

spa opportunities

3 AUGUST - 16 AUGUST 2012 ISSUE 143

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Patricia Urquiola-designed spa opens at Milan hotel

A new 800sq m (8,611sq ft) urban spa created within a former 15th century convent has been unveiled at Italy's Four Seasons Hotel Milano after nearly 10 years in development.

Designed by Patricia Urquiola, the long-awaited Four Seasons Hotel Milan Spa features 200-year-old vaulted ceilings and has been developed at a cost of €6m (US\$7.3m, £4.7m).

Hotel owner Gruppo Statuto has funded the development of the spa, which is initially open to hotel guests. It will also be available to non-residents from later this year.

Facilities at the luxury spa include seven treatment rooms, a swimming pool, a Turkish bath and a Scottish shower, as well



Facilities at the €6m Four Seasons Hotel Milan Spa include seven treatment rooms

as a Technogym-equipped fitness studio, a signature hair spa and a sauna.

Treatments offered by the Four Seasons Hotel Milan Spa use products from La Prairie and Sodashi, while Rossano Ferretti - creator

of the Methodo cut - oversees the hair spa.

A spokesperson for the hotel said: "Renowned designer Patricia Urquiola has created a relaxing and luxurious atmosphere removed from the noise of the city."

"Through a combination of warm colours and design techniques such as serigraphy, the spa creates a relaxing environment for guests."

For more details on the Four Seasons Hotel Milan Spa, visit <http://lei.sr?a=Hovig>

• To read more about how

Four Seasons is planning to open 50 new hotels - all with spas - by the end of 2015, see *Spa Business* 2010 Issue 4, p20.

• To access the current issue of *Spa Business* magazine online for free, visit: www.spabusiness.com/magazine

Ladies-only 'fitness spa' opens 13th location

Ladies-only wellness chain Total Woman Gym and Day Spa has opened its newest site in Valencia, South California, US.

The 12,000sq ft (1,150sq m) facility features a full-service luxury day spa and a large health club.

The membership spa offers a range of facials, massages and body wraps as well as beauty treatments. A personal 'skin care file' is created for each member and all clinical skin care treatments are recorded.

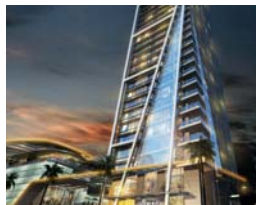
The club's gym includes a range of cardiovascular and strength training equipment, as well as group exercise classes and a pilates studio.

Work begins on Trump Tower Manila

Ground has been broken in the construction of the new 250m (820ft) Trump Tower Manila skyscraper, which will become one of the tallest buildings in the Philippines when complete.

Broadway Malyan has designed the US\$150m (£122m, £96m) tower - the centrepiece of Century Properties' four-hectare (9.9-acre) mixed-use scheme at Century City, Makati

Due for completion in 2016, the iconic 58-storey skyscraper will house 220 residential units and uses the Trump name under a licensing agreement with Trump Marks Philippines. An "intermediary skygarden" on the 30th floor will feature a large luxury spa containing treatment rooms, a spa lounge, sauna and steamrooms and a spa pool, as well as an infinity lap pool. Other lifestyle facilities at Trump



The tower has been designed by Broadway Malyan

Tower Manila will include a gym, a juice bar and a beauty salon, while the ground floor will host a fine dining restaurant.

The design of the building features an environmentally-responsive skin with light shelves and shading systems reacting to its orientation in relation to the sun's path across the sky. Read more: <http://lei.sr?a=F4H4x>

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Hilton's flagship brand to enter Iraq

Hilton Worldwide has secured a management agreement with the Mihtab Group for the first Hilton Hotels and Resorts-branded property in Iraq - the Hilton Erbil Hotel and Spa. The 300-bedroom property is due to open in 2016 and is the group's second earmarked for the city, following plans revealed last year for a DoubleTree Suites by Hilton hotel.

Located in an upscale residential and commercial district to the north of Erbil, the property is to feature an eforea-branded spa - Hilton Hotels and Resorts' signature in-house concept. Further details of the spa element are yet to be confirmed, although the hotel will also include a large health club; indoor and outdoor swimming pools; and an upscale retail arcade.

Iraq-based Mihtab Group was founded in 1982 by owner Zmnako Yasin Ismail Qadir and is a company with interests spanning a number of sectors across the Middle East - including hospitality.



The 300-bedroom Hilton Erbil Hotel will feature an eforea-branded spa

He said: "As we face a surge in domestic and international travel to Iraqi Kurdistan, the addition of a new property by Hilton Worldwide will be a major boost to the range of hospitality offerings currently available."

Along with Hilton, fellow operators Starwood Hotels and Resorts and Marriott International have announced plans for properties in Erbil, while Rotana sees "a lot of potential in Iraq".
To read more: <http://lei.sr?a=A6X6g>

Swissôtel to open golf hotel in Sanya, China

Swissôtel Hotels and Resorts has revealed details of its newest hotel, which is to be built at a luxury golf resort in Sanya - the southernmost part of Hainan Island in China.

Swissôtel will manage a 300-bedroom hotel at Sanya Dragon Valley Hot Spring and Golf Resort, which includes one of the most exclusive 18-hole golf courses in the region. Hotel facilities will include a Pürovel Spa & Sport-branded wellness spa,



Swissôtel launched its first Pürovel Spa & Sport-branded spa in 2011

four restaurants, a large outdoor swimming pool and more than 2,000sq m (21,500sq ft) of event and conferencing space. The Pürovel Spa & Sport will cover up to 2,500sq m (26,910sq ft) of floor space and boast a minimum of five treatment rooms. Other wellness facilities include a health and fitness suite.

Due to open in 2015, Swissôtel Sanya will form part of a large mixed-use development at the RMB6bn (US\$940m, €777m, £606m) Dragon Valley Resort, which spans 267 hectares (660 acres) and is owned by Hainan

Zhongdu Real Estate Development (HZRED). The development also houses the Cheung Kong Graduate School of Business, more than 1,000 luxury villas and 80,000sq m (861,000sq ft) of boutiques, retail shops, restaurants and entertainment areas.

Swissôtel Hotels and Resorts is owned by FRHI Holdings, a global hotel company with 102 hotels operating worldwide under the Raffles, Fairmont and Swissôtel brands.

• Swissôtel launched its Pürovel spa concept last year. Read more: <http://lei.sr?a=zi9f>



Sohum Spa for Mövenpick Bangalore

Sohum Spa has launched its latest site at a Mövenpick hotel in the southern Indian city of Bangalore. The 4,000sq ft (370sq m) spa houses eight treatment rooms and has a prime emphasis in Ayurveda.

Facilities include separate his and hers wet-room sections offering steamrooms, sauna and cold and warm rain showers, as well as private relaxation zones.

Sohum is the spa brand owned and operated by Indian medical and wellness group Core Wellness. There are currently 25 Sohumi Spas - a mixture of hotel and day spas - across India, making it one of the country's largest spa chains.

Treatments on offer at Sohumi are designed based on advice from Core Wellness' panel of doctors and allied experts.

According to Core Wellness chair Sanjeev Mansotra, new treatments and programmes that have medical evidence backing their effectiveness are regularly and pro-actively added to Sohumi's offering. Mansotra added that sustainability and eco-friendliness is



The Sohumi Spa at Mövenpick Bangalore houses eight treatment rooms

another theme at the heart of the Sohumi Spa philosophy. "All the products we use are carefully evaluated for their impact on the environment and hence the therapies lean towards holistic healing modalities that use natural products and ancient healing arts rather than the extensive use of machines," he said.

Switzerland-based hospitality group Mövenpick opened the 182-room Bangalore property in September 2011. Other leisure facilities include an infinity edge swimming pool on the second floor and a fitness centre with Yoga studios. Read more: <http://lei.sr?a=c8y3k>

Alila reveals plans for new spa resort in Oman

Alila Hotels and Resorts will expand into Oman in late 2013 with the opening of Alila Jabal Akhdar - the first luxury resort development in the remote mountainous Jabal Akhdar region. Set 2,000m (6,600ft) above sea level, the resort will be marketed as a haven for adventure travellers, nature lovers and those seeking to explore the region's rugged landscapes. It is due to open in 2013.

The property will feature 78 rooms, six suites and two royal villas along with a cliff-side restaurant, along with a large luxury spa, a health and fitness club and events space. Exact details of the Alila Spa have yet to be confirmed but the treatment menu will follow the Alila philosophy of mixing locally-sourced ingredients with products from international brands.

The project is being developed by Omran, the government-owned tourism investment, development and management company, with design by P49 and architectural consultancy



The resort is located in rugged terrain 2,000m (6,600ft) above sea level

by W S Atkins. Alila will manage the resort on behalf of Omran and is working with all partners throughout the development process.

Mark Edleson, president of Alila Hotels and Resorts, commented: "The Jabal Akhdar region is the perfect location for our first foray into the Middle East. Its combination of interesting natural eco-systems, physical beauty and intriguing history and culture perfectly fit within our development philosophy." Details: <http://lei.sr?a=u5H8J>



Resense operates the Kempinski, The Spa brand

Resense Spas plan to open 11 new spas in 2013

Management company Resense Spa is set to open 11 new spas during 2013 as part of a larger expansion strategy. Three of the new spas will be operated as full-service Resense Spas while the other eight will be managed under the Kempinski, The Spa brand.

The Resense Spas - described as the ultimate European luxury spa experience - have been uniquely tailored for each location. The first Resense Spa will be situated in Accra, Ghana (at the Kempinski Hotel Gold Coast City); Cairo, Egypt (as part of Kempinski Hotel Royal Maxim); and Riyadh, Saudi Arabia (at the Kempinski Hotel Riyadh).

The Kempinski hotels that will host the new Kempinski, The Spas are in Austria, Saudi Arabia, Kenya, Namibia and Oman.

While three more will open in China. Kempinski, The Spa is described as a luxurious concept and the preferred suppliers are Elemental Herbology, Daniele de Winter and Thémae. Details: <http://lei.sr?a=j4FoC>

Two new Turkish properties confirmed by Viceroy Group

Viceroy Hotel Group (VHG) is to make its first move into Turkey with the opening of two new properties - Viceroy Istanbul and Viceroy Bodrum - during the next two years. The group has been named operator of the Nef Bebeköy development in Istanbul, which is to include a resort spanning 68,000sq m (732,000sq ft) and being led by developer Nef.

WATG are the project architects, with Viceroy Istanbul due to open in late 2013. Facilities will include an outdoor garden and forest area and a full-service fitness centre and spa. Meanwhile, Viceroy Bodrum is the result of an agreement with real estate firm Safir Grup and is expected to open in late 2014. Facilities will include a signature spa spanning 1,388sq m (12,250sq ft) with more than 10 treatment rooms. Details: <http://lei.sr?a=w4B7B>



The resort was designed by Bensley Design Studios

InterContinental unveils Vietnam's new Danang Sun

InterContinental Danang Sun Peninsula Resort - a new 197-bedroom property overlooking the South China Sea - has opened on the Son Tra Peninsula near Da Nang, Vietnam. Bensley Design Studios has been responsible for the new resort's architectural, interior and landscape design, which has taken Hanoi-based owner Sun Group six years to develop.

A spa spanning approximately 1,360sq m (14,639sq ft) is set to open in September and is to incorporate 10 treatment rooms - eight treatment villas and two residential spa villas. All of the treatment villas will contain outdoor pools/whirlpools and Vichy showers, with the two residential villas also offering steam baths. Additional facilities are yet to be confirmed.

In-room amenities and spa products at the resort will be supplied by Thailand-based Harnn, which also contributed to Bensley Design Studios' design of the spa. Details: <http://lei.sr?a=of3fo>

Bill Walshe appointed CEO of Viceroy Hotel Group

Viceroy Hotel Group has announced the appointment of Bill Walshe as its new CEO, following a "comprehensive search process" undertaken by its board of directors.

Walshe joins the operator with 20 years' worth of experience within the luxury hospitality industry and was formerly with Ireland-based hotel group, The Doyle Collection. During his tenure as chief executive with The Doyle Collection, Walshe oversaw the transformation of the group into a luxury urban operator with 11 properties in the US and Europe.

Walshe is also a former chief marketing officer of Jumeirah Group and now joins Viceroy Hotel Group at a time in which it is looking to continue its international expansion. Details: <http://lei.sr?a=N3Sof>

Geo Spa to launch at Langkawi resort

Malaysia's Four Seasons Resort Langkawi has announced it is to launch its new Geo Spa next month (August) offering bespoke treatments from UK-based spa brand Ila.

First opened in 2005, the spa will now be inspired by Langkawi's UNESCO Geopark and its "ancient energies", which will be reflected in the new menu of natural treatments. UNESCO Geoparks are designed to protect the geological, ecological and cultural wonders of a particular area, with the name derived from the Greek word Gaia - meaning earth.

Guests can attend a consultation to determine which of the Geo Spa's four treatment series will be used, each reflecting the life "requisites" of air, nourishment, water and light.

All four series of treatment are to be accompanied by a recommended yoga programme



The Geo Spa has been inspired by Langkawi's UNESCO Geopark status

and corresponding bathing rituals and in-resort activities to continue the wellbeing benefits.

Spa director Livia Reddington said: "Here in the spa we wanted to focus on the very specific healing benefits of that nature."

"Working with Ila to create bespoke treatments has enabled us to tap into the very specific, indigenous benefits of Langkawi." Details: <http://lei.sr?a=r3kjg>

Marriott signs deal for first Sri Lankan property

Marriott International has signed an agreement with Weligama Hotel Properties - a wholly-owned subsidiary of East West Properties - to open its first property in Sri Lanka. The 200-bedroom Weligama Bay Marriott Resort and Spa is due to open in 2014 and is to be operated under the company's flagship Marriott Hotels and Resorts brand.

A luxury spa, a fitness centre, a swimming pool with pool bar and three restaurants will be featured among the facilities at the hotel, although further details have yet to be confirmed.

East West Engineering Services will be responsible for constructing the hotel, which will be housed within an 11-storey building and offer a beach frontage stretching 115m (377ft).



Weligama Bay Marriott is scheduled to open to the public in 2014

East West Properties chair Nahil Wijesuriya said: "We're among the first in Sri Lanka to sign up with an international branded hotel."

"We're looking to open in 2014 and we've direct control of every aspect of the construction of the resort and are confident that it will be of the highest standards and quality."

Center Parcs launches Aqua Sana spa product range

Holiday park operator Center Parcs has announced the launch of its own bespoke spa products range - Aqua Sana - for use across its UK spa estate.

The products, which will be sold as retail products for guests to take home, have been branded after Center Parcs' own Aqua Sana

brand and include a body wash, body scrub, body lotion, hand wash, hand lotion, shampoo and conditioner. The range is inspired by nature and has been specially formulated and combined with a subtle signature fragrance. There are currently four Aqua Sana spas across the UK. Read more: <http://lei.sr?a=R5d2U>



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Conrad introduces five-hour spa treatment

The Conrad Koh Samui resort in Thailand is launching a five-hour, multi-sensory Body Herbal Renewal treatment.

Based on the Spa's holistic principles for 'full body rejuvenation' and priced at THB14,000 (US\$440, €364, £283), the new signature treatment starts with an aromatic herbal steam bath, followed by an meridian massage. Also included in the ritual is a spa cuisine lunch, where guests can choose from three-course menu concepts ranging from the De-Stress and Sleep Deeply, to Thai Treat and Energy Boosting.

• Spas going for the "Wow" factor was one of the trends predicted by Susie Ellis, president of SpaFinder, in her annual trends report earlier this year. To read her full report visit: <http://lei.sr?a=GoQ3h>



Wahanda chief executive Lopo Champalimaud

Wahanda launches new online service

Online health and beauty marketplace Wahanda has introduced Wahanda Connect - an online booking system connecting businesses with customers.

The new platform provides an end-to-end marketing solution allowing spas, salons, wellbeing, fitness and beauty professionals to get listed and sell to the end customer via Wahanda's network. Businesses who sign up to Wahanda Connect receive access to an appointment system, providing a suite of tools which include the ability to sell on a number of platforms - such as Wahanda, and the supplier's own website or Facebook page. A free scheduling tool and booking microsite, appointment confirmations and SMS reminders are also included in the service.

The price point for the service has been set at £30 (US\$47, €38) per month and the booking data supplied by Wahanda Connect can be updated by operators to avoid double-booking and administrative errors.

Wahanda CEO, Lopo Champalimaud, said: "This has been a really exciting chapter in Wahanda's online evolution." Details: <http://lei.sr?a=m3Loy>

Como reveals concept for Yamu resort

Como Hotels and Resorts has announced the detailed design concept for the Point Yamu resort in Phuket, Thailand - Italian architect and designer Paola Navone's first hospitality scheme. The development is owned by Christina Ong and is due to launch in mid 2013, with facilities to include Como Shambhala Retreat with eight treatment rooms.

Como Hotels and Resorts is working with property developer Campbell Kane, KS Group and Hotel Properties Ltd on the project, which will also feature private residences. Under the terms of a multi-year management agreement, Como is to provide full branding, sales, marketing and operational services. It is also at the centre of the design process.

Singapore-based Hotel Properties Ltd has interests in 26 hotels in 11 countries, while KS Group has a portfolio of boutique hotels across the Asia Pacific region. Campbell Kane has partnered with Lippo Group on a number of



The resort will be located at Point Yamu on the Thai island of Phuket

Asian schemes - such as the Cape Yamu residential villas designed by Philippe Starck and Jean-Michel Gathy.

A 100m swimming pool and a yoga studio will also form part of the Como resort, as well as an Italian and Thai restaurant and a private beach. It will become Como's 10th property.

Navone's interior designs are aimed to encapsulate the atmosphere of "by Como"-branded islands resorts in locations such as the Maldives. Read more: <http://lei.sr?a=55Mzp>

GSWS event contents made available free online

The Global Spa and Wellness Summit (GSWS) has made the contents of this year's event available online and free of charge, as part of its mission to support the growth of the global wellness industry. The event took place in Aspen, US, in June and attracted a record number of 325 delegates from 40 countries, with an eclectic, idea-packed agenda including 50 presentations and panels designed to "shake the industry up".

Delegates heard from a former President of Costa Rica, Jose Maria Figueres-Olsen; Mariel Hemingway, an Academy Award-nominated actress and former US surgeon general Richard Carmona.

Sessions notes, PowerPoint presentations, research reports and video footage from the event are now accessible on the GSWS website (visit: <http://lei.sr?a=D8ric>).

Philippe Bourguignon, CEO of Exclusive Resorts and co-chair of the 2012 summit, said: "So much talent, from so many different perspectives, industries and cultures, was



The event took place in Aspen, US in June and attracted 325 delegates

assembled in Aspen, challenging us to think in profoundly new ways.

"It provided much needed inspiration and conceptual grist to start imagining what 'Spa 2.0' will look like. Experts and entrepreneurs from outside our sector were stunned by our industry's size, complexity and opportunities ahead, while pointing out how limiting the word/concept 'spa' may now be, given the vastly expanded health and wellness opportunities before us." Read more: <http://lei.sr?a=D8ric>



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DIARY DATES

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www.spaandwellnessbyiltn.com

10-13 Sep 2012

Equipotel Spa and Wellness

Anhembi Exhibition Park, Sao Paulo, Brazil
Companies that commercialize spa products and provide consulting services for hospitality gathered together in a space especially designed for them at Equipotel trade fair: Equipotel Spa & Wellness. Visitors could view various products and services provided in spas, aesthetic centers and massage clinics.

Tel: +55-11-30605000
www.equipotel.com.br

19-21 Sep 2012

World Spa & Well-being Convention 2012

IMPACT Exhibition and Convention Center, Bangkok, Thailand
The World Spa & Well-being Convention 2012 is marketed a gateway to the Asian spa



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

industry, offering a myriad of opportunities to network, build business connections and be inspired with industry people across the region. The event has been divided into three concepts – “by Hand”, an exhibition of the services and equipment; “through Head”, an opportunity to ‘use your head’ and exchange ideas and learn from business; and “with Heart”, encouraging the spa & well-being industry and those who use their ‘hearts’ when working in the industry.

Tel: +66 0833 5112
www.worldspawellbeing.com

19-22 Sep 2012

SPATEC Fall 2012

The Ritz-Carlton, Dove Mountain, Tucson, Arizona, US
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www.mcleaneventsinternational.com/events/spatecfallna2012/about

23-24 Sep 2012

Olympia Beauty

Olympia Exhibition Centre, London, UK
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Interbad

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Tel: +49 711 18560-2398
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15-17 Oct 2012

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Gaylord Palms Resort & Convention Center, Kissimmee, Florida, United States
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Global skin care market remains strong

The professional skin care market experienced a second year of growth after posting a 5.3 per cent increase in total product sales during 2011, according to market analyst Kline and Company.

In its latest *Professional Skin Care Global Series: Market Analysis and Opportunities* report, the research firm attributed the increases partly to spas and salons being able to stimulate traffic by modernizing facilities and implementing new communication tools.

These include social networking and tablet devices that enable therapists to complete medical questionnaires or recommend products without interrupting the treatment.

Growth has been particularly strong in Europe, where spas, salons and beauty institutions remain the largest purchase channel in Europe, representing almost 60 per cent of the skincare market - up 3.7 per cent on 2010.

Spas remain the largest channel in the US too, although there has been a slight decline in the North American market as spas continue to reduce the number of brands carried,

under-performing spas are closed down and more salons and hotels are divesting their spa business to re-focus on their core businesses. In its report, Kline also outlines the strength of brands and adds that a surge in at-home beauty devices has impeded business at US spas.

"The European market is highly fragmented with leading brands, Guinot, followed by Clarins, enjoying strong growth," the report states. "The US market is relatively consolidated, with the top five brands accounting for a 38 per cent market share. Read more: <http://lei.sr?a=x8h5V>



Product sales within the global ski care market grew by 5.3 per cent

October opening date for Four Seasons Toronto

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 Toronto - is among the facilities and will be spread across two floors.

Yabu Pushelberg has been responsible for the interior design of the spa, which will contain a total of 17 customised treatment rooms and a hair and nail bar.

The spa also features a yoga studio; an indoor swimming pool with adjacent whirlpool; and an indoor and outdoor relaxation deck, as well



The hotel will include a large urban spa spreading across two levels

as locker rooms with steamroom and sauna. 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.

Dimitrios Zarikos, regional vice president and hotel general manager, said: "We greatly share in the anticipation surrounding the opening of this hotel." Read more: <http://lei.sr?a=K7O9t>

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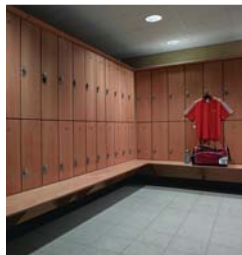
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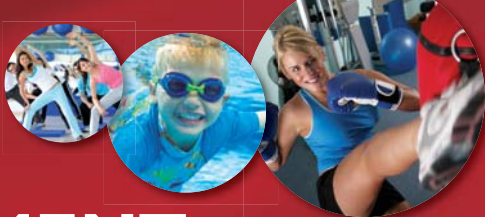
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Hilton publishes global spa trends report

The presence of a spa is an "important factor" for consumers booking a hotel, according to a new international trends report published by Hilton Hotels and Resorts (HHR). *Emerging Global Spa Trends* - the hotel operator's comprehensive new Hilton Blue Paper - contains insights from industry experts and the founders of product brands.

The report identifies spa-goers and behaviour based on generation, as well as discussing the "increasingly savvy modern spa guest" who is more aware of treatments and products. Meanwhile, the research underlines an increasing importance of men to the international spa industry and how successful facilities should tailor services to this particular audience.

Underlining the importance of spas, more than half of the participants in a worldwide survey of 6,000 people said wellness facilities were an important factor when choosing a hotel. The hotel operator is in the process of rolling out its own spa concept - eforea: spa at Hilton - with Qatar and China among the nine locations in which it already has a presence.



The report highlights the increasing importance of men to the industry

Treatments using products from LIT™, YA, Kerstin Florian, VitaMan and Peter Thomas Roth form part of the concept, which aims to provide a turnkey spa solution for owners.

HHR global head Dave Horton said: "Spa is a key differentiator for us within both the leisure and business travel segments today."

"This new research emphasises the importance of spas in the decision to book a hotel stay, particularly in the rapidly expanding Chinese market. Through innovative concepts like eforea: spa at Hilton we are providing unique spa experiences for our guests and best in class solutions for our owner."

Read more: <http://lei.sr?a=Yoo8T>

First-ever Hello Kitty spa opens in Dubai

The world's first spa themed and designed on Japan's Hello Kitty character has opened at the Town Center Jumeirah shopping mall in Dubai, United Arab Emirates.

Sharaf Retail director Fatima Sharaf heads the new 1,850sq ft (172sq m) Hello Kitty Beauty Spa, which hopes to appeal to both high-end and leisure clientele and is the first character-branded spa in the Middle East.

Japan-based Miyuki Okamura is behind its design, with the spa divided into three segments - the reception, a main/central treatment room and the party area. The main treatment room contains hair and nail stations with a lounge, television and karaoke system for children, while the party area includes make up and styling stations accommodating up to 15 people.

White drapes divide the reception area from the service floor, with a Kitty Café also on offer. The design features a vintage chic theme



The new 1,850sq ft themed spa has been designed by Miyuki Okamura

with white and pink chairs and couches, as well as Hello Kitty branding where possible.

The spa has two separate service menus - one for 'Queens' and another tailored for 'Princesses', which includes organic nail and beauty products for young girls. The spa is working on the creation of its own line of products. Japanese social communications firm Sanrio is the owner of the intellectual property rights to Hello Kitty. Read more: <http://lei.sr?a=jc8m>

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