

spa opportunities

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Thailand eyes future as leading medical tourism destination

The Thailand government has announced its plans to establish the country as a leading destination for wellness, spa and medical tourism by 2014. The new strategic plan will be a substantial upgrade on the government's previous project to establish Thailand as "Spa Capital of Asia" – which was completed in 2008.

The government has now announced its aim to become a "World-Class Health Provider" by 2014 and for the sector to achieve total earnings of US\$11.5bn (£8.7bn, £7.2bn) over the five-year period between 2010 and 2014.

The earnings projection is for medical treatments to generate US\$8bn (£6bn, £5bn) over the 2010-14 period; spa and wellness services US\$2.23bn (£1.7bn, £1.4bn); and sales of products and supplies US\$1.3bn (£1bn, £820m).

Government initiatives will include direct investment into infrastructure, as well as



Thai government initiatives are set to include direct investment in spa infrastructure

customer-facing campaigns to increase the profile of Thailand as a premium destination for wellness and medical tourism.

As part of the strategy, two websites have been set up to provide further information on the services and service providers within the country's medical tourism sector:

www.thailandmedtourism.com and
www.thailandmedicaltourismcluster.org

Apichai Jearadisak, advisor for the Thai Spa Association, said the country already leads the regional spa market.

"With more than 1,200 registered spas – 400 of which are high-end luxury facilities – and all of them together employing some 25,000 professionally trained therapists, Thailand undoubtedly has a claim to call itself the Spa Capital of Asia," Jearadisak said.

He added that the industry is working collectively to upgrade the standards of its services and products, as well as the hygienic standards in the spas themselves. Efforts are also being made to improve the quality of their communications and marketing.

Late last year (2011), The Thai Spa Association established a voluntary code of standards for the country's spa and wellness industry.

To read more about the launch of the voluntary code of standards, see: <http://lei.sr?u=A8D3n>

YTL to launch Borneo spa resort in July

YTL Hotels, the hospitality arm of Malaysia-based YTL Corporations Berhad, will open its Gaya Island Resort in Borneo on 1 July.

Located just off the coast of Kota Kinabalu and set on the shores of the island of Pulau Gaya, Gaya Island Resort will incorporate a Spa Village-blended luxury spa with six treatment rooms.

The spa will offer therapies and healing practices specific to Borneo culture and aims to blend in with its mangrove setting with outdoor decks and a yoga retreat space.

Niance spa concept unveiled in Austria

The first ever Niance-branded spa concept has been unveiled at the Grand Tirolia hotel in Kitzbühel, Austria.

Located within the property's existing 1,500sq m (16,146sq ft) Grand Alps Spa, the new Niance World of Luxury has been designed by spa architect Joachim Hallwachs.

The new "spa within the spa" includes two treatment suites – one for men and another for women – and a Niance World of Luxury Lounge, where guests receive consultations before and after their treatments.

Niance has confirmed that it is planning to roll out the new World of Luxury concept to additional locations in the future.



The Niance-branded spa boasts two treatment suites

The Grand Tirolia hotel's Grand Alps Spa first opened in 2009 and, in addition to the new Niance World of Luxury spanning more than 260sq m (2,799sq ft), incorporates a private spa suite; a fitness room; a sauna; a hammam; and indoor and outdoor swimming pools.

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Shangri-La to open Sri Lankan resorts

Work has begun on two new resorts in Sri Lanka – both of which will be run by Hong Kong-based Shangri-La Hotels and Resorts.

The first of the two properties to open will be Shangri-La Hambantota Resort and Spa on the southern coast of the island in 2014, followed by Shangri-La Hotel Colombo in the country's capital a year later.

The 315-bedroom Hambantota Resort and Spa will be surrounded by an 18-hole golf course and facilities will include CHI, The Spa at Shangri-La; a dive centre; two restaurants; and a 30m swimming pool.

CHI, The Spa at Shangri-La will comprise 10 treatment rooms, a beauty salon and a health club. Massages and treatments will be based on traditional natural healing methods found in Asian cultures – including the Chinese theory of the "Five Elements".

At the 661-bedroom Shangri-La Hotel Colombo, leisure facilities will include a spa with eight treatment rooms; a health and fitness club; an outdoor 25m swimming pool; and two outdoor tennis courts.

The hotel's range of restaurant concepts will feature a sushi bar, a steakhouse, a seafood market, an Indian restaurant and an Islamic restaurant, as well as a top floor sky lounge.



Both properties will include CHI-branded spas

According to a Shangri-La spokesperson, the Sri Lankan resorts will be fully integrated into the local community, offering employment opportunities and infrastructure support.

In addition, both properties are to adopt Embrace – Shangri-La's Care for People Project – and will work in partnership with local children's organisations on health or education programmes over a long-term period.

Fairmont acquires spa resort in California

Fairmont Hotels and Resorts (FHR) has acquired the Fairmont Sonoma Mission Inn and Spa in California, US, from Texas-based Crescent Real Estate Equities for an undisclosed sum.

FHR has been managing the historic 228-bedroom California wine country resort since 2002. Facilities include a Willow Stream Spa, the Michelin-starred Santé restaurant and a championship-standard golf course.

"The timing is right to support strategic acquisition opportunities and fund future growth of our brand," said Jennifer Fox, FHR's president.

"Our development team, through regional offices across the world, has been actively seeking strategic expansion opportunities in a number of key locations throughout the US, as well as in Europe, the Middle East and Asia.

"The markets are increasingly presenting very attractive opportunities and we want to ensure we are prepared to take advantage."



The California resort includes a Willow Stream Spa among its facilities

"Acquiring, repositioning, and then securing long term management agreements when they are sold will allow us to more robustly grow our global portfolio of exceptional resorts and gateway city properties.

"With our strong presence in the California market – the historic home of the Fairmont brand – the purchase of the Fairmont Sonoma Mission Inn is an ideal demonstration of our strategy moving forward."



Starwood to expand luxury portfolio

Starwood Hotels and Resorts plans to open 80 new hotels in 2012, building on a year of record growth with 112 new hotel deals in 2011 – the highest number since before the global economic crisis.

One of its key growth markets will be Europe, where the operator is looking to further benefit from the slow growth in the Eurozone and its property market. Starwood has confirmed that it has secured deals for 25 new hotels in Europe and will phase the launches over the coming four years.

Perhaps more significantly, Starwood said it will be concentrating its investment and growth in luxury properties as it firmly believes in the recovery of the high-end market.

Of the 80 openings in 2012, more than 60 per cent will be in the luxury and upper-upscale segment. In the past four years, Starwood has grown its global luxury room count by 75 per cent. And it isn't just new luxury properties that Starwood is spending money on. The company has invested more than US\$100m (€76m,



The W Hotel in Paris is one of Starwood's latest new openings in Europe

£63m) in renovating and restoring some of its most iconic Luxury Collection hotels.

Some of the hotels to benefit include the Grand Hotel in Florence, Italy – re-opened last year as a St. Regis hotel; the Hotel Alfonso XIII in Seville, Spain; and Hotel Gritti Palace in Venice, Italy, as well as Hotel Maria Cristina in San Sebastian, Spain.

Simon Turner, president of global development for Starwood, said: "Starwood's pipeline of both managed and franchised deals for all nine brands in Europe is healthy and expected to grow in 2012."

Taj opens Vivanta-branded spa hotel in Kerala

Taj Hotels Resorts and Palaces has opened a new Vivanta by Taj-branded spa resort in northern Kerala, India.

The 25-acre (10-hectare) Vivanta by Taj, Bekal resort is home to the Jiva Grande Spa, which is spread over 165,000sq ft (15,000sq m).

Spa facilities include single and double treatment rooms; beauty treatment rooms; meditation and yoga pavilions; relaxation pools; and a large health and fitness club.

All treatment rooms have their own private, landscaped courtyards. There is also a sauna area with vitality pool, as well as 'alepa' and 'abhisheka' (sanskrit terms for anointing and ritual) pavilions dedicated to signature experiences and purifying bathing ceremonies.

The Jiva Spa menu at Vivanta Bekal features signature experiences; ayurveda programmes; Indian therapies; Indian aromatherapy; scrubs and wraps; and beauty rituals. The spa has been designed as a traditional ayurvedic physician's



The new Vivanta-branded resort boasts a 165,000sq ft Jiva Grande Spa

(vaitya) house, which features a satvik dining lounge, courtyards, landscaped relaxation spaces and meditation areas.

The spa's signature treatment is panchkarma, a unique treatment in ayurveda with five purificatory procedures that initiate cleansing and removal of toxins from the body.

Accommodation at the resort is offered in 71 villas; 32 rooms with private pools; and four spa-themed Luxury Bliss-branded suites.



The resort is the Accor brand's ninth worldwide

Accor opens Pullman spa resort in Marrakech

Accor has announced the opening of its ninth Pullman spa resort in Marrakech, Morocco, as part of the brand's continuing expansion into new destinations.

Located amid a 17-hectare (42-acre) olive grove, the 252-bedroom Pullman Marrakech Palmeraie Resort and Spa includes a Fit and Spa Lounge housed in its own 500sq m (5,382sq ft) pavilion

The spa component of the lounge includes two individual and two double massage cabins, with one of the double cabins containing its own whirlpool.

Two body scrub cabins, a traditional hammam and a relaxation room also form part of the Fit and Spa Lounge, in addition to a fully-equipped fitness room and a 430sq m (4,628sq ft) heated pool.

Global room rate growth 'points towards recovery'

New research from hotels.com has showed a 4 per cent increase in average hotel room prices across the world in 2011 – a sign that national economies are starting to recover.

The *hotels.com 2012 Hotel Price Index* (HPI) has found that average room rates in 69 of the 88 city or resort locations analysed had increased during the past 12 months.

Emerging economies such as Brazil, China and Russia saw "sharp" growth in hotel prices, with Rio de Janeiro and Hong Kong both recording double-digit increases in 2011. However, the HPI said the average increase had "masked" the effects of political unrest in the Middle East and the natural disaster in Japan, with Asian room rates down 2 per cent.

David Roche, the president of hotels.com, said: "Price volatility in 2011 meant UK travellers found it more expensive to stay in the majority of their favourite destinations abroad."



The venture is the brainchild of Pete Ellis

SpaFinder CEO launches wellness incubator WellTech

Pete Ellis, chair and CEO of SpaFinder, has launched WellTech, a new health and wellness-focused 'incubator' designed to support, develop and bring new technology companies to market. Selected firms using technology to devise new consumer wellness solutions will receive a minimum investment of US\$50,000 (€38,000, £31,000) plus office space, mentoring and marketing support. WellTech will focus on accelerating companies with existing revenues and consumer traffic, but will also consider concepts "in an embryonic stage".

It is already working with FITiST, which reinvented the traditional gym membership by providing members with one-stop access to the best of boutique studios and Wizpert – which offers real-time conversations with 'wizperts' on a range of wellness topics.

WellTech was launched to harness the US\$2tn (€1.5tn, £1.3tn) global wellness market, which Ellis believes is in line for "explosive growth". He has already had success in bringing GramercyOne and SpaRahRah to market. Details: www.welltechfundraising.com

Shanti Maurice to open Pop Up Kids Spa during Easter

Shanti Maurice, a Nira Hotels and Resorts-operated property in Mauritius, is to open a outdoor Pop Up Spa for younger guests throughout the Easter holidays.

The spa is being presented on behalf of Shanti Maurice's kids club, Les Petits Dodos, and will give guests aged between five- and 15-years-old a taste of the resort's Nira Spa.

Treatments on offer at the cabana-style Pop Up Spa will use 100 per cent natural products, with everything used on children's skin also designed to be "completely edible".

The move fits in with the emergence of spas becoming "a family affair", as identified among the top 10 spa trends for 2012 by SpaFinder. To read about SpaFinder's trends, see: <http://lei.sr?a=F2b3C>

Mövenpick attains 'green' status

Swiss hospitality group Mövenpick has announced that all of its 21 hotels in Europe have now achieved Green Globe certification.

The move is part of the luxury hotel group's strategy to invest heavily into environmentally friendly practices as it plans to become one of the most sustainable hospitality companies in the world.

To assist it with finding sustainable models, Mövenpick has adopted the Strategic Sustainable Development framework, a scientific model devised by Sweden-based Natural Step aimed at helping businesses to better understand and integrate sustainability in its strategy and operations.

Ola Ivarsson, Mövenpick Hotels & Resorts' chief operating officer for Europe, said: "We've been very committed to achieving Green Globe certification across all our properties in Europe



Achieving the certification is part of Mövenpick's sustainability strategy

and in the process enjoyed very positive feedback and engagement from our employees."

Along with the certification process Mövenpick aimed to encourage all employees to learn more about sustainability issues and use that knowledge at work and home.

To achieve this, the company developed its own bespoke e-learning tool kit that all employees could access online.

Wahanda signs deal with lastminute.com

Online health and beauty marketplace Wahanda has secured a partnership agreement with deal website lastminute.com UK to manage the portal's spa category.

From June 2012, Wahanda will operate a new bespoke, lastminute.com-branded spa platform including full search and filter capabilities, as well as expanded inventory and exclusive deals on spa days, breaks and pampering.

The new platform will also allow Wahanda suppliers to benefit from a single integrated offering to seamlessly promote their business on both Wahanda and lastminute.com.

Wahanda CEO Lopo Champalimaud, said: "Lastminute.com is one of the UK's leading internet brands and together we can give our



Lopo Champalimaud: "We can deliver even greater volume of customers"

merchants and suppliers access to the biggest audience of health and beauty consumers.

"This means we can deliver even greater volume of customers for our suppliers with no additional workload on their part, as it will be managed across the same technical platform."

IHG launches new London training academy

InterContinental Hotels Group (IHG) has unveiled its newest Hospitality Training Academy in London, UK, offering a programme developed alongside Newham College.

Students will have the opportunity to benefit from relevant industry training and practical

work experience at hotels across the group's brands at the IHG Academy.

The six-month course will combine the Hospitality Skills Diploma with four weeks of work experience, which will lead to the award of a Hospitality Level 2 Diploma.



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Lifebooker and GramercyOne partner for real-time booking

Deals website Lifebooker and cloud-based management software provider GramercyOne have announced a partnership which will enable spas to market unfilled appointments through their business management software.

Lifebooker - launched in 2006 - provides yield management and marketing services to beauty, spa and health businesses. The new integration with GramercyOne's real-time booking system will enable Lifebooker customers to seamlessly manage, price and market unfilled hours, while enabling the booking of Lifebooker deals in real-time.

Josh McCarter, CEO of GramercyOne, said: "Lifebooker offers spas an effective means of monetising unfilled appointments. We're thrilled to join forces with a company which shares our commitment to providing health and wellness businesses with the tools they need to thrive."

Details: <http://lei.sr?a=QzC6v>



IMAGE: MARK CALVERT/SHUTTERSTOCK.COM

A Bridal Room will be among the spa's facilities

New spa and wellness centre to open at Ibiza resort

Fiesta Hotel Group has announced that "one of the most complete" spas to open in Ibiza, Spain, is to debut at the Grand Palladium Palace Ibiza Resort and Spa this summer.

A Bridal Room is to feature among the treatment and massage facilities at the spa, which has been designed to offer couples and friends a range of services in one location. The new spa will also comprise a sauna; steam baths, hydro-massage facilities, mist and essence sensation showers and massage cabins with treatment bathtubs.

Hot and cold whirlpools, aquabeds and a fully-equipped gym with spinning room also form part of the new spa and wellness centre, along with an indoor heated pool.

Elsewhere at the Grand Palladium Palace Ibiza Resort and Spa are two outdoor pools and a splash pool for children; three themed à la carte restaurants; and two bars.

Club Med reopens Thailand resort

International resort operator Club Med has announced the reopening of its resort in Phuket, Thailand, following the completion of an extensive renovation of the property.

The resort is located amid 25 hectares (62 acres) of palm grove on Kata Bay beach and has received a comprehensive overhaul led by France-based designers Marc Hertrich and Nicolas Adnet.

Club Med Phuket has been transformed under the Magic of Lights theme, which is derived from Thailand's annual Yi Peng festival where candlelit lanterns float into the sky.

Improvements to the resort have included the complete renovation of the Club Med Spa by Payot, which incorporates six individual treatment rooms and six double treatment rooms, as well as a Turkish bath.

Work has also included a transformation of the resort's restaurant and bar areas, as well as the creation of a new Zen infinity pool for adults only to the far east of the property.



France-based Marc Hertrich and Nicolas Adnet worked on the redesign

A spokesperson for Club Med commented: "Each of Club Med's extraordinary resorts reflects the unique culture found in its location, with Phuket providing guests a truly unique Thai experience."

"Club Med Phuket's extensive renovation was themed Magic of Lights. This theme is derived from Thailand's annual Yi Peng Festival where locals make lanterns out of thin fabric and attach a candle allowing for thousands of lanterns to float through the sky."

Anantara to open Abu Dhabi property in June

Anantara Hotels, Resorts and Spas has announced that its first Middle East city hotel is scheduled to open in the Eastern Mangroves district of Abu Dhabi, United Arab Emirates, in June.

The 222-bedroom Eastern Mangroves Hotel and Spa by Anantara is set to form part of an integrated hotel, marina, retail and residential development located just outside the centre of Abu Dhabi.

Facilities will include an Anantara Spa housing 10 treatment rooms - two double and eight individual - and a 132sq m (1,421sq ft) Arabic hammam, as well as saunas and steam-rooms. The spa will also feature relaxation lounges and separate lobbies and check-in areas for men and women, with treatments to include the Anantara Signature Massage.

Elsewhere, Eastern Mangroves Hotel and Spa by Anantara will feature a rooftop lounge overlooking the district; a Thai speciality restaurant; and a ballroom.

The architecture of the hotel has been influenced by elements of Arabic design and includes archways, mashrabiya windows and



The hotel is part of a mixed-use development just outside the city centre

mosaics. The hotel's design scheme also utilises 18-carat gold throughout the building.

Michel Koopman, the hotel's general manager and director of operations for Anantara in the Middle East, said: "Eastern Mangroves Hotel and Spa by Anantara is set to provide an outstanding experience for the growing number of travellers visiting Abu Dhabi."

"In keeping with Anantara's brand ethos of incorporating indigenous culture, Eastern Mangroves Hotel and Spa is a true Abu Dhabi hotel with Emirati traditions and influences reflected throughout the property."

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The sixth annual Global Spa & Wellness Summit (GSWS) will be held 3-6 June 2012 in Aspen, Colorado, US. The first gathering to be held in the US since 2008, the 2012 Summit will be very unique, as it's being held

in collaboration with the 61-year-old Aspen Institute, one of the most prestigious think-tanks in the world.

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www.forumhotspa.com

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REPORT

SpaTec Spring conference

In her latest SpaBooker blog, Lisa Starr reports from SpaTec Spring 2012. To visit the blog, go to: www.gramercyone.com/blog

Spa industry buyers and suppliers met in Orlando for the 13th edition of SpaTec from 14 to 17 March.

Hosted by Questex-McLean events, SpaTec facilitates a series of 20-minute one-on-one meetings between over 120 buyers and suppliers, as well as networking events over a busy 2.5 day schedule. The design of the event makes it possible for each buyer and supplier to meet with over 20 potential business partners in a calm and focused setting, quite different from the atmosphere at a trade show, and everyone agrees that it's time very well spent.

The event always includes a keynote presentation, which was given this year by Jeremy McCarthy, who is director of global spa development and operations for Starwood Hotels & Resorts. Jeremy used information from his degree in applied positive psychology to present the argument "In Defense of Pampering" – explaining how consumers both need and want pampering and wellness. Jeremy argued that spa operators don't have to take an "either/or" approach and should offer both elements. He broke this fascinating topic into three parts:



Lisa Starr

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

"Spa marketing tends to focus on the physical, the environment, products and staff - but we should make sure we communicate what a great experience a spa visit is"

Part 1 – Message of the Spa Industry

Many consumers envision spas as "pamper palaces," partly due to decades-old marketing messages and partly to their own imaginations. Beginning in the 1950s, psychologists began to study the connections between loving, supportive environments while young and a positive spiritual and mental outlook as an adult. The important role the former plays in the latter was clear. Spas are a modern-day way to provide nurturing care and emotional affirmation and are one of the few industries that connect both the pampering and wellness paradigms.

Part 2 – The Growth of Positive Psychology

Historically, mental health studies were based on the concept of illness, but modern day thinking focuses on positive aspects of the psyche. Jeremy cited numerous scientific studies showing that positive human interactions increase the quality of many aspects of life, including the physical.

Part 3 – Combining Wellness & Pampering

Spa visits and treatments should be akin to a "vacation for the mind." We need to use our bodies on vacation, due to our sedentary lifestyles, but regularly need a place to rest our minds and spas offer this in an accessible way.

Humans need a place to experience touch, quiet, and to separate from technology. Jeremy noted that the only three places we can now be parted from our technology are church, airplanes, and spas! Current spa marketing tends to focus on the physical, the environment, products, and staff, but we should make sure we communicate what a great experience a spa visit can be, and make clear the lasting benefits of contemplative time.

Thanks Jeremy, as always, for the thought-provoking presentation.

To read more great thoughts at Jeremy's blog, visit <http://psychologyofwellbeing.com>



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Orient-Express Hotels is recruiting for exceptional spa professionals to join the Italian five-star hotels wellness centres in Venice, Portofino, Ravello and Sicily

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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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Les Mills International (LMI) creates the world's most popular group exercise programmes that are enjoyed by millions of people every week. Our programmes are taught around the world by 90,000 certified instructors in 14,000 licensed clubs. In the UK our classes have been running in all the main health clubs and fitness chains since 1997 through LMI's appointed distributor.

The company has now acquired the UK distribution agency. As a result of this acquisition, Les Mills Fitness UK is already a substantial business delivering some 5,700 Les Mills programmes every year in 1,700 clubs with 30 employees and a team of 32 contracted trainers.

But that is just the start. Les Mills Fitness UK has ambitious plans and is seeking to appoint its first CEO to develop and deliver its substantial growth strategy for the UK market.

The Role

- To develop the business to deliver significant growth in the UK through existing channels and clients and to identify and develop new channels and revenue streams
- To establish Les Mills Fitness UK as an industry champion of the UK H&F sector
- To promote and advance the Les Mills brand in the UK
- To ensure Les Mills Fitness UK is an integral part of the global LMI success story
- To lead the transition from distributor model to proprietary model

The Candidate

- An experienced, results-focused leader with relevant industry experience
- A senior executive with excellent sales and marketing skills and a track record of commercial success
- Significant experience and understanding of how to penetrate the UK leisure and/or fitness markets at both strategic and tactical levels
- A strong organisational leader, people manager and industry thought-leader
- Proven change management skills and cultural sensitivity

This is a significant appointment and so we are looking for someone who is energetic and passionate about the Les Mills brand to lead the growth of our business in the UK.



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Jumeirah to operate Istanbul hotel

A 115-bedroom luxury museum hotel in Istanbul, Turkey, is to be operated by the Jumeirah Group from 1 May, following the signing of a management agreement with Demsa Group.

First opened in 1892 as a destination hotel for visitors travelling on the Orient Express train, Pera Palace Hotel will be rebranded as Pera Palace Hotel, Jumeirah as a result of the deal.

Turkey's Ministry of Culture has registered the property's Room 101 as a museum, having been the preferred room in which the country's modern founder, Mustafa Kemal Atatürk, would stay.

Facilities include the 380sq m (4,090sq ft) Pera Spa, which is a traditional Turkish hammam with heated marble platform and foam bath. Its roots date back as far as the Roman Empire. Three private treatment rooms; a steamroom; a whirlpool; a sauna; and a fitness suite also form part of the spa area, while the hotel also offers an indoor jet-stream swimming pool and a number of dining options.

Pera Palace Hotel, Jumeirah is part of the United Arab Emirates-based operator's ongoing



The Pera Spa has a Turkish theme and includes a luxury hammam

global expansion strategy, which will see its portfolio more than double between early 2011 and late 2012.

Jumeirah, which has recently taken over a Rome hotel in Italy and is scheduled to open a property in Mallorca, Spain, will also nearly quadruple the number of countries around the world in which it has a presence.

A spokesperson said: "The room where Atatürk preferred to stay – Room 101 – has been registered as a museum by the Ministry of Culture. Visitors can see some of his personal belongings and many artefacts dating back to his visits to the hotel from 1917 until his death in 1938."

Sofitel launches first Abu Dhabi property

Sofitel Luxury Hotels has continued its expansion into the Middle East with the opening of its new 282-bedroom property located on Abu Dhabi's Corniche, United Arab Emirates (UAE).

It is the Accor-owned brand's second hotel in the UAE and its first in Abu Dhabi. It forms part of the emirate's new Capital Plaza Complex and is near to a range of prominent attractions.

Facilities at Sofitel Abu Dhabi Corniche include the brand's signature So Spa housing five treatment rooms; two hammams with private baths; a scrub and deep relaxation room. A dry sauna and a steamroom also form part of the So Spa, while the So Fit concept is also present. A swimming pool and a whirlpool on the terrace complete the wellness facilities.

Robert Gaymer-Jones, the chief executive officer of Sofitel Worldwide, said: "The



The new hotel is Sofitel's second to open in the United Arab Emirates

Sofitel Abu Dhabi Corniche is a precious asset for the brand both in the Middle East and internationally.

"In addition to its strategic location in Abu Dhabi, its design based on contemporary art with some well-known French artists has ensured that this establishment is totally in line with the country strategic positioning."

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