

spa opportunities

6 MAY – 19 MAY 2011 ISSUE 111

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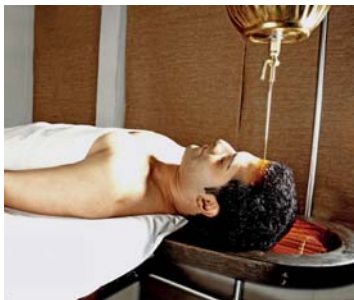
Four Fountains reveals plans

PETE HAYMAN

India-based spa operator Four Fountains Spa has confirmed its intention to launch 300 new facilities across the country within the next three years. The majority of the new sites (85 per cent) are to be franchisee owned and run, with 10 per cent to be franchisee owned and company run and 5 per cent to be in-house.

Four Fountains Spa director Sunil Rao said the company was looking to realise its ambition of "creating a health and stress-free India" by offering affordable therapies. The company currently runs 11 spas – three in Mumbai; four in Pune; and locations in Goa, Manali, Aurangabad and Bhopal.

Rao told *Spa Opportunities* that the expansion plans would see Four Fountains open new sites across India's top 50 cities with a "strong pipeline" already in place.



Four Fountains' plans include opening sites across India's top 50 cities

"Although the current size of the spa market in India is small, it is growing at a scorching pace of nearly 35-40 per cent per annum. This growth will be primarily driven by new customers entering the spa category due to rising stress levels in urban India," said Rao.



The hotel is located on Vero Beach, Florida, US

Vero Beach Hotel opens White Orchid Spa

TOM WALKER

Vero Beach Hotel and Spa in Vero Beach, Florida, US has opened its full-service onsite spa. The 5,300sq ft (490sq m) White Orchid spa is owned by Kelly and Kevin Donovan and the treatment menu includes a range of massages, facials and skin rituals supplied exclusively by three product houses – Privé, Thalgo and Image.

The spa will also have a heavy emphasis on medical treatments and has a full-time nurse practitioner on staff.

First phase of Soul scheme put on hold

PETE HAYMAN

Work on the first stage of construction at Juniper Development Group's multi-million dollar Soul project in Surfers Paradise, Queensland, Australia, has been pushed back.

The plans include a retail complex and a 77-storey residential tower, which is set to feature a spa, sauna area, a gym and an indoor lap pool.

A spokesperson for Juniper Development Group said that issues affecting construction work had caused it to revise its timings for the completion of stage one.

GoldenEye resort spa opens after delay

TOM WALKER

The Island Outpost Group (IOG), owned by music mogul Chris Blackwell, has launched the GoldenEye resort – the former home of *James Bond* author Ian Fleming – at Oracabessa, Jamaica. The luxury resort will include 23 guest units amid 52 acres (21 hectares) of coastline, lagoons and tropical gardens.

Resort facilities include a spa which, according to a spokesperson, is smaller than initially planned. The Field Spa at GoldenEye will be located in a redeveloped villa and the facility boasts four large treatment rooms.

A treatment menu of body scrubs, massages and facials will be administered by five full-



GoldenEye is the former home of author Ian Fleming

time therapists. Guests will also be able to have treatments in beach cottages if they prefer.

The own-branded products used at the spa use natural ingredients produced at the nearby Pantrepant organic farm – which also produces food for the IOG's properties.

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Subscribe to Spa Opportunities:

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Annual subscription rates are UK £31,

Europe £41, Rest of world £62, students UK £16.

Spa Opportunities is published fortnightly by

The Leisure Media Company Limited, Portmill House,

Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed

in the USA by SPZ, 75 Aberdeen Road, Emigsville, PA

17318-0437. Periodicals postage paid @ Manchester,

PA POSTMASTER Send US address changes to Spa

Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437.

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Klafs introduces children's spas

TOM WALKER

German sauna specialist Klafs has launched a new child-friendly sauna and spa concept which the company is looking to roll out across European hotels.

The Steigenberger Hotel Gstaad-Saanen in Switzerland has devoted an entire floor of its Spa Luxury World, which is spread across three storeys, exclusively to children.

The installation is part of the hotel group's wider strategy to cater for a changing demography among its spa guests. More younger couples with children are one of those to be identified as a key group.

Facilities include a themed tree sauna with a mild top temperature of 40 degrees, designed to offer the small guests a gentle introduction to bathing enjoyment. There is also a water grotto for kids to cool down in, with



The first installation of the new concept has opened in Switzerland

an adventure shower and waterfall. Sensory experiences include soft tropical raindrops and sudden thunder and lightning effects – creating an element of excitement to the proceedings.

The 150sq m (1,600sq ft) area is fully supervised by staff, with children able to try out many healthy treatments and choose their favourite for a full treatment.

The Siam prepares for opening of Opium spa

TOM WALKER

The Siam hotel in Bangkok, Thailand, is set to open its Opium-branded spa later this year.

Facilities at the spa will include a number of treatment rooms, a bath house, steamroom and sauna, with products being supplied by

Australian company Sodashi. The Siam hotel, which will open later this year, has been designed by the hotel group's creative director Krissada Sukosol Clapp, together with architect Bill Bensley with Khemvadee Paopanlerd working as lead architect.

Ritz-Carlton enters Israeli resort market

TOM WALKER

Ritz Carlton is to invest US\$160m (€110m, £98m) in opening a luxury hotel in Herzliya, Israel.

The hotel operator has agreed a management deal for a 12-storey property which will feature a 110-bedroom Ritz-Carlton hotel, with the top six floors featuring 85 Ritz Carlton Residential Suites.

The property, owned by Israel-based Tidhar, is the same that US-based restaurant chain Nobu planned to develop as a Nobu-branded hotel and spa – those plans were cancelled in 2009.

An opening date has been scheduled for March 2012 and facilities at the hotel include a luxury spa, a rooftop outdoor pool and a restaurant. Exact details of the 510 sq m (5,500sq ft) Ritz-Carlton Spa have yet to be confirmed,



The property was initially meant to be the first Nobu-branded hotel

but according to the company the facility will offer 'rejuvenation and restorative experiences' with a number of exclusive signature spa treatments being planned.

Simon Cooper, Ritz-Carlton's president and CEO, said the hotel will target both leisure and corporate guests and is part of the group's expansion plans for the region.



Andermatt resort plans revealed

TOM WALKER

The 426-bedroom Chedi Andermatt Hotel at the skiing resort of Andermatt in the Swiss Alps will include a 1,620sq m (17,000sq ft) luxury spa when it opens in 2013.

Facilities at the spa, designed by Zürich-based architects Hotz Architekten AG, include 10 treatment rooms; a 125sq m (1,350sq ft) relaxation zone; indoor and outdoor swimming pools; and a sauna world with a number of saunas, steamrooms and plunge pools and a 290sq m (3,100sq ft) health and fitness club.

Although the treatment menu at the spa has yet to be confirmed, a spokesperson told *Spa Opportunities* that it was working with spa consultants Rheinfelden on concept. The Chedi Andermatt will be the flagship hotel of the Andermatt resort, which is undergoing a CH1.8bn (US\$2bn, £1.4bn, £1.2bn) revamp.



The new spa has been designed by Zürich-based Hotz Architekten AG

Kuala Lumpur, Malaysia-based firm Denniston International Architects and Planners is providing the masterplan for the project, which is being project developed by Oroscom Development Holding.

Andermatt will be built as an environmentally sustainable ski resort with all building materials being carefully sourced to ensure they are sympathetic to the surroundings.

New spa for Dominican Republic resort

PETE HAYMAN

Secret Resorts and Spas has officially launched a new 20,000sq ft (1,875sq m) Secrets Spa by Pevonia at its Secrets Sanctuary Cap Cana resort in the Dominican Republic.

Facilities include nine treatment rooms across a main spa building and six private suites; an outdoor relaxation garden; a thermal hydrotherapy circuit; and a beauty boutique.

The treatment rooms feature 13 massage tables and two treatment tubs, while a sauna and a steam bath; rain showers; a whirlpool; and a plunge bath feature in the hydrotherapy circuit. Services and products from the US-based brand Pevonia are used at the spa, which offers a number of unique treatments such as the Myoxy-Caviar High Performance



A 20,000sq ft spa facility has been unveiled at Secrets' Cap Cana resort

Facial. A fitness centre; a yoga and pilates studio; a full-service salon; and a juice bar also comprise the new Secrets Spa by Pevonia.

Secrets Resorts and Spas currently operates three properties in Mexico's Riviera Maya area and two in Montego Bay, Jamaica.

Jumeirah Port Soller opening put back until 2012

TOM WALKER

The opening date of the Jumeirah Port Soller resort, currently under construction on the Spanish island of Mallorca, has been put back to 2012. The 92-room super luxury property was initially scheduled to open in 2010 but

delays in the building work has resulted in a new date being set for March 2012.

Facilities at the resort, which is being built by the Brussels-based Wingfield Corporation, include a large spa and wellness centre covering more than 21,527sq ft (2,000sq m).

Siena Hotel Spa Casino reopens in Reno

PETE HAYMAN

Grand Siena LLC has reopened the 214-bedroom Siena Hotel Spa Casino in Reno, Nevada, US, following the completion of a multi-million dollar refurbishment.

The venue – acquired by Grand Siena in November 2010 – includes The Spa at Siena, which boasts 12 treatment rooms and offers a range of treatments and sauna retreats.

Among the other facilities at Siena Hotel Spa Casino are a number of dining options – River View Café; Da Vinci Steakhouse; The Down Under; and Siena Sports.



The property is the first Kerry-branded in China

Shangri-La introduces Kerry brand in China

MARTIN NASH

Shangri-La has opened the 31-storey, 574-bedroom Kerry Hotel Pudong, Shanghai, China – the debut of the company's new design-led urban hotel brand.

Each hotel in the new brand will boast a Kerry Sports-branded leisure offer, which also includes a spa. The 275sq m (2,960sq ft) day spa at Kerry Hotel Pudong has nine treatment suites – including a couples' suite – and specialises in traditional Chinese medicine treatments based on ancient Wushu healing traditions.

UK college to build spa as part of campus plans

PETE HAYMAN

West Nottinghamshire College (WNC) has announced "once-in-a-generation" plans for a £24m redevelopment of its Derby Road campus in Mansfield, UK.

The Taylor Young-designed project is set to include a two/three-storey building to house a health spa, a training hair and beauty salon and 4,000sq m (43,056sq ft) of additional teaching space. WNC is looking to submit a planning application in June 2011 ahead of further consultation, with work scheduled to start in September.



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Barr and Wray to install Four Seasons Baku's rooftop spa

PETE HAYMAN

Barr and Wray has announced that it has secured a €900,000 (£795,000) contract for the design and installation of new spa and pool facilities at the new Four Seasons Hotel development in Baku, Azerbaijan.

The Glasgow-based aqua-leisure facility provider will supply steamrooms, saunas, rasuls, hammams and ice fountains for the property's ninth-floor rooftop spa.

Presidential suites will feature saunas, steam showers and ice fountains, with the whole spa and treatment area to cover 800sq m (8,611sq ft).

Designed by UK-based architects ReardonSmith, the 175-room Four Seasons Baku is set to also feature a range of restaurants and is due to open later this year.

The Baku contract is the latest to be signed by Barr and Wray, which has also secured an agreement to act as consultants on a six-star hotel in Istanbul, Turkey.



The private island is to undergo a redevelopment

Open air spa for Petit St. Vincent

TOM WALKER

Phil Stephenson and Robin Paterson, the new owners of the private island resort of Petit St Vincent in the island nation of St. Vincent in the Grenadines, will open a luxury open-air spa in November 2011.

The outdoor spa pavilion will boast six treatment rooms and is part of a wider redevelopment of the resort planned by the business partners, founders of the Freedom Resorts group.

Work on the new development – which will also include significant upgrades to existing accommodations, a new restaurant and a children's club – will commence in September ahead of an official launch scheduled for 1 November.

Raffles launches on Seychelles

TOM WALKER

Luxury resort operator Raffles has opened its first Indian Ocean property with the launch of Raffles Praslin in the Seychelles.

Located close to the UNESCO World Heritage Site, Vallée de Mai, the resort features 86 villas including one- and two-bedroom villa suite options with views of the Indian Ocean. All villas are accompanied by private plunge pools and resort facilities include a Raffles Spa.

The spa, the design of which has been inspired by the evolution of the pearl, boasts 13 treatment pavilions. Six of the pavilions are open-air and set among natural rock formations above the water and close to the ocean.

Two additional spa suites at Raffles Praslin feature steam showers, Japanese soaking tubs,



Each of Raffles Praslin resort's villas will include a private plunge pool

and observation decks where residents may enjoy treatments in private.

Additional spa facilities at the resort include a steamroom, sauna and a Spa Garden with a Pavilion for Yoga and Pilates.

Ritter to remain as Rezidor president/CEO

PETE HAYMAN

Kurt Ritter will continue as president and chief executive officer of the Rezidor Hotel Group for an additional three years.

Ritter's current employment agreement was due to terminate in February 2012, but has now

been extended after receiving the backing of the company's board. Ritter has been president and CEO at Rezidor since 1989.

Hubert Joly, chair of Rezidor's board, said: "Kurt Ritter has played a critical role in making Rezidor what it is today."

Maikhao opens Natai Beach resort

TOM WALKER

Maikhao Dream Hotels & Resorts has opened its first beachfront resort on Natai Beach, Phang Nga, Thailand.

The 56-bedroom Maikhao Dream Resort & Spa boasts a luxury resort spa which has been designed using water as the key element.

Located on the 3rd floor of the lobby building, the Maikhao Dream Spa has been built in a classical Thai style and features two double treatment rooms, two single rooms, a luxury spa suite for two, sauna and steamroom.

The facility offers a range of traditional treatments such as body scrubs and wraps, massages, manicure and pedicure, as well as a range of rejuvenating facials by Monaco-based product house Margy's. The spa's signature



The Maikhao spa's menu incorporates a range of traditional treatments

treatment is the Chromo-energetic Massage, which has been tailored to blend Maikhao Dream Spa methodology with the harmonising techniques including lymphatic drainage, shiatsu, reflexology, and foot massage.

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DIARY DATES

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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

8-9 MAY

Beauty UK

NEC, Birmingham, UK

The cream of the UK's beauty industry will gather to celebrate new product innovations and learn how to grow beauty businesses.

Tel: +44 1332 227 690

www.beautyserve.com

12-14 MAY

Sustainable Cosmetics Summit North America

Grand Hyatt, New York, US

The conference aims to encourage sustainability in the beauty industry by bringing together key stakeholders to debate major issues facing the beauty sector.

Tel: +44 208 567 0788

www.sustainablecosmeticsummit.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

16-18 MAY

Beautyworld 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

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

24-26 MAY

Beauty World Middle East

Dubai International Convention & 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

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

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

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.

Tel: +1 609 759 7606

www.spaandresortexpo.com

24-26 JULY

Cosmoprof North America

Mandalay Bay, Las Vegas, Nevada, US

This international beauty and cosmetics fair – now in its ninth year – attracted 700 exhibitors and 25,000 visitors in 2010.

Tel: +1 480 281 0424

www.cosmoprofnorthamerica.com

17-18 AUGUST

SPLASH! New Zealand Pool and Spa Trade Expo

Wellington Town Hall, Wellington, New Zealand

The exhibition provides the opportunity to launch new products, network, come face to face with spa professionals, meet the press and build brand awareness.

Tel: +61 2 9660 2113

www.splashnzexpo.co.nz

13-14 AUGUST

Sydney International Spa & Beauty Expo Conference

Sydney Convention & Exhibition Centre, Sydney, Australia

One of Australia's largest spa and beauty trade events.

Tel: +61 2 9422 2535

www.internationalbeautyexpo.com.au

28-30 AUGUST

Brazilian Spa Congress

Sheraton Hotel Sao Paulo, Brazil

The largest spa event in the country aims to attract both local and international professionals and will be held jointly with the Medical Travel Meeting Brazil.

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www.internationalbeautyexpo.com.au



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COMMENT

Five Rules of Revenue

There are many lessons that operators can learn from surviving the challenging economic climate. Anne McCall Wilson lists her top five

The recent downturn in the economy presented all of us with a revenue challenge. We had to get creative to try to maintain our profits. Here are a few of the revenue rules that I have found important to consider.

1. Know who you are

Get precision clarity about your spa's brand essence and have confidence to charge the right price for the experience. Different spas offer different experiences and price points: a luxury spa would charge a higher price than a nail spa. In the panic of the past few years, every brand appeared to have chased one pricing strategy – deep discounting.

This confuses the customer and muddies brands. In luxury spas, resulting lower margins also drives down the experience.

Perhaps worst of all, discounting didn't appear to drive any increased profit. Clarity of brand position and its price/value is a great revenue strategy any time.

2. Fans and followers vs. discount chasers

Social media has provided every brand and style of spa with abundant opportunities (and challenges). Social media engages our



Anne McCall Wilson

McCall Wilson is currently vice president of spas at Fairmont Raffles Hotels International. With a hotel and marketing background spanning 30 years, she has been instrumental in Fairmont's spa direction for Willow Stream since its inception in 2001.

Mumbai's Svastii Wellness Academy opens

PETE HAYMAN

Landmarc Leisure Corporation (LLC) has announced the launch of its new Svastii Wellness Academy in Adheri East, Mumbai, in a bid to capitalise on the sector's growth in India. India's wellness services industry is currently experiencing annual growth of 35 per cent and the new academy offers a range of courses across beauty-related areas.

A lecture theatre with video conferencing facilities; purpose-built practical rooms; and a well-equipped library are on offer at the new Svastii Wellness Academy.

LLC managing director Paulomi Dhawan said: "According to estimates, the existing 2,300 spas in the country have created employment for 400,000 people and require 20,000 more trained professionals."



Around 3,500 spas are now in operation in Asia

New research shows Asian market to be worth US\$2bn

TOM WALKER

A report into the state of the Asian spa market has shown that there are now 3,500 facilities operating within the region – with 60 per cent of Asian countries considered emerging or potential spa markets.

The report, compiled by research company Intelligent Spas on behalf of The Asia Pacific Spa and Wellness Coalition (APSWC), suggests that there are plenty of development and business opportunities across the region.

The region's spas collectively generate annual revenues of around US\$2bn (£1.4bn, £1.2bn) and employ more than 50,000 people. The full report, available from the Intelligent Spas website (www.intelligentspas.com), covers total industry revenue and employment numbers by country.

Collected using Intelligent Spas' Global Spa Benchmark Program, it also lists which spa markets are supported by industry associations and government departments, enforce legal requirements and training standards, plus practice traditional spa therapies.

"People put an increasingly high value on their time – this has many implications for spa and beauty operators"

customers, builds fans and followers and allows us to even customize special offers. One thing I have learned though: those customers who avidly follow branded online discounters are much more likely to be loyal to the discounter than to my business. Online discounters have to be approached carefully and strategically.

3. Slippery slopes are much easier to go down than climb up

Customers are more knowledgeable than ever about prices and more likely to ask about specials than 3 years ago. However, lowering prices is a slippery slope that is easy (and tempting) to go down but it takes a very long time to climb back up. I am a much bigger fan of developing limited time specials or seasonal programs that can be turned on/off.

4. Percentage discounts on treatments are like lobby music

Most percentage discounts are like lobby music – you know it's there but no one listens to it. Unless the discount is large, they likely don't influence anyone and then what is the point

of a big discount that leaves no margin? Better to get creative about offers that have high perceived value and leave some profit – fixed dollar amounts, gifts with purchase, retail offers or treatment time.

5. Don't waste their time

People put an increasingly high value on their time. This has many implications for spa and beauty operators. The 10-minute nail spa has to deliver on the promise of 10 minutes. The guest chose the establishment on a time promise – not solely due to the price. Better to charge a little more with enough staff in place to deliver on that promise on time.

The luxury spa experience is an investment in both time and money so has to be perfect in every way to have perceived value. Avoid the temptation of filling up your facility with day use or members beyond the facility's capacity – this will only result in spa guests forced to wait for equipment, seats and service.

The bottom line: consider the time/value proposition, not just a price value one.



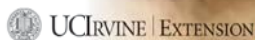
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Four Seasons Marrakech to open

TOM WALKER

Hotel giant Four Seasons has confirmed that its new Four Seasons Hotel Marrakech property in Morocco is set to open its doors on 15 June.

Blu Spas has been working with architect Didier Lefort of DL2A Paris and the UK-based GA Design on interiors on the 140-bedroom hotel.

Facilities at the hotel will include a spa with 17 treatment rooms. The main pavilion offers 17 treatment rooms for massages, facials and body treatments, plus a salon and whirlpool.

A second building is reached by its own discreet entrance, and houses two luxurious VIP spa suites – including a couples room – as well as a modern interpretation of the traditional hammam. There are also private relaxation gardens, men's and women's wet areas as well as saunas, whirlpools and gardens.



The Marrakech resort will include a day spa with 17 treatment rooms

Four Seasons has invested around US\$15m (£11m, £9m) in building the spa.

Nestled in the Menara Gardens in the west of Marrakech, the property will also feature 40 ryads and villas.

Construction work first got underway in 2005 and the property is being developed by Kingdom Hotel Investments in partnership with the European Hotel Corporation and Alliances Development Immobilier.

Denihan enters Miami with The James

TOM WALKER

US-based hotel operator Denihan Hospitality Group is to launch and manage a The James-branded luxury hotel on South Beach, Miami, Florida. The 390-room The James Royal Palm will be located at the historic Royal Palm Hotel which is currently being redeveloped by Denihan. An opening date for the property has been scheduled for late 2012.

Plans for the art deco-style property, which is owned by KSL Capital Partners, include a full-service spa, two swimming pools and a beachfront restaurant, while the interior areas will be designed by Lauren Rottet of the Rottet Studio. The hotel is Denihan's first The James-branded hotel in Florida.



Plans for the art deco-style property include a full-service luxury spa

KSL Capital is the owner of travel and leisure properties throughout North America, which include the Grand Wailea Resort Hotel and Spa; the Arizona Biltmore Resort and Spa; and the Dallas, Texas-based ClubCorp.

New restaurant for Hilton Maldives Iru Fushi

PETE HAYMAN

Hilton Maldives Iru Fushi Resort and Spa has announced the launch of its new restaurant – Bamboo – to provide a wide range of cuisine from across south and south-east Asia. The spa resort is located on the Noonu Atoll to

the north of the Maldives, offering 221 villas and one of the country's largest spa sanctuaries across 52 acres (21 hectares).

Iru Fushi Spa features 20 individual pavilions located within tropical vegetation, offering a holistic approach to wellness.

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