

spa opportunities

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Avani brand launches in Sri Lanka

Minor Hotel Group (MHG) has unveiled a new luxury brand – complete with a signature in-house spa concept – for markets in Asia, Australia and the Middle East.

Avani Hotels & Resorts will be upscale and contemporary with a “simple sense of style”.

Minor will offer the new brand to third-party hotel operators as well as look for opportunities to own and operate sites itself.

The inaugural Avani has just opened in the south of Sri Lanka. The 75-bedroom Avani Bentota Resort and Spa – formerly known as Hotel Serendib Bentota – is owned by local hotel firm Serendib Leisure.

The resort has benefited from an extensive LKR650m (us\$5.7m, €4.4m, £3.6m) refurbishment as part of a rebranding process which includes adding a more “modern and chic ambiance”. Facilities include an Avani-branded spa with four treatment rooms – one of which



The Avani brand will be marketed as upscale and contemporary

is a double – and a sauna. Products are supplied by Sri Lanka-based brand, Spa Ceylon.

MHG CEO Dillip Rajakarier said: “With Sri Lanka poised for a boom in tourism, this well-appointed property will offer the experience that discerning travellers are seeking.”

It is the first of two properties announced by MHG under the new Avani brand, with the second due to open in Sri Lanka in 2012. ‘Avani’ comes from the Sanskrit word for ‘earth’.



Brookfield has taken on Atlantis Paradise Island

Kerzner shifts from owning to managing sites

Kerzner International is shifting its strategy from owning hotels to managing them. As part of the move, Brookfield Asset Management has taken on three Kerzner sites in a US\$175m (€130m, £111m) debt for equity swap. The properties include Kerzner’s flagship Atlantis resort and One&Only Ocean Club in the Bahamas and One&Only Palmilla in Mexico.

CEO Sol Kerzner said: “We’ll continue to own the Atlantis and One&Only brands and retain the right to develop additional resort properties under these names.”

China’s first Park Hyatt resort opens with spa

Hyatt Hotels Corporation (HHC) has unveiled China’s first Park Hyatt-branded property in the eastern coastal city of Ningbo – the 236-room Park Hyatt Ningbo Resort and Spa.

The resort’s huge spa area will span 8,935sq m (96,176sq ft) and incorporate a group of free-standing villas, which include 10 pavilions with a massage room; a foot massage area; and a dressing room. A 583sq m (6,275sq ft) deluxe spa pavilion will also feature designed for groups and housing a massage room; a foot massage room; and a lounge and dining area.

Training academy for Chuan Spas

The Langham Hospitality Group (LHG) has announced plans to launch a therapist training academy, for employees in its signature Chuan Spas (see *Spa Business* 06/1 p42), in the third quarter of 2012. LHG will partner with an undisclosed international training organisation to offer accredited qualifications.

Speaking to *Spa Opportunities*, LHG director of spa operations Barry White said the academy will offer a pipeline of qualified staff through a three-pronged approach.

The academy will provide training to therapists who do not currently have an international qualification, with an initial focus on massage and beauty treatments. It will



The academy will launch in the third quarter of 2012

also enable qualified staff to gain training in particular disciplines within a recognised programme. And at a later stage, it is planning to offer management training in conjunction with education institutions.

White said: “The academy will enable our students to train within a spa environment to gain some really good hands-on knowledge.”

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Spa launched at Grand Hotel de Bordeaux

A new luxury spa has opened at the Jacques Garcia-designed Grand Hotel de Bordeaux in Bordeaux, France.

The 1,000sq m spa, called Les Bains de Léa, is located on the hotel's sixth floor and is operated by French organic beauty brand Nuxe.

Facilities include 10 treatment rooms, with two doubles; an indoor counter-current swimming pool; a sauna and a Turkish bath.

The design has been inspired by Roman baths and features a wrap-around outdoor terrace on the hotel's seventh floor, with a spa pool, rooftop bar and views over the city of Bordeaux.

All treatments are supplied by Nuxe and the signature treatment is the 90-minute Olympe massage, exclusively created for Les Bains de Léa. Les Bains de Léa will be open to both



The 1,000sq m Les Bains de Léa spa is located on the hotel's sixth floor

guests and non-guests and will be marketed as a day spa to the local population. The Grand Hôtel de Bordeaux & Spa is privately owned by Bordeaux-resident Michel Ohayon and is a member of the Leading Hotels of the World group.

Quan spa opens at Marriott Chandigarh

A new Quan-branded spa has opened at the JW Marriott Chandigarh in the state of Punjab, northern India.

The spa has six treatment rooms, therapy pools, plunge pools, separate men's and women's relaxation areas, rooftop swimming

pool and a health and fitness club. Offering a range of hydrotherapy, ayurvedic treatments and body scrubs, the spa's signature item is the Mer and Sens Ritual – a three step relaxation treatment. Quan is Marriott's inhouse spa brand in the Asia Pacific region.

Social enterprise opens public spa in the UK

UK not-for-profit social enterprise Greenwich Leisure (GLL) has announced the opening of its latest Spa London location at the Rainbow Leisure Centre in Epsom, Surrey.

Last summer, GLL managing director Mark Sesnan told *Health Club Management* that Epsom's new public sector spa was the first of a number of new sites for the concept.

The new Spa LONDON at Rainbow Leisure Centre, which joins two existing sites located in Bethnal Green and Swiss Cottage, London, includes four treatment rooms.

A relaxation area, a steamroom and a monsoon shower also form part of the spa, which offers therapies and treatments using Elemis and Jessica products. It is the latest public sector spa to open in the UK, with Pendle Leisure



The spa is the latest in a string opened by social enterprises in the UK

Trust planning to roll-out its Inside Spa concept, following the success of its first site at Pendle Wavelengths in Nelson, Lancashire.

Alliance Leisure is another trust working on the development of public sector spas, with one due to open in North Wales later this year. Details: www.spa-london.org



Complementary services on the up

Hospitals in the US are increasingly integrating complementary and alternative medicine (CAM) services with the conventional services they normally provide, according to a new study.

A joint survey by Health Forum – a subsidiary of the American Hospital Association (AHA) – and the Samueli Institute shows that more than 42 percent of responding hospitals currently offer one or more CAM therapies, up from 37 percent in 2007.

Massage therapy is in the top two services provided in both outpatient and inpatient settings, while a majority of respondents offer wellness services for patients and staff – including nutritional counseling, smoking cessation and fitness training. According to a spokesperson, the increases are down to patient demand with 85 percent of responding



Massage is among the most popular of complementary treatments

hospitals indicated patient requests being the primary rationale for adding CAM services

Nancy Foster, vice president for quality and patient safety at the AHA, said: "The rise of complementary and alternative medicine reflects the continued effort on the part of hospitals and caregivers to broaden the vital services they provide to patients and communities."

PwC publishes trio of Middle Eastern data

A set of benchmark studies from PriceWaterhouseCooper, charting the spa markets in Beirut, the Dead Sea (Jordan) and Doha (Qatar), has portrayed an encouraging picture for the territory.

Tracking 11 key metrics from internationally branded hotels in the three Middle Eastern regions, the report shows that spas in Doha are recovering particularly well, with many of the 2011 key indicators well above 2010 levels. The average treatment revenue per treatment sold from January to August 2011 was US\$133 (€104, €86), an increase of 11 per cent over the first ten months of 2010.

Within Jordan's Dead Sea region, spas on average created revenues of US\$77 (€66, €50) for each treatment sold during 2011, which is only slightly above 2010 levels.



Spa operating in the Dead Sea region reported positive results for 2011

The spa sector in Jordan recovered from a poor start to the year during 2011, bouncing back with five straight months of growth between June and October.

In Beirut, the data was collected for the first time, so no comparison was possible. The report shows that average treatment revenue per treatment sold from January to October 2011 was US\$83 (€65, €54).

Elizabeth Arden's NY flagship spa on the move

Elizabeth Arden's flagship Red Door Spa on Fifth Avenue in New York, US, is to relocate to a larger space during this year.

The spa has been at its current location – occupying the top floors of the Aeolian Building above the famous Elizabeth Arden

retail store – since 1930. It is due to take up a 21,000sq ft (1,950sq m) space on the eighth and ninth floors of the Ferragamo Building.

The new location is just six blocks away from the current one. The Elizabeth Arden retail store will remain in its current location.



Hotel spas in the US had a rough ride during 2010

PKF releases in-depth 2010 US hotel spa data

A report released in January looks in detail at how US spas were affected by the economic downturn. *Trends in the Hotel Spa Industry 2011* by PKF Hospitality Research is based on 2010 figures and shows that mid-market and medium-sized hotel spas were worst hit.

Hotel spas suffered a 10.5 per cent decline in departmental revenue in 2010 on average. Urban hotel spas experienced less of a drop in revenue (-1.2 per cent) compared to the spas at resort hotels (-13.6 per cent). The biggest losers, however, were spas with sales between US\$1m-3m (€0.78m-2.3m, £0.65m-1.9m), and those with 10-20 treatment rooms. These spas saw their revenues decline by 14.3 per cent and 17.8 per cent respectively.

"A possible reason for the significant decline in the medium-size spa group is overbuilding," the report states. "Medium-sized spas are often found in hotels that likely should have a spa as a guest amenity, but the property is not specifically known for its spa. Therefore, it's neither an intimate, boutique spa nor a showcase spa. Details: www.pkfc.com/store

Family spa resort opens in Peurunka, Finland

A €12.4m (US\$15.7, £10.2m) resort boasting both a spa and indoor water park has opened in Peurunka, central Finland.

Kylpylähotelli ja Kuntoutus Peurunka houses a Nautilus-branded spa with 13 treatment rooms, spa pools, a large sauna area and relaxation area. The treatment menu includes hydrotherapy, aromatherapy, facials and a range of massages including hot stone and Indian head massage.

Targeting families, the resort's indoor water park includes a 130m-long waterslide, a 100-metre lazy river, swimming pools and a range of saunas. The resort is owned and operated by leisure trust Kuntoutumis- ja liikuntasäätiö Peurunka.



Digital media – a key trend shaping luxury travel

Four Seasons unveils first ever Luxury Trend Report

Luxury consumers are embracing new technologies, such as iPads and other tablets, in ways that are transforming “the face of travel”, according to Four Seasons Hotels and Resorts. The operator of 86 properties across 35 countries has unveiled its first-ever *Four Seasons Luxury Trend Report*, which aims to help the group better understand customer needs.

A third of wealthy consumers now own an iPad, tablet or e-reader, and revenues generated by such devices grew 200 per cent between 2010 and 2011. Meanwhile, 78 per cent of affluent people use social network sites, and more than half use social media to connect with a brand.

Other findings from the report include the growth of e-commerce and a return of demand in luxury products, with almost all regions reporting growth in 2011.

Four Seasons vice president Susan Helstab said: “As luxury consumers embrace digital media, luxury brands that do not commit to a holistic digital media strategy won't survive; it's no longer a nice-to-have but an essential pillar of marketing.”

Former von Essen spa hotel acquired out of administration

Ynysir Hall, a manor house and spa hotel located in Powys, Wales, has become the latest member of the von Essen group to be acquired out of administration.

A number of former von Essen properties have already been sold, with Ynysir Hall's prior owners Joan and Rob Reen successfully purchasing the 12-guestroom property. The hotel - a Relais and Chateaux member - offers guests a wellbeing retreat, with a range of massage, reflexology or manipulation services available on an in-room basis.

A fine dining restaurant is also available at Ynysir Hall, which was once owned by Queen Victoria and has been used as a shooting lodge during its long history.

Four Seasons hotel for Disney

Four Seasons Hotels and Resorts has begun construction work on its luxury resort at Walt Disney World Resort.

The property is a joint venture partner between the hotel group, Silverstein Properties and Dune Real Estate Partners. The 444-room resort, being built in the enclave of Golden Oak at Walt Disney World Resort, is scheduled to open in 2014.

Four Seasons Resort Orlando at Walt Disney World Resort will feature a 14,000 square foot (1,300 square metre) spa; fitness centre; three pools and a “lazy river”; sports and recreational facilities; several dining venues including a rooftop restaurant with Magic Kingdom views; and meeting and event space.

The development will encompass the existing Tom Fazio-designed Osprey Ridge 18-hole championship golf course, which will



The hotel's 14,000sq ft spa is set to target families staying at the resort

be renovated and subsequently managed by Four Seasons.

“Travellers around the world know and trust Four Seasons, and Walt Disney World is the world's premiere family vacation destination,” said Meg Crofton, president Walt Disney Parks and Resorts Operations US & France. “Together, our two companies offer a brand-new reason to visit and experience Central Florida.”

Angsana opens spa resort in Mauritius

Angsana Hotels and Resorts has opened its 11th spa resort, the Angsana Balaclava at Turtle Bay in Mauritius.

The 51-suite luxury retreat incorporates an Angsana Spa with nine treatment rooms, hammam, a yoga pavilion, hydrotherapy pool and a number of water treatment stations. There are six single treatment rooms and three double rooms.

Other facilities include three overlapping swimming pools while most suites have their own private plunge pools.

A total of 21 of the 51 suites have been branded as Spa Suites and guests staying in these will benefit from a daily 90-minute spa session. All resort therapists have been trained at the Banyan Tree academy in Phuket.



The resort comprises 21 'Spa Suites' with their own private plunge pools

The resort has introduced specifically-designed Angsana Spa Journeys for guests, which include accommodation and a range of activities according to the choice of Journey.

Angsana is owned and operated by Thailand-based Banyan Tree.

Revamp completed at Glenwood Hot Springs

The US\$2m (€1.6m, £1.3m) redesign and redevelopment of the Glenwood Hot Springs resort in Colorado, US, has been completed.

Work included the redesign and remodeling of all 107 guestrooms, which now better reflect the design of the resort's award-winning Spa of

the Rockies. As part of the redesign, rooms are now also better catered to allow in-room spa treatments – a key feature at the resort.

Treatments at Spa of the Rockies are heavily based on hydrotherapy, owing to its location atop a source of healing mineral waters.



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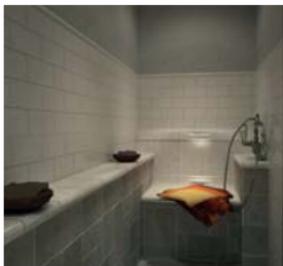
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Al Shoula announces health tourism development

Al Shoula Holding Group has announced that it is to develop a US\$500m (€392m, £325m) health tourism centre in Riyadh, the capital of Saudi Arabia.

The group has appointed Brazilian company Braenged to build the 76,000sq m (818,000sq ft) mix-used complex, which will include a hospital, a luxury hotel, a spa, health club and retail space.

In a statement, Al Shoula said that the focus of the project was to offer "aesthetic medicine services to women in the Middle East". Exact details of the project remain to be confirmed, but it is believed that the financing is in place with 60 per cent coming from Saudi and Qatari businessmen, with the remaining 40 per cent being sourced from Brazilian investors. Details: <http://alshoulagroup.com/>



The spa has a total of seven treatment rooms

Fletcher's Cottage spa opens at Scottish golf course

A 750sq m (8,000sq ft) luxury day spa is to open next month at the Archerfield Links championship golf course near Edinburgh, UK. Facilities at the spa, which were designed and supplied by Nola 7, include a marine salt steam room, herbal aroma sauna, a rasul mud cure room, an ice fountain, and contrast adventure showers.

The spa also boasts a total of seven treatment rooms – including a double treatment room and a salt brick inhalation room – as well as a large relaxation lounge with a wood burning oven and a secret walled garden with two seaweed bathing houses. Consultant Sian Parry Jones created the concept for the spa, which focuses on an ethical approach to health and well-being that is "in harmony with nature".

Treatments have been supplied by Voya, Aromatherapy Associates, Spiezia, and Margaret Dabbs and include facials, body wraps and therapeutic massages.

St. Regis hotel opens in Shenzhen

Starwood Hotels and Resorts Worldwide has opened a 297-bedroom hotel under its St. Regis brand in Shenzhen, China – the fourth St. Regis to open in Asia in the past six months. Designed by architect Sir Terry Farrell, The St. Regis Shenzhen occupies the top 28 floors of the 100-storey Kingkey 100 building.

The hotel features a sprawling Iridium Spa, a collection of restaurants and lounges and will offer the famous St. Regis Butler Service to all guests.

Located on the 75th floor, the 700sq m (7,500sq ft) Iridium Spa will offer bespoke treatments tailored to guests' needs.

The spa houses eight treatment suites, including two large couples suites and a Vichy Shower suite. Just adjacent to the spa, a 28-meter indoor infinity pool "spills out" over the city with floor-to-ceiling windows.



The St. Regis Shenzhen, designed by Terry Farrell, will have a Iridium spa

Guests will be asked to leave their watches and communication devices in a secure vessel upon arrival before being escorted on a spa journey that will be marketed as "bestowing the rarest luxury of all: Time".

Qian Jin, senior vice president of operations, said: "Opening The St Regis Shenzhen atop the city's tallest building is perfect way to introduce the iconic St. Regis brand to one of China's most modern cities."

Saccani appointed to new Orient-Express role

Hotel, tourist train and river cruise owner and manager Orient-Express Hotels has appointed Maurizio Saccani as its new chief of product development with immediate effect.

In his new position as part of the group's senior management team, Saccani will evaluate

the long-term product strategy of the current portfolio on a project basis.

Saccani first joined Orient-Express in 1978 as food and beverage manager at Hotel Cipriani in Venice, Italy, and will also continue in his role as vice president, Italy with the group.

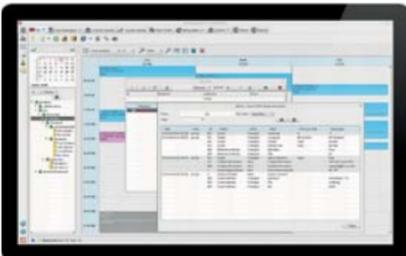
Training group and spa software firm join forces

Swiss Hotel Management School (SHMS) has signed a deal with spa software company TAC, which will see students benefitting from practical guest services training.

Students on SHMS's spa and hotel managers course will be able to practice spa management at the school's on-site training spa with Reservation Assistant, the spa and activity management software by TAC.

During seminars the students learn how to use Reservation Assistant for providing guest services – including scheduling to personnel planning, stock management and guest relationship management.

The reports and statistics offered by Reservation Assistant can then be used to demonstrate how well the students performed.



The hotel school will use TAC's reservation software as part of spa training

Switzerland-based SHMS offers a range of academic courses for both under- and postgraduates in spa and resort management; hospitality management; and restaurant events.

The Austrian software vendor TAC specialises in the development of software solutions for the spa and hospitality industry.



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The Spatec events are based on one-to-one meetings between operators and leading suppliers

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Spa & Salon Expo**The New Riviera Hotel, Las Vegas, US**

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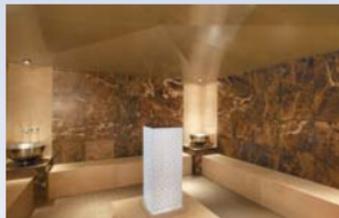
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COMMENT

New Year, New Energy

Ah, January. The month that ushers in the new year no matter which hemisphere you call home. In fact, the word "January" comes from Roman mythology and Janus, the god of the doorway (who knew there was such a thing)! So January is the month of the doorway to new beginnings – time to clean your desk, organise your life, and resolve to make 2012 "better" in some way.

Business across the globe in 2011 appeared to be on the rebound, with consumers slowly getting out their wallets for retail, hospitality and leisure purchases. Not a full-blown recovery, but a step in the right direction.

In looking back at 2011, I think the highlight for the spa industry was the introduction of www.spaevidence.com at the Global Spa Summit in Bali in May. Finally, a user-friendly source of information to connect the dots between what we say we can do and the evidence, reviewed by the medical establishment. If you haven't visited it yet, be sure to do so.

Spa Trends for 2012

Reflecting continuing global economic uncertainty, business should continue to improve but at a very slow and steady pace. Below are a three new and continuing trends that we'll see in the spa industry this year.

1. *Journey to Wellness.* As clients become even

more aware of the benefits of a wholesome lifestyle, they will continue to look to spas both to receive treatments and to be educated on ways to live healthier lives. More spas will offer classes and group participation sessions on topics such as yoga, tai chi, nutrition and healthy cooking, stress management, meditation and management of specific health issues. The educated consumer wants to play more of a role in their wellbeing; not just receiving services but being guided in lifestyle changes.

2. *"Social" Issues.* There are three meanings today behind the word "social":

- While spas in Europe have long been places to socialise, that has not always been the case in North America or Asia. However, as we welcome more of the younger generations to spas, they will be interested in services and facilities that allow them the options to enjoy the experience with friends and relatives, in areas of the spa that are conducive to lounging.

- While enjoying their spa time, these guests are quite likely to post remarks on Facebook,



Lisa Starr

Lisa has more than 25 years' experience in the spa industry and is community ambassador for GramercyOne

Yelp or Twitter. The social media platforms are here to stay, so you might as well harness the power, especially to attract this younger generation of spa-goers. Tweet out specials available only to your Twitter followers and create contests on Facebook to engage this demographic. Make sure you have a wireless network for guests to the spa to utilize.

- All clients today are much more aware regarding issues of social consumerism.

"The social media platforms are here to stay, so you might as well harness their power"

Whatever efforts you make in this arena are not too small to be mentioned on your website or brochure; recycling programs, water usage, biodegradable packaging, solar power, or just eliminating disposable plates and cups. Let clients know that you care and what you are doing about it (and make sure you really do it).

3. *Education on the Rebound.* After several years of slashing budgets to the bone, staff training and education will once again become a focal point. As spas work with bare-bones staff, it is even more important that every single person a client may encounter performs at their best.

Ensuring consistency in hiring, training and orientation procedures, and then investing in customer service and sales training on a continual basis reaps great rewards. Far greater than the costs in areas such as client and employee retention, increases in average ticket and retail performance, and improved utilization rates. A strategic plan for bi-annual or quarterly sessions for the entire staff will help improve business, leading us to even rosier results for 2012.

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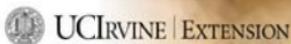


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Other information: positions will be based in Italy at the Hotel Cipriani Venice, Hotel Splendido & Splendido Mare Portofino, Hotel Caruso Belvedere Ravello, Grand Hotel Timeo and Villa Sant'Andrea Taormina. Seasonal opening will be from March to November 2012. Accommodation may be provided for non residents.

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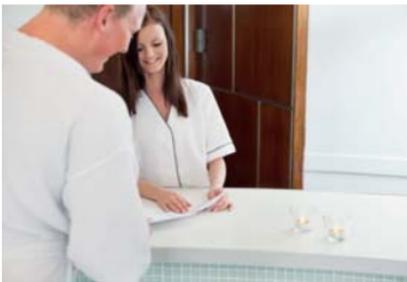
Customer loyalty trends revealed

Further engaging with existing customers and gathering information using social media are among the top customer loyalty trends for leisure companies and service providers during 2012 - according to US-based marketing think tank Loyalty 360.

In its annual trends report, the group predicts that customer loyalty, versus acquisition, is critical for driving sustainable growth.

Listing its 12 top trends for the year, Loyalty 360 states that while daily deals like Groupon and LivingSocial are generating lots of 'buzz', the price-based technologies have taken companies' focus away from customer loyalty and from generating repeat business.

Another key trend for 2012 is companies finally focusing on social media ROI. As marketers become more sophisticated and skilled at



Keeping existing customers happy will be a key trend for spas in 2012

navigating the social media channel, they will be more demanding of tools that track and improve ROI. Loyalty 360 also predicts that Mobile digital wallets will mark a big shift in retail payments, with the value of transactions made over mobile devices globally estimated to nearly triple from US\$240bn in 2011 to US\$670bn in 2015 (Source: Juniper Research.)

Anantara unveils Mui Ne Resort and Spa

Anantara, the Thailand-based hotel and resort operator, has announced the launch of its first property in Vietnam - the 89-bedroom Anantara Mui Ne Resort and Spa near Phan Thiet.

Facilities at the resort include an Anantara Spa with five double treatment suites, which boast floor to ceiling windows. Two of the suites include a steamroom and a whirlpool. Salon services include manicures, pedicures and hair and waxing treatments, while the menu at Anantara Mui Ne Resort and Spa has been inspired by the lotus flower. Among the treatments on offer at the spa are massages combining Western techniques and traditional Thai methods, such as the Anantara Synchronised Massage using two therapists.



Facilities at the resort include an Anantara Spa with an outdoor pool

A spokesperson for Anantara said: "The spa menu is inspired by one of the most allusive symbols of our planet - the lotus. Beautiful both in appearance and fragrance, the lotus represents purity of heart and mind."

Facilities at Anantara Mui Ne Resort and Spa also include five restaurants and bars; a shoreline swimming pool and a fitness suite.

Solace Spa at Big Sky ski resort relaunched

The Solace Spa at the Big Sky ski resort in Montana, US has been reopened after a redesign and expansion project.

The works were undertaken by Boyne Design Group and the new 3,000sq ft (280sq m) space now includes seven treatment rooms,

relaxation area and separate changing rooms for men and women.

Two of the new rooms at the spa are designed for speciality treatments, such as wet wraps, skin toning and rose wraps. The treatments at the spa are supplied by Babor and Epicura.

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