

# spa opportunities

4 NOVEMBER - 17 NOVEMBER 2011 ISSUE 124

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## US\$14.5m VC deal for GramercyOne

GramercyOne, the company behind spa industry software SpaBooker, announced that it has secured US\$14.5m (€10.5m, £9.2m) of VC funding from a raft of new backers led by Revolution Ventures - the company behind Living Social, spa resort Miraval and Exclusive Resorts.

The investment will enable the company to accelerate the development of all the versions of its cloud-based software - such as SpaBooker, SalonBooker and FitnessBooker - which run off its generic Booker platform. It will also enable expansion into new vertical markets.

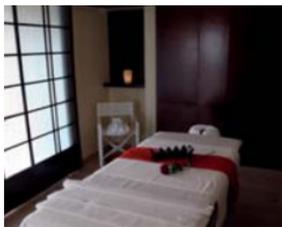
SpaBooker is the preferred software supplier for Hilton Worldwide, Six Senses and Exclusive Resorts and already has more than 2,500 customers in 56 countries. The company has announced a number of innovations in recent months, including an in-Facebook booking application. In announcing the deal, Revolution



The company has announced a number of innovations in recent months

president Tige Savage said: "GramercyOne allows the e-commerce revolution to move from the sale of products to the sale of services. The company's applications finally make it as easy to purchase and schedule an appointment online as it is to purchase a song or a book."

Josh McCarter, CEO of GramercyOne said: "Cloud-based tools are changing the way the world does business and we're looking forward to continuing to set the benchmark in this exciting and critical sector."



The master treatment room at Shiseido Beirut

## Shiseido day spa in Beirut gets facelift

The Shiseido day spa in Beirut, Lebanon has undergone an €160,000 (US\$221,000, £140,000) redevelopment which has added two new treatment rooms to the facility.

Housed at the city's Qi Institute, the 350sq m spa now houses five treatment rooms, including the two new spaces that will mainly be used for specialist facial treatments. As part of the revamp, the Anemone-themed room has been turned into a master treatment suite with private bathroom and two relaxation areas have been added.

## Sofitel Legend opens new-look Egypt hotel

Sofitel Luxury Hotels, part of the France-based Accor Group, has announced the launch of the Sofitel Legend Old Cataract Aswan in Egypt, following a three-year renovation.

The property, which is located on the banks of the Nile River, is housed in a building dating back to 1899 and has hosted guests such as Sir Winston Churchill since it initially opened.

The spa comprises six treatment rooms; a sauna; a hammam; and an indoor pool. Products used include Nefertari; Jeanne Habashi; Cinq Mondes; Hermès; and Guerlain.

## Work completed on SeaWorld's spa hotel

A five-year renovation programme costing US\$35m (€25.1m, £21.9m) is now complete at the 781-bedroom Renaissance Orlando at SeaWorld resort in Florida, US. The extensive overhaul of the aquatic-themed Lifestyle resort, which is operated by Marriott International, included the addition of the 8,500sq ft (790sq m) nèu lotus spa.

Spa facilities include eight treatment rooms; a manicure and pedicure area; steamrooms; and relaxation areas, while a 2,600sq ft (242sq m) fitness club is also on offer at the property. Product lines used in the nèu lotus spa at the resort include Zents; Thalgo; Dr Gross; Comfort Zone; and Deserving Thyme.



The property is located within the SeaWorld Resort

Earlier this year, the resort opened its new R Aqua Zone interactive water playground as part of an enlarged pool area, which was delivered by Winter Park Construction.

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## Fidelity invests £3.5m in Wahanda

Venture capitalist company Fidelity Growth Partners (FGP) has invested £3.5m (US\$5.6m, €4m) in online health and beauty marketplace Wahanda, leading to Davor Hebel, a partner at FGP, joining the board of Wahanda. Wahanda co-founder Lopo Champalimaud said the funding will be used to accelerate the company's growth both in the UK and overseas.

"Our vision is to do for health, beauty and wellness what Amazon did for books," he said. "We've created an online destination where people can find, discover, share and book anything they want to do with beauty and wellness. We're thrilled to partner with Fidelity Growth Partners Europe and we are looking forward to the passion and experience Davor will bring to our board."

Wahanda was founded in 2008 by Champalimaud - formerly with lastminute.com



Wahanda's aim is to "do for wellness what Amazon did for books"

- and Salim Mitha, a former general manager at internet giant Yahoo!

The company also boasts a number of entrepreneur backers, including Brent Hoberman, founder of lastminute.com; Stefan Glanzer, former executive chair of last.fm and founder of Passion Capital; Ambient Sound Investment, founding engineers at Skype; and Wolf Hengst, the former chief operating officer and president of Four Seasons Hotels.

## US\$1.8m Syna Tiger Resort opens in India

Great Hotels of the World has announced the opening of the US\$1.8m (EUR1.3m, £1.1m) Syna Tiger Resort in Bandhavgarh, India, after four years in development.

A 400sq ft (37.25q m) structure with two treatment rooms forms the first element of the

new spa, while the second is three individual gazebos located amid the resort gardens.

Made Wijaya, the Bali, Indonesia-based tropical garden designer, and Mumbai-based DeFACTO Architects were involved in the design of the Syna Tiger Resort.

## New spa completes Hotel le Bristol revamp

Hotel Le Bristol in Paris, France, has celebrated the completion of a €100m (US\$139m, £87m) renovation programme with the opening of a new spa in conjunction with La Prairie.

Spa Le Bristol by La Prairie, along with two new signature suites and a new-look three-star Michelin restaurant Epicure, formerly Gastronomique, marked the final phase of the project.

The spa boasts eight beauty treatment cabins; a Russian Wet Room with one of Paris' first affusion showers; a female-only Turkish Bath; and a double VIP suite.

A fitness centre and a hairdressing salon also feature as part of the spa, while the swimming pool on the sixth floor overlooking Parisian



The spa boasts eight beauty treatment cabins and a VIP double suite

rooftops complements the recreation facilities at the hotel.

Other product lines used at the spa include Russie Blanche; Les Thermes Marins de Saint-Malo; By Terry; La Maison De L'Argan; and Organic Pharmacy.



## Hyatt plans to open 40 spas 2016

Hyatt Hotels Corporation plans to open more than 40 new hotel spas over the next five years. Speaking to *Spa Business*, Hyatt's vice president of international spa operations Niamh O'Connell said the majority of new sites would be in Asia - with India and China particularly identified as growth markets.

As part of Hyatt's strategy of not having an inhouse spa brand, each spa will be tailored individually.

O'Connell said: "Our core philosophy is that each spa will have a unique concept and represent the location it's in. We're sensitive to the fact that we're coming into a new environment and we don't want to say 'this is what we do and you should spa our way'".

At least 16 of the 40 new properties will open by the end of 2012 - including one of the largest, the Shamana Spa at Grand Hyatt



Hyatt has identified China and India as primary growth market for spas

Goa in India. Housing 19 treatment rooms, the 35,000sq ft (3.252sq m) Shamana Spa will feature a yoga studio, a 25m lap pool, a separate outdoor pool and a health and fitness are supplied by Life Fitness.

The treatment menu will be supplied by Natura Bisse, Voya, Puri Alchemy and Iraya. Read more: <http://lei.sr?a=H6C6G>

## Fish spas pose 'low risk' of infection

Customers that undergo spa treatments using toothless Garra Rufa fish are at a 'very low' risk of catching an infection, according to new guidance on fish spas published by the UK's Health Protection Agency (HPA).

In a statement, the HPA outlined that while there is the potential for transmission of infections - either from fish to person (during the nibbling process), water to person (from the bacteria that can multiply in water), or person to person - it concluded that "overall risk of infection is likely to be very low, if appropriate standards of hygiene are adhered to".

The treatment is popular in the UK and some operators, such as London-based Aqua Sheko and Appyfeet, base their entire business model on the treatments.



The study into fish spas found there was a very low threat of infections

A spokesperson for Appyfeet said: "We operate under strict health and safety guidelines, and work very closely with the Health and Safety Executive, and local authorities, to ensure our spas are of the highest standard."

The Garra rufa treatments are banned in a number of US states, including Florida and New Hampshire. Read more: <http://lei.sr?a=2g4C9>

## Virgin Hotels acquires Chicago site

Virgin Hotels has purchased the Old Dearborn Bank Building in downtown Chicago, US in an all-cash transaction.

Virgin Hotels will convert the former office building and expects to re-open it as Virgin Hotel Chicago by the end of 2013.

The 27-story Art Deco building, a Chicago landmark designed by C.W. and George L. Rapp Architects in 1928, has significant historic and architectural features that will be restored and recreated. The new hotel will have 250 guest bedrooms and a spa.



The hotel will be now known as Yas Viceroy Hotel

## Viceroy rebrands Abu Dhabi's Yas Hotel

US-based hospitality operator Viceroy Hotel Group (VHG) has revealed that Abu Dhabi's iconic Yas Hotel will now be known as Yas Viceroy after the property's rebranding. It follows the announcement earlier this year that VHG had been chosen to operate the 499-bedroom property, which is owned by Aldar Properties and is located at the heart of the Yas Marina Circuit.

Facilities include the ESPA at Yas Viceroy Abu Dhabi spa, which comprises eight treatment rooms and separate private areas for male and female guests.

The Yas Viceroy spa also offers the Yas Presidential treatment suite, which is equipped with its own hammam and a steamroom featuring a rain shower with colour therapy. Elsewhere, Kinesis and Technogym equipment feature in the fitness suite, while a relaxation area overlooks the Yas Marina race track. Two rooftop infinity pools are also available.

## Wyndham launches Bay Point resort in Florida

Wyndham Hotels and Resorts has launched its fourth new property in Florida within the last 12 months with the opening of the 319-bedroom Wyndham Bay Point Resort in Panama City Beach.

Accommodation at the hotel include 60 one- and two-bedroom golf villas that offer separate living rooms and bedrooms.

Facilities include the 12,000sq ft (1,100sq m), Serenity Spa offering a range of treatments. Body treatments include salt scrubs, body wraps, body masques and vichy shower while a full range of massages and facials are also available. Spa guests will also benefit from two on-site fitness centres and five swimming pools.

## New products for DLL's Amida Spas

David Lloyd Leisure (DLL) has secured a deal with Aromatherapy Associates; Rodial; and Alpha-H to provide products for new treatments and therapies across its Amida Spa estate in the UK.

The products will be offered from October/November at all Amida Spa facilities, which are located at selected DLL racquet and fitness clubs across the country and the operator's Harbour clubs.

DLL business development manager Hazel Geary said: "These are exclusive products available at premium locations and, as such, are a perfect offering for Amida."

Among the locations to offer the new products will be DLL's new Farnham club, which is due to open in December and will house a 1,013sq m (10,904sq ft) Amida Spa, the group's largest.



The full service spa will spread across 6,000sq ft

## Pristine Bay scheduled for soft opening in 2012

Pristine Bay Resort on the island of Roatán, Honduras, is preparing for a soft opening in the beginning of 2012.

The luxury resort will initially have 30 standard guest rooms, 11 two-bedroom villas, a fine dining restaurant called Las Pergolas, beachfront infinity pools and palapa bar. A full-service 6,000sq ft spa, remaining guest rooms and villas will follow in phase II of the project which is set to get underway later this year.

Mario Toriello, a spokesperson for the independently-owned resort said: "Roatan is one of the last truly 'undiscovered' spots on the planet. We are confident that Pristine Bay is well poised to welcome those seeking an escape to paradise."

When open, the resort will be operated by the Lancaster Hotel Group.

## Steiner acquires IMD in \$157m deal

Steiner Leisure has secured an agreement to acquire all issued and outstanding capital stock of Ideal Image Development, the US-based provider of laser hair removal treatments.

Ideal Image currently has 68 facilities in more than 20 states across the country, 17 of which are operated by franchisees. It is a company "exclusively" focused on laser hair removal services.

The deal price is US\$175m (£126.8m, £110.6m) and is being funded with existing cash and through borrowings under a new credit facility from lenders including SunTrust Bank.

It is intended that the acquisition will help Steiner to expand its current portfolio of services, while also taking advantage of new opportunities that complement the business.

Steiner president and chief executive officer Leonard Fluxman said: "Laser hair removal



Steiner secured the deal as part of its strategy to expand its services

represents an approximately US\$2.1bn (£1.5bn, £1.3bn) market and is experiencing rapid growth supported by positive demographic, cultural and lifestyle trends.

"The effective and convenient results offered by Ideal Image complement our philosophy of enhancing the quality of life of our guests by providing a range of beauty and body treatments of the highest calibre in our facilities."

## New spa resort launches in Koh Samui

The new Mantra Samui Resort and Spa, which has taken three-and-a-half-years to develop, has opened its doors to guests for the first time in Koh Samui, Thailand.

A member of the Great Hotels of the World Luxury Collection, the privately-owned resort was unveiled on 10 October and includes the 150sq m (1,615sq ft) Splendid Spa. The spa area is due for completion later this month.

Three treatment rooms and an additional room for hot herbal baths are among the facilities at the spa, which also features a steamroom, a sauna and a Himalayan salt relaxation room. According to resort general manager Robert Mayer, the Splendid Spa's design is based on "our experience in



The Mantra Samui Resort and Spa took more than three years to complete

spas around the world". Products used in the treatments are supplied by PanPuri.

Mantra Samui Resort and Spa facilities also include a Life Fitness-equipped gym; a movie theatre; and a Salt Yoga Studio.

## PwC: European hotels 'remain resilient'

Hotels in Stockholm, Sweden, and Istanbul, Turkey, are expected to see double-digit growth in revenue per available room (RevPAR) for 2011 and 2012, according to new research.

PricewaterhouseCoopers (PwC) has published new analysis of European hotel performance

across Europe, with many of the continent's prominent cities demonstrating resilience.

London, UK; Paris, France; and Amsterdam, Netherlands, were also highlighted by PwC for showing a "particularly strong recovery" as business travel continues to rebound.

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## ARK opens 'finishing school' for spa and beauty therapists

Ark Age Aware Skincare has opened a new training academy at its headquarters in Putney, UK.

The ARK Academy aims to offer newly qualified spa therapists a 'finishing school', equipping them to be commercially and professionally ready for the working environment. It will launch a number of new training packages covering a range of operational areas, such as management, reception training, customer service, team leadership skills and refresher courses for therapists returning to the industry.

The ARK Academy's existing services include advanced courses in massage; bespoke training and support for all partners who retail ARK products; and assessor awards A1 & A2



Each Crowne Plaza property will be 'realigned'

## IHG to reposition Crowne Plaza as 'upper-upscale'

InterContinental Hotels Group (IHG) is to reposition its Crowne Plaza Hotels & Resorts as a portfolio of 'upper-upscale' properties. Announcing its three-phased strategy at its annual conference in Las Vegas, US, IHG said it expects all 400 Crowne Plaza hotels in 52 countries to be repositioned by 2015.

The three phases of the repositioning are defined as "Freshen Up", "Move Up" and "Shine". The first "Freshen Up" phase will focus on raising product quality and consistency, primarily in the Americas, driving revenue and performance across the portfolio.

The second phase, "Move Up", will see development and distribution in major gateway cities and resort markets, as well as increasing brand awareness and delivering on key drivers of guest satisfaction.

In the final "Shine" phase, the new brand hallmarks will be tested across the globe.

## Kempinski expands into Azerbaijan

Kempinski is to manage its first property in Azerbaijan - the 280-bedroom Kempinski Hotel Badamdar, in the capital of Baku.

Facilities include a 3,500sq m (37,674sq ft) spa and wellness centre with 20 treatment rooms - six of which are doubles - and a beauty centre.

The product house used at the spa is Elemental Herbology, while a pool, relaxation area, sauna, hammam and fitness studio complete the offer. The major five-star Badamdar Complex also features a 5,000sq m (53,820sq ft) entertainment and retail centre, a seasonal aqua park and 37 residential apartments. Kempinski Hotel Badamdar is the first of two management deals secured in Baku, with the Kempinski Crescent Baku due to open in 2015.

Reto Wittwer, the group's president and chief executive officer, said: "Kempinski Hotel



Facilities at the spa include 20 treatment rooms and a relaxation area

Badamdar Baku is an important addition to Kempinski's fast-growing portfolio of city hotels in Eastern Europe, and further emphasises our strategy in the region.

"The new Kempinski hotel will combine the best of the group's renowned European flair and highest standards of service, with a keen respect for Azerbaijani culture and traditions."

## Akatsuki resort opens on Koh Samui

A new boutique hotel called Akatsuki has opened on a secluded beach on the island of Koh Samui. Designed by Tokyo-based architect Riccardo Tossani, the private luxury resort is built entirely from recycled wood and uses natural ventilation and shade for guest comfort.

Catering for small groups or business events, the resort has a dining pavilion with large beach-side deck, a more relaxed living pavilion and a pavilion with conference technology. There are five Japan-inspired suites and a small private spa.

## Intelligenz to expand into UK market

Intelligenz Solutions, the Australia-based provider of integrated software for the fitness, spa, wellness and hospitality sector, has revealed plans to enter the UK market for the first time.

In addition to its existing sales and support offices in Australia, New Zealand and the US, a base is to open in Northampton, UK, to serve the Europe, Middle East and Africa region.

Intelligenz sales manager Neil O'Connell told *Spa Opportunities* that the group will be targeting smaller hotel chains and independent hotels/day spas as part of its UK move. Among the company's products are the IntelliSpa and IntelliFitness services, and O'Connell said that "there was a strong opportunity in the UK for a specialised spa solution".



The company provides software products at a number of top resorts

Intelligenz is planning to showcase its solutions at a number of upcoming shows and has attracted "great interest" from a number of its already-identified target businesses.

O'Connell said: "We believe that our software solution is more comprehensive and functional than the major competitors."

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## 1st LOHAS Asia Forum

Location: Singapore, Singapore 587844, Singapore

LOHAS (Lifestyles of Health and Sustainability) Asia hosts the inaugural LOHAS Forum in Asia. Come and join SME's and entrepreneurs from around Asia to collaborate on new sustainability projects and hear global experts share their insights.  
tel: +65 9634 4155  
[www.lohas-asia.org](http://www.lohas-asia.org)

7-9 November 2011

## ISPA Conference &amp; Expo

Mandalay Bay Convention Center, Las Vegas, USA

Three-day conference covering spa business strategy and management, plus a trade show with over 300 exhibitors.

Tel: +1 859 226 4326

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

8-9 November 2011

## Spa Life UK 2011

Location: Center Parcs Elveden, Near Cambridge, United Kingdom

Spa Life UK 2011 has been designed to help raise standards of management education and continuing professional development (CPD) for the UK's diverse and rapidly growing spa and wellness industry.

Tel: +44 8707 804490

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

18 November 2011

## Mobile Apps: The Legal Challenges

Location: Central London, London, United Kingdom

Mobile applications are in use more than ever. Internet giants such as Facebook, Apple and Google as well as thousands of online businesses like Tesco, H&M and British Airways offer mobile applications, but with growing popularity comes more legal issues.

tel: +44 (0) 20 7012 1384

[www.ccileparkconferences.com/Mobile\\_Apps\\_Legal](http://www.ccileparkconferences.com/Mobile_Apps_Legal)

5-6 December 2011

## Spameeting Istanbul

Location: Swissôtel The Bosphorus, Istanbul, Turkey

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8-9 December 2011

## Asia Spa Show 2011a

Shanghai, China

New event aimed at senior executives and technicians in the Asian spa sector.

Tel: +8621 6085 1000

[www.noppen.com.cn/upcoming/11131/](http://www.noppen.com.cn/upcoming/11131/)

8-11 February 2012

## Kosmetik Expo

Marriott Moscow Royal Aurora Hotel, Moscow, Russia

A key beauty trade show in Russia.

Tel: +7 495 937 13 18

[www.ki-expo.ru](http://www.ki-expo.ru)

15-17 February 2012

## Aesthetic Life

Kiev, Ukraine

This inaugural spa and wellness trade show and conference is part of Kiev's Healthy Nation event.

Tel: +380 44 423 30 89

<http://hn2012.treex.com.ua>

4-5 March 2012

## Professional Beauty &amp; European Spa Convention

ExCel London, UK

Focused on strategy and business issues the convention gives a platform to spa owners and senior managers to share their experiences of operating a successful spa. Running alongside a dedicated spa exhibition at Professional Beauty, the UK's largest trade show for the beauty industry

the European Spa Convention is set to attract day spas, hotel spas, resort spas and destination spas.

Tel: +44 (0) 20 7351 0536

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

13-14 March 2012

## Retail Business Technology Expo and Cards &amp; Payments Solutions

Location: Earls Court 2, London, United Kingdom

Retail Business Technology Expo and Cards & Payments Solutions is the definitive event for retail and hospitality organisations in the UK and mainland Europe looking for the right tools, solutions and advice to run their businesses even more effectively.

Tel: 0044 28 874 2728

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

14-17 March 2012

## SpaTec Spring 2012

The Ritz-Carlton Orlando, Grande Lakes, Florida, US

A 3-day forum of one-on-one meetings between corporate spa owners, directors and design/management companies and leading spa suppliers and vendors from the following categories:

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[www.mcleaneventsinternational.com/events/SpatecSpringNA12/about/](http://www.mcleaneventsinternational.com/events/SpatecSpringNA12/about/)

26-27 March 2012

## Spameeting Europe

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## spa business 2012 handbook

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#### { Operator information }

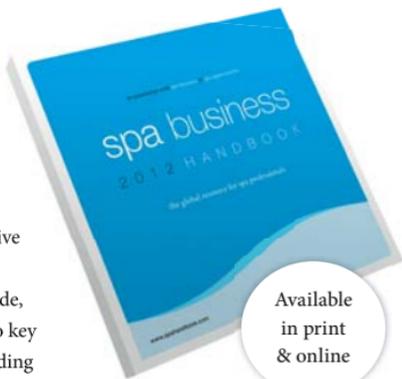
- Industry movers and shakers
- Key industry statistics and research
- A 2012 diary highlighting events, shows and networking opportunities
- Predictions and trends for 2012
- A development pipeline
- Trends and research
- Fitness

#### { Supplier information }

- Company profiles including key information, contact details, images of products and a picture of a key contact
- A-Z listing of trade associations

The print edition will be available at £25 per copy

The *Spa Business Handbook* is the ultimate reference guide for the international spa market. Published in 2012 as a comprehensive resource for operators and suppliers worldwide, it will be distributed to key decision makers including leading hotel and spa operators, suppliers, developers, consultants and other experts. It will also be distributed at key spa events, making it a must to be seen in.



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## OPINION

## Spa Status Report – Brazil

Lisa Starr recently traveled to both Brazil and China to find out about their spa industries. In the first of two reports, she shares her experiences in Brazil

Spas and spa associations are beginning to coalesce as a group in a number of countries, to exchange ideas and information and gain strength through numbers. In August, I attended the first-ever Brazilian Spa Congress, which was held in conjunction with the 2nd Medical Travel Meeting Brazil. Both events were held at the Sheraton World Trade Center in São Paulo, sharing keynote and break facilities while allowing each group to attend more specific panel presentations and exhibitor booths. Attendees included physicians, hospital staff, education and research centres, media and banking representatives, as well as spa and aesthetic clinic owners and managers.

Brazil is estimated to have around 4,000 esthetic clinics, which are specifically skincare driven, and about 1,000 spas, which combine massage, body and skincare services. While in Brazil, I was able to tour a number of spas in São Paulo, and also a new beauty education facil-



**Lisa Starr**

Lisa is an expert within the spa, beauty and wellness industries with more than 25 years' experience. In February 2011 she teamed up with GramercyOne and became the group's community ambassador

**“Even with the number of spas currently in Brazil, the industry is still in its early stages”**

ity at Universidad Anhembi Morumbi. This spa training clinic consists 1200 square meters of treatment rooms, consultation areas, dispensaries, nail area, salon and even experience showers and an outdoor bamboo garden for clinic clients. Students undertake a four-year degree, and are taught about customer service, nutrition and psychology as well as beauty therapies. At the conclusion of their education they can sit for a licensing test, although Brazil has no certification board and no government agency oversees the beauty sector.

I visited a large spa called Hara, which is recognized as the largest in Brazil with 35-40 treatment rooms (no one was sure!). This spa is in a well-to-do area of São Paulo, and offers services on two levels around a courtyard. Some of the treatment rooms off the courtyard had glass floors opening onto koi ponds, and the whole place was done in an Asian theme, with elements of Buddhism, Hindi and Muslim cultures all present. Kalamma Spa offers yoga, pilates and hair services along with spa services and a small locker room, and Orris Spa, on a residential hillside, offered advanced skincare, spa and nail services along with extensive wet treatments,

and had created outdoor spa spaces with breezy curtains and trees in the backyard. I also visited several Buddha Spas, part of a growing chain of both company-owned and franchised locations, also with an Asian theme and some excellent signature treatments.

Even with the number of spas currently in Brazil, the industry is still in its early stages. Clients are used to going to esthetic clinics for their skincare, and the spas are still developing their skincare services to augment massage and body treatments. However, in a metropolis such as São Paulo with 22 million people, the need for relaxation and stress-relief is just as present as in other developed countries, and the spas are working on relaxation spaces for their clients. Without governmental certification and licensing, the level of training of most therapists is not high, and English is not widely spoken, which will likely slow the rate of skills advancement as far as international standards.

There are also infrastructure challenges, such as the 35 per cent tax on payroll on certain businesses. But Brazilian people are eager to learn and evolve so this fast-growing country can join the ranks of world class spa destinations.

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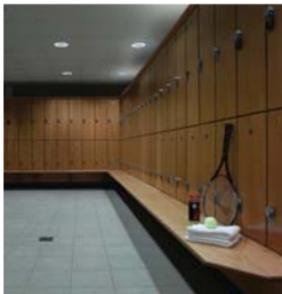
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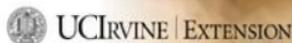
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## Hyatt unveils new Andaz Shanghai

Hyatt Hotels Corporation (HHC) has launched its new Andaz Shanghai property in China, which is located in the Xintiandi entertainment area of downtown Shanghai.

The 307-bedroom hotel occupies a 28-storey building and includes the Andaz Lounge, Hai Pai and Éclair dining experiences; a translucent indoor pool; and a 24-hour fitness suite.

Meanwhile, the new 2,200sq m (23,681sq ft) Optime Spa is to open during Q1 2012 and is to comprise 10 treatment rooms with seven double cabins and one steamroom.

Drawing upon traditional Chinese medicine alongside modern wellness practices, the spa is to use Natura Bisse products and its own signature massage oil.

Kohn Pedersen Fox Associates (KPFA) were behind the design of the new Shanghai hotel,



The Optime-branded spa will open at the 307-bedroom hotel in 2012

which has become the latest to open under HHC's Andaz brand since its 2007 launch.

KPFA design principal Joshua Chaikien said: "Andaz Shanghai sets a new standard for modern, high-rise buildings in historic urban districts in its innovative design, diverse program mix, and connection to surrounding context."

## Disney opens new Hawaiian resort and spa

Representatives from The Walt Disney Company and Walt Disney Parks and Resorts have joined officials in Hawaii, US, for the opening of Aulani, a Disney Resort and Spa.

Among the facilities at the new resort is the 18,000sq ft (1,672sq m) Lanikai, a Disney Spa, which includes 15 treatment rooms and offers therapies drawing on Hawaiian influences.

The resort's luxury spa is designed to welcome visitors of all ages – including children – and features a family suite sited away from the main spa area and offers tailored experiences for kids as young as three.

Elsewhere at the Lanikai spa there is a 1,500sq ft (139sq m) purpose-built facility for teenagers, which is also situated away from the



The design and treatment menu of the spa reflect Hawaiian traditions

main spa area and includes a treatment room and a relaxation area. Aulani, a Disney Resort and Spa also includes the AMAAMA beachside restaurant and the buffet-style Makahiki eatery, along with Auntie's Beach House for young children. To read more, see *Spa Business*, Issue 4 2011: <http://lei.sr?a=Srt2p>

## Trump bids for Doral Resort in Florida

Entrepreneur Donald Trump is vying to take over the troubled Doral Golf Resort & Spa in Florida, US, after bidding US\$170m (€123m, £108m) for the property. The resort was put into bankruptcy earlier this year by hedge fund Paulson & Co. and Winthrop Realty Trust.

Situated within 650 acres, the Doral Golf Resort & Spa has 692 rooms and spa facilities including 52 treatment rooms, a beauty salon, two aerobic studios, an indoor running track and three heated swimming pools as well as a restaurant.

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