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OCTOBER 2013 NEW DELHI, INDIA

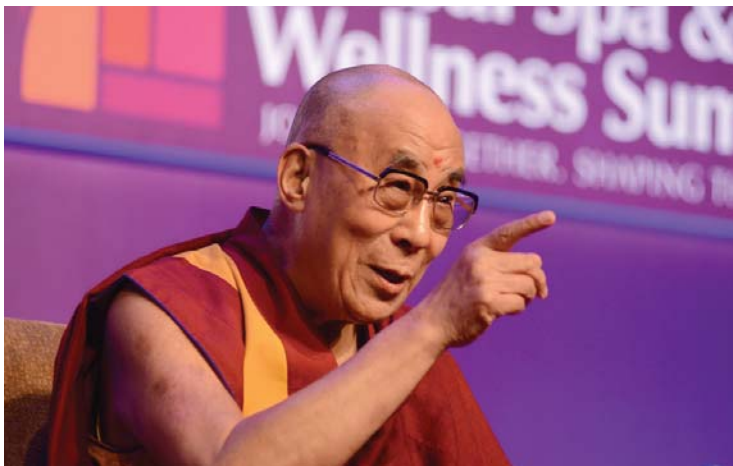
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Dalai Lama electrifies the Global Spa & Wellness Summit

The highlight of this year's Global Spa & Wellness Summit – held in New Delhi, India on 6-7 October – was an address from keynote speaker the Dalai Lama, who participated in a discussion on the subject, What is Wellness?

The session, led by Ken Pelletier – professor of medicine at the University of California School of Medicine – saw the Dalai Lama address the summit, before taking part in a Q&A session.

In a warm and enlightening address, peppered with humour, regular outbursts of laughter and thoughtful reflections on his own life, he shared his frank views and philosophies with delegates on a wide range of subjects from health and wellbeing to world peace and from science and religion to education.



You could have heard a pin drop as the Dalai Lama addressed GSWS delegates

He told delegates: "Trust and a peaceful mind are the key factors for a healthy body. A healthy mind equals a healthy body. Hygiene of the body is important, but hygiene of the emotion is just as important for wellbeing"

The Dalai Lama advocates self reliance and taking personal responsibility, saying "If I'm angry and pray to Buddha, not much happens. Destructive emotions develop within, so the antidote must also develop within. Better humanity doesn't come from the sky – from God – it comes from within ourselves. Once you realise an emotion is harmful, relax and your mind will be at peace."

Pelletier asked how we can cope with disease and move towards wellness. "We need to take an holistic approach,"

he said, "and try not to worry too

much. Sometimes if we look too closely at a problem, it appears unbearable. It's easier to cope if we look at it from a wider perspective. We also need to keep courage and hope."

Continued on back page

GSWS 2014 HEADS TO THE RED CITY

The board of the Global Spa & Wellness Summit announced in New Delhi that Marrakech in Morocco has been chosen as the location for the next summit in 2014.

A representative of the Moroccan tourist board attended this year's GSWS to observe and to meet the board and took to the stage in the closing session of the conference to welcome the GSWS to Morocco.

A date and venue weren't given, but it's likely to be held in the third quarter of the year again, rather than reverting to its original May schedule.

The spa market in Morocco, with its hammam culture, is growing fast.

Summit Forums are catalyst for change

For the first time, this year's Global Spa & Wellness Summit in New Delhi staged forums for six key industry sub-sectors.

Led by global leaders in the relative fields, the forums enabled delegates to strategise on how best to solve the greatest challenges facing their sub-sectors, as well to discuss collaborating to expand on joint opportunities.

Similar breakout sessions with some of the titles seen at this year's GSWS had been explored in the past, but were never named. Now labeled as Forums, they will continue to be a fixture on the GSWS agenda going forward. What may change – depending on trends – is the grouping. This year's forums concluded with the presentation of defining moments and points of action by the respective chairs.



Charles Davidson led the Hot Springs Forum

Global Hotel Spa Forum facilitator Anne McCall Wilson, from Fairmont, said her group prioritised the need for guest-centric research to find out what customers really want. At the same time, hotel spa operators recommitted to gathering consistent data for benchmarking.

Continued on page 2 overleaf

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Summit Forums are catalyst for change cont'd

Continued from cover

Six Senses' Anna Bjurtsam, who led the Global Spa Education Forum, said they'll be focusing on selling the benefits of spa careers to entice more people into the industry, as well as on spa management mentor and internship programmes. Whether there's a need for management certification will be further explored.

Speaking on behalf of the Hydro-Thermal Forum, Don Genders of Design for Leisure said it's important to establish an independent set of quality standards for hydrothermal spa design to educate architects, interior designers and hotel engineers about technical specifications.

The design of spa retail areas is not working, said Mandara's Jeff Matthews following the Global Spa Retail Forum. Operators should engage more with product houses on retail training and staff incentive programmes; and reduce the number of products staff are trained in.

Representing the Global Destination Spas Forum, Sharon Kolkka from Gwinganna announced the formation of the an alliance of



The forums gave industry leaders the chance to participate in the debate

destination spa operators – often viewed as the keepers of wellness wisdom – to educate consumers about wellness (see page 4).

Finally, Peninsula Hot Springs' Charles Davidson for the Global Hot Springs Forum, advocated the creation of a logo to identify and create awareness of real hot springs. He also called for existing operators to come together to help establish hot springs in developing nations.

Read more here: <http://lei.sr?a=u9Q3y>

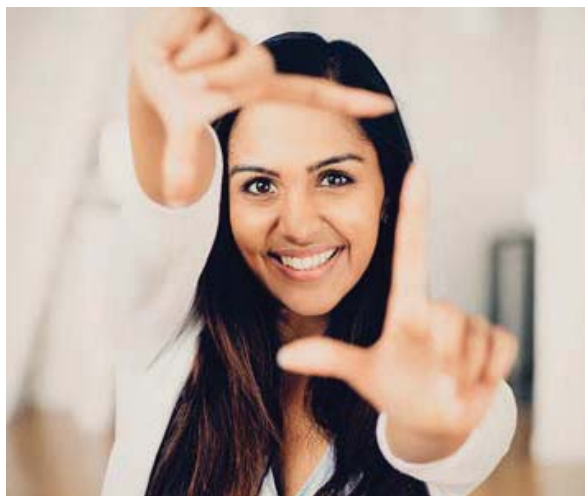
India: challenge and opportunity

From the Spa Business Blog

Although the wellness and spa sector in India is forecast to grow from INR700bn in 2012 to over INR1 trillion in 2015, this number hides a plethora of variables, many of which have been thoroughly laid out by a new PricewaterhouseCoopers report on the Indian wellness economy *Imperatives for growth: the wellness industry* – an invaluable document for those considering investing.

The report shows strategic deals with partners are driving much of the growth: up to 65 per cent of all deals since 2009 have been of this nature.

International operators targeting India, initially aiming for the 15 bigger cities, are now going into second and third tier locations to maintain growth. In hair and beauty they include Dessange, Saks and Toni & Guy, in fitness, Fitness First and Anytime Fitness and in the spa market, global operator, Six Senses.



The growth of the Indian spa market has been analysed by PwC

PwC says the market has been characterised by small businesses, but the arrival of corporate players will drive investment as they look for funds to fuel expansion. The greatest consumer demand has been found to be in three areas: hygiene, curative and enhancement...

● To continue and read the report, click here



Spa Business at the GSWS 2013

Katie Barnes and Liz Terry from the *Spa Opportunities* and *Spa Business* team attended this year's Global Spa & Wellness Summit to report on proceedings. Delegates were given copies of *Spa Opportunities* and *Spa Business*, along with the *Spa Business Handbook 2013* – a joint venture publication between the two magazines.

Spa Business editor Liz Terry chose a picture of the Dalai Lama for the front cover of the special GSWS edition of the magazine, saying "It's an indication of the growing status of both the industry and the GSWS that a global leader such as the Dalai Lama is coming to address delegates."

"Bringing the event to India was a master stroke for the board of the GSWS, given how quickly this nation is developing and the opportunities which exist for partnership. Having the Dalai Lama attending is extraordinary and has created a real buzz in the industry. We wanted to recognise and celebrate this with our cover choice."



GSWS delegates were given copies of *Spa Business* magazine

Terry and Barnes were reporting live from the event on the *Spa Business* website and were also tweeting live from sessions to keep readers up to date with the action from New Delhi.

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Economic impact of wellness tourism is US\$1.3tr

Delegates at the inaugural Wellness Tourism Congress, held in New Delhi on 5 October – part of the Global Spa & Wellness Summit – heard that the economic impact of global wellness tourism is US\$1.3 trillion a year.

New research by SRI International – unveiled at the event – found the current value of the market is US\$493bn per annum. SRI forecasts this will grow to US\$678bn per annum by 2018 – an average of 9.9 per cent growth a year, which is nearly twice the growth rate of global tourism overall. Importantly the research found that wellness tourists spend 130 per cent more than the average tourist.

SRI examined wellness tourism as a proportion of overall tourism spend and found it currently represents 14 per cent of the market – an equivalent percentage to eco-tourism. This proportion is forecast to grow to 16 per



SRI's Ophelia Yeung presents the research findings in New Delhi

cent by 2018. The research counted all spending, including spa and non-spa expenditure.

The study, *The Global Wellness Tourism Economy*, which was commissioned by the GSWS, found 12 million people are directly employed in wellness tourism.

- Download the study here: <http://lei.sr?a=c7R5r>

Lori Hutchinson wins first GSWS infographic contest

This year's Global Spa & Wellness Summit saw the launch of a new infographic competition which was sponsored by management software innovators SpaBooker.

The competition – "a global challenge to communicate about spa and wellness" – challenged entrants to create an infographic to present an "informed, inspired vision of any aspect of spa or wellness they choose."

Over 130 entries were submitted and 25 were shortlisted for the final selection.

The judges were Professor Marc Cohen of RMIT, Cathy Chon, CEO of Catchon & Co, Josh McCarter, CEO of SpaBooker and Liz Terry, editor of *Spa Business* and *Spa Opportunities* and CEO of Leisure Media.

Josh McCarter presented a cheque for US\$2,500 to the winner of the first prize, Lori Hutchinson, CEO of Hutchinson Consulting, the management recruitment specialist, for her 'Five Reasons for a Spa Career' infographic which promoted the spa industry as a career choice.

The judging was done blind, but the winning entry turned out to be linked strongly to one of the most popular sessions at the GSWS where Hutchinson presented the results of research into spa employment.

- Entries can be viewed on the GSWS App



Josh McCarter with Lori Hutchinson

Jacobs and Bjurstam are co-chairs for 2014 GSWS

Susie Ellis, CEO and chair of the Global Spa & Wellness Summit, has announced that Neil Jacobs, CEO of global hotel and spa operator Six Senses, and his colleague, Anna Bjurstam, vice president of spa for Six Senses will be the conference co-chairs for the next GSWS which will be held in Marrakech, Morocco in 2014.

The co-chairship of the GSWS is a one-year honorary post and Jacobs and Bjurstam will take over from 2013 co-chairs Andrew Gibson of Mandarin Oriental and Emanuel 'Manny' Berger from the Victoria Jungfrau.



Ellis said the new institute will launch in 2014

Ellis announces plans for a GSWS umbrella institute

The formation of a non-profit umbrella organisation for the global spa and wellness industries could be on the cards according to GSWS chair emeritus Pete Ellis.

He said that an independent organisation – the Global Wellness Institute – is needed to help attract investment/funding from outside the industry to support future growth opportunities for the sector.

While the annual summit will stay as it is – an invite-only gathering of top levels executives to shape the future of the industry – a Global Wellness Institute, could help to fund industry research, regional events and direct outreach to consumers.

The next step is for the GSWS board members to “flesh out” the idea. Ellis suggested that there’s a strong possibility for it to strategically align itself with the wellness tourism sector, an arena that “benefits the [spa] operators and the [product, service and equipment] supply companies.”

India’s IHM-A wins Student Challenge Competition

Three pupils from the Institute of Hotel Management, Aurangabad (IHM-A) in India were awarded first place in the GSWS’s fifth Student Challenge Competition.

The team, who were tasked with creating an Indian spa concept and design worthy of a global rollout, stood out for two reasons. “We saw great social responsibility and that they made an effort to reach out to rural India [for their workforce],” said Cornell professor Mary Tabacchi, who moderated the competition. “We could also see a potential partnership with the Indian government in terms of delivering healthcare,” she said.

In second place was the Indian School of Business, Hyderabad; and in third place was the University of Delhi.

ESPA’s Susan Harmsworth, also a moderator for the competition, praised all contenders who took part for the “quality of presentations, which were all brilliant.”

Baumgarten: spa sector must unite

Speaking at the first Wellness Tourism Congress in New Delhi on 5 October, Jean-Claude Baumgarten, former president of the World Travel and Tourism Council, explained to delegates how the travel and tourism industry originally co-ordinated efforts to promote the profile of the sector to governments by proving it represented 10 per cent of GDP and 11 per cent of employment.

Baumgarten said the wellness tourism sector and the spa sector should unite and employ the same tactics: “The sectors need to decide the key messages they want to convey – keep it simple and focus on top line numbers – things like GDP. Then use the power of the combined spa and wellness tourism communities to spread the word. Everyone in the industry must be on-message in quoting these numbers at every opportunity, at every press briefing, meeting and in every interview.”

Politicians are very influenced by research which shows the value of a market against other sectors, he said, urging the wellness



Baumgarten said industry-wide collaboration was vital

tourism industry to compare itself with well known sectors such as manufacturing, automobile and pharmaceuticals.

“Be opportunistic as well,” he said, “The travel sector saw a 27 per cent drop in spend after 9/11 and we found at this point it was very effective to remind governments how much they were missing it.”

The Wellness Tourism Congress took place as part of the Global Spa & Wellness Summit.

Non-profit body launches to promote wellness

A newly formed non-profit organisation has formed with the aim of promoting wellness through education to both spa professionals and consumers.

The International Health & Wellness Alliance (IHWA) has been formed to bring together wellness visionaries and seekers to define, educate and advance wellbeing for individuals and communities.

Forged at the GSWS, the founding members of the alliance include Chiva-Som in Thailand; Como Hotels & Resorts, Destination Spa Management Ltd; Gwinganna Lifestyle Retreat in Australia; Kamalaya Resort in Thailand; Longevity Wellness Resort in Portugal; Rancho La Puerta in Mexico and Sha Wellness Clinic in Spain.

Also included as IHWA founding members are Dr Daniel Friedland of SuperSmartHealth, Stella Photi of Wellbeing Escapes and spa consultant Lucie Brosseau.



Oberoi’s Christine Hays (left) welcomes Rancho la Puerta’s Roberto Arjona – one of the founders of the IHWA – to the GSWS

The IHWA held its inaugural meeting at GSWS to gauge interest in the organisation.

It will take a similar approach to the Khan Academy, which makes education freely available to anyone, anywhere in the world.

Read more here: <http://lei.sr?a=s3z8w>

Visit the website here: www.ihwa.co



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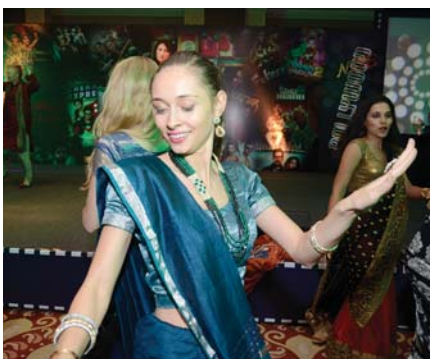
GSWS - Facebook photos

This year's GSWS included a fabulous Bollywood party and the organisers have kindly allowed *Spa Opportunities* to feature photography from the occasion. If you're pictured here, go to the Spa Opps facebook page and tag yourself and we'll add your name to our digital edition





The GWSW Bollywood evening – the brainchild of 2013 co-chair Andrew Gibson – was a roaring success, with sari-clad revellers dancing the night away





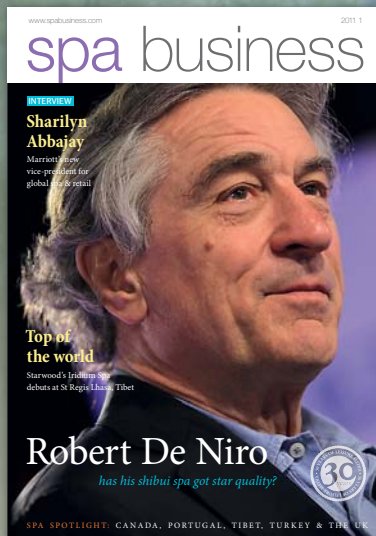
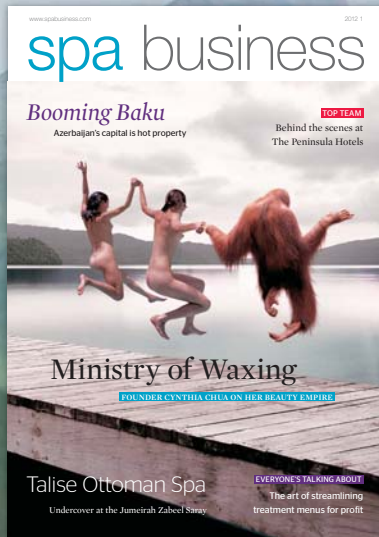


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Dalai Lama continued from cover



The Dalai Lama with the GSWS board and team. He said one key to health is no sugar

Continued from front cover The Dalai Lama told GSWS delegates that individuals who receive affection from their mothers are secure and happy inside, he said: "Mothers' love is very important, and we should have compassion for those who didn't have enough of it, because it affects their self confidence."

He believes self confidence is vital: "You may be an intelligent person, but telling lies, hypocrisy and procrastination are signs of weakness and a lack of self confidence. If you have self confidence, your life is happy and it's an immense help in reducing a self-centred attitude. Most problems come from a self-centred attitude, whereas courage and principled honesty gives you inner strength and confidence."

He's a great believer in science and education saying: "Sometimes the minds of religious people are a little biased, but genuine scientists' minds are open, wonderful and generally unbiased. Education through scientific findings is the key to understanding – learning comes through education, not religion."

The 2013 GSWS theme is 'A Defining Moment' and Pelletier asked the Dalai Lama about defining moments in his life. With emotion he said: "When I was 16 I lost my freedom, when I was 24, I lost my country. Then I lost my individual freedom when I became the Dalai Lama."

"When I was young I realised I wasn't holy, but I had to pretend to be holy," he said, "I had no interest in studying and my tutor had a stern face. I had to sit with him and pray and do recitations, but Buddhism involves much training of the mind, so I became interested. It's been 60 years since then and I have learned that your most reliable friend is your own intelligence and warm heartedness."

He's strongly in favour of equality, addressing both male and female delegates he said: "There are seven billion of us and we are all equal."

The Dalai Lama said people's basic needs are the same as those of animals – "we sleep, we eat, we drink", but that our "special brain" is a

unique gift: "We have a special sort of brain – if you don't use it properly, it's wasted."

However, he said this intelligence can bring great pain as well as happiness: "It creates most of the worry and greed and this creates pain and problems. But, because these problems come from human intelligence, so the solution must also come from there. Education is the solution."

He said the main weakness of the modern education system is that it's orientated towards material things and that it must include a focus on the "mental qualities that bring peace".

The Dalai Lama said he's optimistic about the future: "People are fed up with violence and human beings have great potential for peace – all religions accept the importance of love and compassion. We are social animals and in all social animals, co-operation is essential. We're becoming more mature and human creativity can reduce man-made problems such as nationalism – which is a self-centred attitude – as well as pollution and hatred."

"Secular doesn't mean disrespect for religions – respect between religions is very important in today's world. We need to engage in respectful debate – respect everyone, even non-believers. Extend your unbiased compassion towards your enemy. These are sufficient reasons to be optimistic about the future."

When asked about his experiences of spa bathing, he said he understood there was great expertise in knowing which springs are good for which illnesses. Giving a huge laugh, he said that he personally just found them to be really "quite comfortable". He repeatedly mentioned having pains in his right knee and difficulty walking and many in the audience were clearly itching to invite him to their spa for a treatment.

And the Dalai Lama's advice on happiness and health? "Compassion and love, trust and an open heart are the keys to happiness," he said, "and everyone has the right to achieve that," concluding, "Peace of mind and warm heartedness are also key – and no sugar."

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