

spa opportunities

6 JULY - 19 JULY 2012 ISSUE 141

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Japan's first Evian-branded spa opens at Tokyo hotel

Japan's first Evian-branded spa facility has been unveiled at Palace Hotel Tokyo – part of a US\$1.2bn (€965m, £771m) mixed-use development in the heart of the Japanese capital.

Located on the fifth floor of the hotel, the new 1,200sq m (12,197sq ft) spa has been inspired by the Alpine journey taken by the French company's natural mineral water.

Facilities include five treatment rooms and a spa suite – each named after an Alpine peak – as well as heated baths, a marble sauna, a cold plunge pool and a dry sauna.

Men's and women's relaxation lounges also form part of the Evian spa, which boasts views overlooking Tokyo's Imperial Palace Gardens and – on a clear day – Mount Fuji.

The treatment menu – like the spa's design – has taken inspiration from the purifying journey of Evian's natural mineral water and



The spa design has been inspired by the Alpine journey of Evian's natural mineral water

uses products from France-based Omnisens and Anne Semonin throughout.

MEC Design International Corporation led the design of the Evian Spa, with Thermarium supplying the men's reclining bath and the marble sauna colour therapy. Other suppliers include Agape (a deep soaking tub within the

spa suite), Earthlite (massage beds) and Florieh (head spa beds). FLOS was responsible for the spa's lighting.

Located adjacent to the spa is a 127sq m (1,367sq ft) fitness facility equipped by Technogym and Life Fitness. A 20m x 5m indoor pool is also among the hotel facilities.

Palace Hotel Tokyo executive director and general manager Masaru Watanabe said: "The concept for this spa springs from the mountains.

"The journey of Evian water through the Alps, which leads to its purification and balance, is

so transformative, very much like a journey. That theme, of reclamation and recovery, not only defines the treatments but the space itself."

Details: <http://lei.sr7a=5gK5F>

Morgans signs deal for two Marrakech hotels

Morgans Hotel Group is to open Delano and Mondrian-branded properties in Marrakech, Morocco, under a 15-year management agreement with Hivernage Collection.

Delano Marrakech – located in the heart of the Hivernage District – will include a 20,000sq ft (1,858sq m) spa using products supplied by brands such as Valmont and maroMaroc.

The new 69-bedroom Mondrian Marrakech will be located in the Agdal area and will also host "world-class" spa facilities, although further details are yet to be announced.

Four Seasons reveals Toronto launch date

Four Seasons Hotels and Resorts has announced the opening date for its new flagship hotel in the heart of Toronto, Canada – the hospitality group's hometown for more than 50 years.

Launching on 5 October, the Four Seasons Hotel Toronto showcases the "next generation" of Four Seasons properties and is located in the city's Yorkville shopping quarter.

The 2,700sq m (29,063sq ft) Spa at Four Seasons Hotel Toronto – one of the largest luxury urban spas in Canada – is among the facilities and will be spread across two floors.

Yabu Pushelberg has overseen the interior design of the spa, which will contain 17 customised treatment rooms and a salon.



The hotel's spa area will be located across two floors

The spa also features a yoga studio, an indoor swimming pool with adjacent whirlpool and indoor and outdoor relaxation decks.

Elsewhere at the 259-bedroom hotel, facilities include Café Boulud and dbar by international restaurateur and chef Daniel Boulud, which will offer modern French cuisine.

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Private residences focus for Soneva

The Soneva Group, the new company formed following the divestment of the Six Senses and Evason brands, has announced it is to focus on the development of resorts with private residences.

The move will see the group relinquish management of Soneva Gili, which is being offloaded by majority shareholders Capital Holdings and HBOS to a new owner.

Soneva will now focus on developing private residence at Soneva Fushi and Soneva Kiri, as well as opening new privately-owned resorts. Soneva Gili was the only Soneva resort not to include private residences.

A deal to sell the management contracts of the majority of Six Senses and Evason branded resorts and spas has already been announced and is scheduled to close this month (July).

Sonu Shivdasani, chair and chief executive officer of the Soneva Group, said: "This is in keeping with our decision to focus on developing private residences at Soneva branded



Soneva Kiri's Private Cliff Reserve, one of the group's private residences

resorts. Soneva Gili did not offer that potential. We will also focus on developing further Soneva resorts that will include a significant number of residential options."

He added that the group is currently looking at other remote but accessible islands to re-create an additional resort in the Maldives with the potential to sell overwater private residences in keeping with the new strategy.

Marriott makes first move into Azerbaijan

JW Marriott Absheron Baku, a new 243-bedroom overlooking the Caspian Sea and Baku's Azadliq Square, has become Marriott International's first property in Azerbaijan.

Located in the centre of one of the city's most prestigious neighbourhoods, the hotel has opened under a 50-year management agreement with Yeni Absheron Oteli LLC.

Hotel facilities include the 561sq m (6,039sq ft) Absheron Spa, which is situated on the 21st floor and contains five treatment rooms – including a double room.

Elsewhere, the spa has Loofa and Rasul rooms; a steam bath and sauna; a manicure/pedicure room; and a relaxation room. There is also a roof-top indoor swimming pool.

Anne Semonin and Charmé d'Orient products are used in the treatments on offer at the spa, which include a range of massages, facials, wraps and body scrubs.

Amy McPherson, president and managing director for Marriott International in Europe,



The spa at JW Marriott Absheron Baku contains five treatment rooms

said: "With its beautiful natural surroundings, fascinating history and vibrant nightlife, Baku is the perfect location to showcase our JW Marriott brand in Eastern Europe."

"Baku is fast becoming a new European and international hotspot and we see great opportunity to expand our portfolio here."

To read more on how the Azerbaijani capital has seen a surge of international hotel openings over the past two years, see *Spa Business* 2012 Issue 1, p82: <http://lei.sr?a=P9Z5r>



Anantara opens Abu Dhabi spa hotel

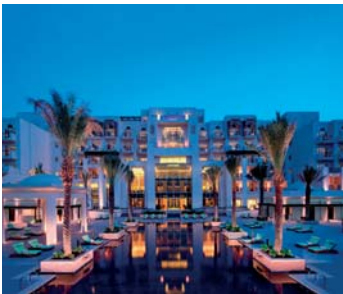
Eastern Mangroves Hotel and Spa by Anantara has opened to become Anantara Hotels, Resorts and Spas' first Middle Eastern city-based hotel.

The 222-bedroom property is located in the Eastern Mangroves district of Abu Dhabi, United Arab Emirates, and forms part of an integrated hotel, marina, retail and residential scheme led by Abu Dhabi's Tourism Development and Investment Company.

Dubai-based EDP Spa were behind the design of the spa, which includes 10 treatment rooms – two double and eight individual – and a 132sq m (1,421sq ft) Arabic hammam.

Barr and Wray was appointed to supply, install and commission the wet area facilities. These include four Vichy showers, two steam showers, four VIP fill and empty baths, four experience showers and water features.

Other facilities within the hotel's spa include relaxation lounges and separate lobbies and check-in areas for men and women.



The hotel is Anantara's first city-based property in the Middle East region

Elsewhere, Eastern Mangroves Hotel and Spa by Anantara features 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 mosaics. The design also utilises 18-carat gold throughout the building.



Mandara signed a deal for the new spa last year

Mandara Spa opens at India's Pullman Gurgaon Central Park

Mandara Spa has announced the opening of its new 250sq m (2,691sq ft) spa at Pullman Gurgaon Central Park – a 285-bedroom hotel located in New Delhi, India.

The Steiner Leisure-owned brand announced in June 2011 that it had signed a 10-year agreement to operate the spa, which combines traditional Asian treatments with "sophisticated" beauty therapies.

Facilities at the hotel's new Mandara-branded spa include four single treatment rooms with rain showers; a double spa suite with whirlpool and steam shower; and two outdoor massage pavilions.

The spa menu includes a wide range of signature treatments combining massages, scrubs and facials using fresh ingredients and offered by a team of professionals from India and Bali, Indonesia.

Meanwhile, the spa – open to hotel residents and non-residents – has joined forces with UK-based skincare brand Elemis to offer products and services such as the Elemis Tri-Enzyme Resurfacing Facial.

Palacio Nazarenas transforms former convent

Luxury hotel group and travel operator Orient-Express Hotels has announced the opening of Palacio Nazarenas in Cuzco, Peru – the capital of the ancient Inca Empire.

Four years in development, the group has invested around US\$14.1m (£11.1m, €9m) in the creation of its new 55-suite boutique hotel within a former 16th century convent.

Original walls dating back to the Incan period have been preserved beneath the glass floors of some of treatment rooms within the Hypnôze Spa.

The spa has a total of five single treatment rooms and one double room with private hot tub, along with a relaxation room. Facilities also include an outdoor infinity pool.

Hypnôze Spa has created its own brand of organic products for use in its treatments, which use locally-sourced ingredients such as pink Andean salt and avocado.

Elsewhere at the hotel, the library acts as a museum for Incan artefacts discovered during



Orient-Express invested around US\$14.1m in the creation of the hotel

the four-year project and the Senzo Restaurant is overseen by chef Virgilio Martinez.

Laurent Carrasset, managing director for Orient-Express Peru, said: "The rebirth of Palacio Nazarenas is a complex project, but one that is Orient-Express through and through."

"Ever since the company embarked on the revival of the Venice Simplon-Orient-Express luxury train in 1978, breathing new life into historic icons has become one of its hallmarks."

Details: <http://lei.sr?a=k9Ajz>

U Hotels and Resorts to open third property in Thailand

U Hotels and Resorts has announced that its third managed property in Thailand – the 133-bedroom U Sunsuri Phuket – is scheduled to open its doors in November.

The resort will join properties in Chiang Mai and Kanchanaburi, and will include a spa with three treatment rooms offering Asian and European-inspired massages.

U Hotels and Resorts is a brand owned by management company Absolute Hotel Services, while the owner of U Sunsuri Phuket is At Nai Harn Resort Co Ltd.



The hotel is part of Starwood's Sheraton roll-out

Starwood unveils new Sheraton spa hotel in Madrid

Starwood Hotels and Resorts has announced the opening of the 180-bedroom Sheraton Madrid Mirasierra Hotel and Spa near the heart of the Spanish capital city.

The hotel, which is owned by Comercial Mirasierra Group, forms part of the hospitality group's plans to expand the Sheraton brand to more than 60 properties around the world over the next three years.

Facilities include the 1,300sq m (13,993sq ft) Absara spa, which incorporates five treatment cabins, a sauna, a Turkish bath and a whirlpool and offers guests a wide range of beauty treatments and massages.

Elsewhere, the facilities at Sheraton Madrid Mirasierra Hotel and Spa include indoor and outdoor swimming pools; and a fully-equipped fitness suite.

Roeland Vos, president for Starwood Hotels and Resorts, Europe, Africa and the Middle East, said: "This new hotel further underlines our commitment to continued growth in Spain."

UNESCO enters Northern Ireland spa resort planning

UNESCO has called for a spa and golf resort project in Northern Ireland, UK, to be halted until its impact on the Giant's Causeway and Causeway Coast World Heritage Site has been "properly assessed".

The £100m (US\$157m, €124m) Bushmills Dunes Golf Resort and Spa was given the green light by the province's environment minister Alex Attwood in February.

The development – including a 120-bedroom hotel with spa and conference facilities and an 18-hole golf course.

However, the UK's National Trust recently revealed it would be seeking leave for a judicial review of the decision to approve the project – situated near the province's sole World Heritage Site – and UNESCO has also now signalled its opposition.

Hilton's new Carlsbad resort opens

The 5,600sq ft (520sq m) Ocean Crest Spa has been unveiled as part of the new Hilton Carlsbad Oceanfront Resort and Spa, which has opened overlooking the Pacific Ocean in California, US.

The spa, which boasts seven treatment rooms and a couple's room, has been designed in order to provide an environmentally-mindful experience and draws upon the healing powers of the sea.

Massage tables in the treatment rooms feature built-in Bose sound technology, while the spa also contains two steamrooms and indoor and outdoor relaxation areas. Many of the treatments use products from local sources, such as California citrus and flowers from the Carlsbad Flower Field region.

Wave Crest Hotels and Resorts (WCHR) operates Hilton Carlsbad Oceanfront Resort



The spa at the new Carlsbad resort draws on the sea's healing powers

and Spa, which has taken 18 months to build and offers views of the sea from most areas.

WCHR CEO Renato Alesiani said the resort is being operated under a franchise agreement with Hilton, with all operating equipment and criteria "specified" by the global hotel group.

He said: "WCHR operates within the parameters set by the brand."

Read more: <http://lei.sr?a=Y3N80>

New spa association launches in Quebec

The growth of the spa sector in Eastern Canada has resulted in the formation of a new association for wellness operators in the province of Quebec.

Association Québécoise des spas (AQDS) has been established with a mission to support and represent all spas across Quebec – the only Canadian province whose sole official language is French at governmental level.

A founding committee was formed to implement the new association. Members include Le Scandinave Spa president Pierre Brissou; Sylvie Lessard, director of the spa at Manoir du Lac William; and Spa Eastman president Jocelyna Dubuc.

Lucie Brosseau, CEO of Alliance Spas Relais Sante, has been named the first president of



Alliance Spas Relais Sante CEO Lucie Brosseau is AQDS's first president

AQDS. The association will look to develop strategies and tools to assist the industry to become more professional, as well as represent its interests at governmental level.

Pae named chief product officer of SpaFinder Wellness

SpaFinder Wellness has named Michelle Pae, co-founder of online real estate technology firm Real Direct, as its new chief product officer.

In the newly-created position, Pae will spearhead the company's expansion in the health and wellness arena and has been tasked with developing new products and online technology and

tools designed to help people easily find and reserve wellness, fitness and spa experiences and services worldwide.

Pete Ellis, chair and CEO of SpaFinder, said: "Michelle is uniquely qualified to develop smarter consumer wellness platforms as our company begins a new chapter."



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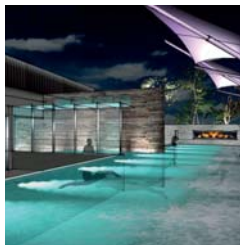
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New study reveals growth in China's male grooming market

A new report published by India-based research group RNCOS has suggested that China's male grooming market could be worth RMB10bn (US\$1.5bn, £1.3bn, €6.4bn) within the next two years.

According to the research, the Chinese sector is currently experiencing "significant growth" as affluence levels across the country increase. The report also cites product knowledge, exposure and a desire for a better lifestyle as to why spending on cosmetics products has increased.

China's sector is expected to grow at a rate of 21 per cent between 2012 and 2014, with skincare to dominate the short-term.



Y Spa's external hydropool is a signature feature

Y Spa to open at UK's Wyboston Lakes in Q3

A new spa facility being built at Wyboston Lakes, the independently-owned conference and leisure destination in Bedfordshire, UK, is to open in the third quarter of 2012.

Located within Wyboston Lakes Hotel, Y Spa will house 11 therapy rooms – including three couples' rooms – steamrooms, water beds and relaxation areas.

A signature feature of the new spa will be the external hydropool and kelo sauna in a south-facing spa garden, along with an open air fireplace and sun loungers.

R-Spa Limited, the consultancy set up by former Champneys Health Resorts managing director Ray Payne, is working on the design and feasibility of Y Spa, as well as overseeing its pre-opening.

Emma-Jane North has been appointed director of the new Y Spa at Wyboston Lakes, while it has been revealed that Elemis and Murad products will be used.

North said: "We wanted to inspire our guests and deliver real results with our treatments – our choice of Elemis and Murad proved the perfect partnership."

Swissôtel signs deal for Kazan hotel

Swissôtel Hotels and Resorts has signed a management agreement with Riviera Tower LLC for a new 211-bedroom hotel in the Russian city of Kazan, which opens in 2016.

The property – Swissôtel Riviera Tower Kazan – will expand the group's existing Russian portfolio and will contain a Pürovel Spa and Sport-branded facility spanning 1,500sq m (16,146sq ft).

Further details concerning the spa element are yet to be finalised, although it's thought the complex will adhere to Swissôtel's plans to roll-out the Pürovel concept.

Pürovel has been devised by the group to combine restorative spa experiences with exercise and sports, with signature treatments loosely based on the four seasons.

Located on the banks of the Kazanka river, the property will also incorporate indoor and outdoor sports facilities.

"Our hotel group has had a presence in Moscow for years and we have established an



The Kazan hotel will contain a Pürovel Spa and Sport-branded facility

excellent reputation here," said Swissôtel Hotels and Resorts president Meinhard Huck.

"The new hotel in Kazan will join the two hotels we plan to open in Sochi in 2013 and our existing hotel in Moscow, and represent a perfect addition to what we feel is a key Eastern European market."

To read more about Swissôtel's plans to roll-out Pürovel Spa and Sport across its international hotel portfolio, see *Spa Business* 2011 Issue 3, p20: <http://lei.sr7a=fid4U>

Rosewood announces plans for first China hotel

Rosewood Hotels and Resorts has announced plans to make its first move into China with the opening of a 279-bed-room property in Beijing's Chaoyang District.

Located opposite the city's CCTV Tower, the Bar Studio-designed Rosewood Beijing will open in mid-2013 and will be owned by New World Group. Facilities will include a Rosewood Sense spa.

The spa will house six treatment rooms with balconies, as well as becoming the group's first to offer five spa suites designed for overnight stays. Treatments will reflect the cultural and natural environment of Beijing.

An indoor pool, a gym and a yoga studio will also feature among the amenities on offer at the new hotel, along with seven restaurants and lounges serving a variety of cuisines.

Rosewood Hotels and Resorts president Radha Arora said: "Guests will see A Sense of Place – our guiding philosophy to reflect and celebrate each location's culture, history and geography – exquisitely expressed in Rosewood Beijing. Contemporary and warm, homelike



The 279-bedroom property will be Rosewood's first to open in China

and refined, energetic and serene – all these aspects will be incorporated into the hotel's design and ethos."

Rosewood Beijing forms part of the group's Asian expansion plans and is a "pre-cursor" to fast-paced growth that will add 10 properties open or in the pipeline within five years.

Hong Kong-based conglomerate New World Group incorporates management company New World Hospitality, which acquired Rosewood Hotels and Resorts last year.



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www.vitaspaestetica.com

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www.worldspawellbeing.com

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www.mcleaneventsinternational.com/events/spatecfallna2012/about

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Hotel groups reveal green scheme

More than 20 international hotel groups have launched a new standardised approach to calculating and communicating the carbon footprint of hotel stays and meetings.

Hilton Worldwide; Mandarin Oriental Hotel Group; and Shangri-La Hotels and Resorts are among the companies involved with the Hotel Carbon Measurement Initiative (HCMI).

The groups are working in partnership with International Tourism Partnership (ITP) and the World Travel and Tourism Council (WTTTC) on the carbon reporting methodology.

HCMI 1.0 has now been unveiled as a hotel industry-led move to setting up an international standardised approach to helping consumers understand their potential carbon footprint. It has been informed by the GHG Protocol Standards and has undergone testing in differing types and sizes of hotel and refined through stakeholder engagement.

WTTTC president and CEO David Scowless said: "Through this initiative we have seen major hotel companies come together to agree a means of communicating carbon impacts



More than 20 leading hotel groups have signed up to the new initiative

which ultimately will result in more transparency and clarity for the consumer.

"The measurement initiative has broken new ground in its industry-driven approach and I congratulate the companies involved on their leadership in ensuring this important initiative comes to fruition."

ITP director Stephen Farrant added: "This has been a model of competitive collaboration that may serve as a useful template for other industry sectors to learn from in addressing the challenges of carbon management."

Details: <http://lei.sr7a=g2C1c>

PwC publishes new Middle East research

PricewaterhouseCoopers (PwC) has published its latest benchmark study analysing the spa markets in Doha, Qatar; Beirut, Lebanon; and Jordan's Dead Sea region.

The latest edition of the *Middle East Spa Benchmarking Survey* covers the period between January and April 2012 and has tracked 11 key metrics across the region.

Among the key findings is that average treatment revenue per treatment sold during the first four months of the year was highest in Doha at US\$134 (£107, £86). Doha also reported the highest average daily treatment revenue per available treatment room at US\$256 (£205, £164) – more than double that recorded in Beirut or the Dead Sea.

Although the average treatment revenue figures were higher in the Qatari capital, utilisation of therapist hours and treatment room hours were the lowest in the three regions.



Hilton brought its signature cforea concept in Doha in May this year

The report also found that spa treatments booked by hotel guests in the Dead Sea stood at 92 per cent, compared with 16 per cent and 33 per cent in Doha and Beirut.

According to the research, "This is mainly due to the fact that the Dead Sea is a leisurely tourist destination without a large affluent and urban local population."

To read more on how the three Middle East spa markets performed during 2011, see *Spa Business* 2012 Issue 2, p76: <http://lei.sr7a=F3D2D>

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August 2013 opening for Virginia resort

Salamander Hotels and Resorts, the privately-owned company founded by entrepreneur and philanthropist Sheila C Johnson, is to open a new resort in Virginia, US, in August 2013.

Located in the village of Middleburg, the 168-bed-room Salamander Resort and Spa will contain a 23,000sq ft (2,137sq m) Salamander Spa with 14 treatment rooms.

Half of the treatment rooms will offer a private outdoor terrace, while the other half will include gas fireplace. A couple's suite will contain a private terrace, a whirlpool and a shower.

In addition to the treatment rooms, there will be two treehouse treatment rooms that overlook the surrounding woodlands and a secluded courtyard with infinity edge pool and whirlpool as part of the spa.

The Salamander Spa will also boast a 10-station nail and hair salon; locker rooms and waiting areas with whirlpools and water features; and a fitness centre with indoor pool. BluSpas of Whitefish, Montana, is consulting on the spa element.



The spa's courtyard will include an infinity edge pool and a whirlpool

Elsewhere, Salamander Resort and Spa will include a 110-seat equestrian-themed restaurant and Market Salamander – providing picnic baskets for dining on the resort's 340-acre (138-hectare) grounds. Construction work is already 65 per cent complete and the resort is aiming to achieve the Forbes Five Star and AAA Five Diamond ratings when open.

Johnson said: "This property has been my passion ever since I set foot on it nearly a decade ago. It is unmatched in ease of access and equestrian heritage, and it promises to be the finest new destination to open on the East Coast in many years."

Sanctuary Spa adds new Cape Town spa

Sanctuary Spa has expanded its portfolio with addition of the 71sq m (764sq ft) Sanctuary Spa at Banksia Boutique Hotel in Cape Town, South Africa.

Located at the foot of the Table Mountain, the hotel's spa has three large treatment rooms – one double room and two single, in addition to a Rasul chamber/steamroom.

Facilities also include an indoor 12m swimming pool and hydro-pool within a glass atrium, along with a reception and relaxation spaces.

The spa has been designed by Sanctuary Spa CEO Alison Rightford and hotel owner Shelley Kingston and uses products from Moya, Essie and Phytomer, with Elemis soon to be added. The premises are rented from Banksia Boutique Hotel, with the spa now the second owned by the group – the first being Sanctuary Spa Newlands.

Elsewhere, the group has been responsible for the design, set-up and operation of another



The spa at Banksia Boutique Hotel boasts three large treatment rooms

site in Cape Town – The Sanctuary Spa at the Twelve Apostles Hotel – for seven years.

Rightford also helped design the Spa at Saxon Boutique in Johannesburg and the group runs a further seven spas across the region.

A spokesperson said: "Each initiative is designed to context, with every aspect carefully considered, including signature treatments to suit the establishment and its guests."

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