibition Center, Moscow, Russia

An exhibition for the spa, beauty, cosmetic and hairdressing industries, which showcases new products, equipment and services.

Tel: +7 495 937 6861

[www.intercharmpro.ru](http://www.intercharmpro.ru)

## 15-17 APRIL

**The Yoga Show**

Manchester Central, Manchester, UK

The inaugural event of the Yoga Show in Manchester.

Tel: +44 1787 224 040

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

## 4-7 MAY

**SPATEC Europe**

Corinthia Hotel Budapest, Budapest, Hungary

A two-day forum of face-to-face meetings between UK and European spa owners, directors and senior personnel and leading spa suppliers.

Tel: +44 208 547 9830

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

## 8-9 MAY

**Beauty UK**

NEC, Birmingham, UK

The cream of the UK's beauty industry will gather to celebrate new product innovations, swap business advice and learn how to grow beauty businesses, salons and spas in 2011.

Tel: +44 1332 227 690

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

## 12-14 MAY

**Sustainable Cosmetics Summit North America**

Grand Hyatt, New York, US

This two-day conference aims to encourage sustainability in the beauty industry by bringing together key stakeholders to debate major issues facing the beauty industry such as sustainability and natural, organic, fair trade and ecological products.

Tel: +44 208 567 0788

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

## 16-18 MAY

**Global Spa Summit**

Bali

This invitation-only annual summit – now in its fifth year – brings together top-level executives from around the world who have a strong interest in the spa industry.

Tel: +1 212 716 1199

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

## 16-18 MAY

**Beauty World Japan**

Tokyo Big Sight, Tokyo, Japan

New products and trends for the Japanese beauty market are showcased at this event.

Tel: +81 3 3262 8939

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

## 17-19 MAY

**The Hotel Show**

Dubai World Trade Centre, Dubai, UAE Showcases four different sectors: Interiors & Design, Security & Technology, Operating Equipment & Supplies, and The Resort Experience.

Tel: +971 4 438 0355

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

## 24-26 MAY

**Beauty World Middle East**

Dubai International Convention &amp; Exhibition Centre, Dubai, UAE

A trade show for cosmetics, beauty products, fragrances and the wellness and spa industry in the Middle East region.

Tel: +971 4 3380 102

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

## 18-20 JUNE

**International Esthetics, Cosmetics and Spa Conference**

Las Vegas Conference Center, Las Vegas, Nevada, US

This trade exhibition features skincare, wellness and equipment companies, plus conferences. It is co-located with the Beauty Show Las Vegas.

Tel: +1 203 383 0516

[www.iecsc.com/lv](http://www.iecsc.com/lv)

## 23 JUNE

**Forum HOTel & SPA**

The Ritz Hotel, Paris, France

A networking event and conference for leaders in the spa and hospitality sectors.

Tel: +33 1 43 21 05 69

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

## 28-29 JUNE

**Spa & Resort/Medical Aesthetics Expo & Conference New York**

Jacob K. Javits Convention Center, New York, US

The expo will give spa professionals the tools to move their spa business forward by providing networking opportunities.

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





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\*\* In vitro tests conducted on the ingredient.  
\*\*\* Self-evaluation under dermatological supervision on 33 volunteers, after twice-daily use for 56 days.



## COMMENT

## The Chameleon culture

A new direction or just repackaging? How do you achieve affordability, portability and accessibility (APA) – the 'new black' for the spa industry?

**T**he only thing for certain is change. When that change is dynamic it is almost always exciting too. The familiarity and reassurance of a 'back to basics' approach that is as encouraging as it is inspiring. You may recall me beating the drum of a more modest industry, a more humble approach that consumers want and indeed demand. I adore using the infamous Morph, as an analogy for the changing faces and times of our industry. You remember the plasticine character who changed shape and sometimes identity to either get himself out of trouble or to respond to a change in environment? Morph the chameleon has centre stage right now.

Affordability, portability and accessibility (APA) are the new black. From Urban Retreat's new mobile therapy services, John Lewis' 70 new in-store salons by the end of the summer, the insatiable Tesco with its super competitive range of grooming services nation and likely worldwide and new kids on the block K.I.S@Home driving nutrition and prevention hand in



**Anni Hood**

Previously group director of spa for the Jumeirah Group and now based in Europe, Anni is currently consulting for private clients on spa brand development, business planning, operational infrastructure and performance optimisation

**"As a spa director you want the best therapists you can lay your hands on"**

hand with ever present pampering indulgence. All of them are right on the money for what consumers want – now.

A word on therapists and where to find quality. There was a very honest and upfront letter in *Spa Business*'s last issue from Jasmine – an excellent therapist. We had the pleasure of working together in my Sanctuary days and I've been lucky enough to be treated by her – she's an incredibly intuitive therapist and has her own thriving business. She was citing the reasons for why the truly skilled and naturally talented therapist is to be found at the 'best' locations because of low salaries and the exhausting conveyor belt schedule. This is a huge and very real challenge that I can see from both sides of the playing field. As a spa director you want the best therapists you can lay your hands on but there is a limit to what you can afford to pay because you have to make the business model work. Equally, as the founder of a new venture myself, with significantly reduced overheads and the same desire to provide top quality treatments by the best therapists and practitioners I can find I'm much better equipped to be able to do so.

Take a look at Harrods' new Urban Retreat at Home. It is, in essence, mobile therapy packaged beautifully – a genius initiative. I'm not sure the services would fall into the super affordable category but the kudos of Harrods, the expected quality and the way it is propositioned is fantastic and plays right into the heart of the 'new black' as well as providing a wonderful opportunity for enterprising therapists to grab the opportunity with both hands.

K.I.S@Home is my own brainchild and embellishes every aspect of what I'm talking about. The addition in this proposition is the health, nutrition and education aspect. The @Home could be your home or someone else's and is a day retreat that brings together the best of spa indulgence balanced with health assessment, education, fitness and life coaching. It's affordable so accessible to more people and completely portable. Watch this space.

So what does this mean for the domino affect to the traditional spa model? Time will tell but as ever innovation and diversification is top of the list and The Urban Retreat at Harrods appear to be leading the way – who will follow?

## Orient Spa Academy launches management programme

TOM WALKER

India-based spa and wellness institution Orient Spa Academy (OSA), has added a new Spa Management & Operations Certificate programme to its curriculum.

The course has been created specifically for professionals seeking management positions in the spa industry, but will also cater for BAMS and Naturopathy doctors looking for career progression to embark in the international spa market.

The launch of the new management programme is part of OSA's strategy to benefit from the booming Indian spa sector.

In December 2010, Jane Crebbin-Bailey, partner of spa consultancy HCB Associates, predicted that India will require 20,000 new spa therapists by 2012.



The code of ethics is designed for massage staff

## AFMTE establishes code of ethics for massage therapists

TOM WALKER

The Alliance for Massage Therapy Education has published a code of ethics for members in the school, teacher and continuing education provider categories.

The code of ethics has been drawn up to provide members with behavioral and operational guidelines, designed to assist them in carrying out their work in the field of massage therapy education with the "highest levels of integrity".

AFMTE's executive director Rick Rosen said: "This code is an essential part of our commitment to strengthening and improving the quality of massage therapy education. It is unique in our field, because it focuses on both the learning experience of students, as well as the downstream implications of massage education on client treatment."

The code lists ten key points, ranging from student care to complying with regulations and standards. The full code of ethics document can be viewed and downloaded from the AFMTE website. Details: [www.afmte.org](http://www.afmte.org)



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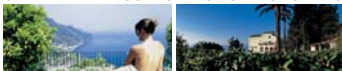
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**Full and Part Time applicants will be considered with flexible working times to include evenings and weekends. Evening only therapists, seasonal therapists (June-October), weekend only therapists, massage therapists and holistic therapists**

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To ensure the Spa provides the finest service to our guests we are looking for passion, personality and a flexible approach in our team members who are required to work shifts and weekends.

We also accept applications from freelance therapists (multi skilled or specializing in massage) to work weekends and occasional weekdays.

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As part of QHotel's continuing investment into its collection of 21 unique hotels across the UK, more than £100,000 has been invested into the refurbishment and enhancement of the Spa at Norton Park Hotel which will create ten tranquil treatment rooms, an exclusive spa relaxation area and a nail bar to enhance the existing leisure facilities of pool, air conditioned gym, sauna, steam room, ice fountain and experience shower.



We are looking for experienced therapists to join a fantastic spa team. A minimum of 2 years experience with Level GNVQ 3 or equivalent qualifications only. A hotel spa background would be highly beneficial. ESPA trained is also desirable but not essential. This position will include some weekends and evenings and salary will depend on experience. There is also a commission structure in place. You must have a very strong work ethic and a passion for the Spa industry. Career progression and development possibilities await the right candidate. Flexible hours and contracts to suit all.

For an informal chat or for further details please contact

Kate Underwood, Regional Human Resources Manager  
on 01962 763010 or [kunderwood@qhotels.co.uk](mailto:kunderwood@qhotels.co.uk)

Norton Park Hotel & Spa, Sutton Scotney, Winchester, Hampshire, SO21 3NB

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### ■ Spa Therapists

Company: Five Senses

Location: Protaras, Cyprus

### ■ Leisure and Activities Manager

Company: Celtic Manor Resort

Location: Newport, UK

### ■ Senior Spa Receptionist

Company: Renard Resources

Location: London, UK

### ■ Full Time Spa Beauty Therapist

Company: Reebok Sports Club

Location: Canary Wharf, UK

### ■ Aesthetic Laser Technician

Company: Reebok Sports Club

Location: London, UK

### ■ Beauty Therapist

Company: Virgin Active

Location: Edinburgh, UK

### ■ Beauty Salon Franchise Available

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# Starwood details Chinese plans

TOM WALKER

Starwood Hotels & Resorts Worldwide has revealed that it will use its Sheraton brand to lead the company's global growth, with China being identified as a key market.

The hotel operator will open 25 new Sheraton hotels this year, 16 of them China.

In full, the investment in the Sheraton brand represents 30 per cent of the company's total development pipeline.

Simon Turner, the group's president of global development, said: "Sheraton is the number one contributor to Starwood's global growth and has given us a significant lead in many fast-developing markets."

"In China, which is now Starwood's second largest market after North America, Sheraton is expanding its presence in the country's biggest cities such as Beijing and Shanghai, as well as



Starwood plans to open 25 new Sheraton hotels this year - 16 in China

in rapidly developing urban centers including Guangzhou, Wanning and Hangzhou."

Turner added that the strategic goal is to operate 100 hotels in China by the end of 2012. Elsewhere, Starwood will open its first hotel in Hiroshima, Japan this year and its second in Seoul, South Korea. It will also open its first Sheraton in Bangalore, India in 2011.

## Building work starts on St Albans complex

TOM WALKER

St Albans City and District Council in the UK has announced that work has started on the new multi-million pound Westminster Lodge Leisure Centre.

Willmott Dixon commenced work on site following a turf-cutting ceremony on 21 March, with the S&P Architects-designed venue due for completion in summer 2012. Facilities at the Westminster Lodge Leisure Centre will include a 500sq m (5,382sq ft) spa area with a 60sq m (646sq ft) terrace overlooking the city's nearby abbey.

A total of 647sq m (6,964sq ft) of water space and overall capacity for 223 swimmers is to also be provided, along with a 200-station fitness



The S&P Architects-designed centre will include a large public spa

suite with cycle spinning studio.

Other facilities will include two exercise/multi-purpose studios; a climbing wall; a children's soft play area; a café/bistro; and a poolside health suite.

## 300th Massage Envy opens in San Diego

TOM WALKER

US-based therapeutic massage franchise and clinic operator Massage Envy has opened its 300th North American spa.

The Massage Envy Spa at the San Carlos Village shopping centre in San Diego,

California, US, will be owned and operated by franchisee Doug Busse.

Founded in 2009, the franchise-based company has expanded aggressively and now operates 300 spas and an additional 360 budget massage centres across the US.

### Argentina Spa Association

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