

spa opportunities

25 OCTOBER-07 NOVEMBER 2013 ISSUE 175

Daily news & jobs: www.spaopportunities.com

ISPA's Stimpson says the spa market is growing again

Speaking at the opening of the ISPA Conference & Expo in Las Vegas on 21 October 2013, ISPA chair, Ella Stimpson announced the appointment of Miraval CEO Michael Tompkins as next year's chair and confirmed that recent ISPA research shows the major performance indicators for the sector – including spend, attendance and investment – are finally running ahead of pre-recessionary highs.

The theme of this year's conference is 'Grow' and Stimpson urged delegates to drive performance to make the most of the improved financial situation.

Rancho La Puerta's Deborah Szekeley – who recently celebrated her 91st birthday – spoke compellingly to delegates about the 'power of one', calling for support for her Wellness



Stimpson: ISPA has published *Male Consumer Insights*, a snapshot of male spa goers

Warrior campaign which is working to raise awareness of and garner government support for a raft of wellness interventions: "Healthy, happy, centred people are the ones who go out there and are a force for change," she said.

Szekeley has bold visions of a better world: "I demand a day when the air, water and land are safe," she said, "and when people eat a plant-based diet and think of prevention first."

"My ultimate fantasy is a Wellness March down the Mall in Washington. I may not be alive by then, but I'll be watching."

The final keynote came from Blake Mycoskie, founder of Tom's Shoes, who told the story of how he launched the company from his kitchen table with no knowledge of the shoe sector, before growing it to be a

global brand with a huge charitable arm.

The last piece of big news came from Stimpson who said ISPA has just published its first survey of male spa consumers.

Continued on the back cover (1)

GSWS hosts inaugural forums for key sectors

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

Led by global leaders in the relative fields, the forums enabled players to strategise on how to solve the challenges facing their sub-sectors, as well as discuss 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 Forums, they will continue to be a fixture on the GSWS agenda going forward. What may change depending on industry trends, however, is the grouping. Details: <http://lei.sr?a=r4x7B>

New body aiming to define 'true wellness'

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

The International Health & Wellness Alliance (IHWA) has been created to bring together wellness visionaries and seekers to define, educate and advance health and well-being for individuals and communities.

Forged at the Global Spa and Wellness Summit (GSWS) in New Delhi, India, which took place this week, the founding members of the new alliance include the Chiva-Som health resort in Thailand; Como Hotels & Resorts, Destination Spa Management Ltd; Gwinganna Lifestyle Retreat in Australia; Kamalaya Resort in Thailand; Longevity



The IHWA is aiming for open membership in 2014

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.

Continued on back cover (2)

GET
SPA
OPPS

Magazine sign up at spaopportunities.com/subs

PDF for iPad, Kindle & smart phone spaopportunities.com/pdf

Online on digital turning pages spaopportunities.com/digital

Twitter follow us: @spaopps @spaoppsjobs

Job board live job updates spaopportunities.com

Ezine sign up for weekly updates spaopportunities.com/ezine

Instant sign up for instant alerts at spaopportunities.com/instant

RSS sign up for job & news feeds spaopportunities.com/rss

CONTACT US

The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

Denise Adams +44(0)1462 471930
subs@leisuremedia.com

Editor

Liz Terry +44(0)1462 431385

Managing Editor

Tom Walker +44(0)1462 471934

Journalists

Tom Anstey +44(0)1462 471916
Aoife Dowling +44(0)1462 471938

Products Editor

Kate Corney +44(0)1462 471933

Design

Ed Gallagher +44(0)1905 20198

Internet

Dean Fox +44(0)1462 471900
Emma Harris +44(0)1462 471921
Tim Nash +44(0)1462 471917

Associate Publisher

Sarah Gibbs +44(0)1462 471908

Recruitment, training and tenders

Paul Thorman +44(0)1462 471904
Simon Hinksman +44(0)1462 471905
Annie Lovell +44(0)1462 471901

Property advertising sales

Simon Hinksman +44(0)1462 471905

Financial Administrator

Denise Adams +44(0)1462 471930

Circulation Manager

Michael Emmerson +44(0)1462 471932

Subscribe to Spa Opportunities:

Online: www.leisuresubs.com
Email: subs@leisuremedia.com
Tel: +44 (0)1462 471913
Annual subscription rates are UK £31,
Europe £41, Rest of world £62, students UK £16.

Spa Opportunities is published fortnightly by
The Leisure Media Company Limited, Portmill House,
Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed
in the USA by SPP, 75 Aberdeen Road, Emigsville, PA
17318-0437. Periodicals postage paid @ Manchester,
PA POSTMASTER Send US address changes to Spa
Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437.
The views expressed in print are those of the author and
do not necessarily represent those of the publisher The
Leisure Media Company Limited. All rights reserved.
No part of this publication may be reproduced, stored
in a retrieval system or transmitted in any form or by
means, electronic, mechanical, photocopying, recorded
or otherwise without the prior permission of the
copyright holder. Printed by Preview Cromatic Ltd.
©Cybertrek Ltd 2013 ISSN 0952/8210

Dalai Lama lights up the 2013 GSWS

The Global Spa and Wellness Summit (GSWS) held in New Delhi, India this month welcomed keynote speaker the Dalai Lama, to participate 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 participating in a Q&A session.

In a warm and enlightening address, peppered with humour and regular outbursts of laughter, 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.

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

He advocates self reliance and taking personal responsibility, saying: "If I'm angry



The Dalai Lama spoke at the annual Global Spa and Wellness Summit

and pray to Buddha, not much happens. Destructive emotions develop within, so the antidote must also develop within."

The theme of the Global Spa and Wellness Summit 2013 was 'A Defining Moment' and Pelletier asked the Dalai Lama about defining moments in his life. He answered with emotion: "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." Details: <http://lei.sr?a=p2V9F>

BABTAC opposes new spa and beauty registers

The British Association of Beauty Therapy and Cosmetology (BABTAC) has expressed its dissatisfaction with and distrust of the new Habia registers launching later this month.

Sector skills body Habia has developed a professional register for the spa, nails and beauty industries to help raise professional and quality standards and boost consumer confidence.

An independent technical group and Habia's forums developed a set of universal standards.

BABTAC however says the registers, which advocate paying an annual fee of £35 (€41, US\$56), have the potential to "undermine the industry and could be viewed as a simple money-making scheme."

The beauty, nails and spa register will be based on the Register of Exercise Professionals (REPS) model, which is run by Habia's parent organisation SkillsActive. REPS currently has more than 30,000 members.

BABTAC has identified concerns with the registers such as potential conflict of interest with existing services offered by Habia;



The register has been developed for the spa, nails and beauty sector

at present, Habia is responsible for the standard-setting of qualifications and training, maintaining the National Occupational Standards.

"Introducing a fee-paying register has the potential to negatively impact on standards, reducing them in order to facilitate more 'eligible' registrants," says BABTAC.

"We are advising our members to avoid paying the additional fees for little or no gain," said Kelly Ramsay, marketing manager at BABTAC. Details: <http://lei.sr?a=G6B7E>



New wellness event for Barcelona

Following the launch of the new Wellness & Spa Experience event in Fira Barcelona, Spain last week, the organisers are looking to make it an annual occurrence.

The two-day event – which took place at the international aquatic exhibition Piscina Barcelona, held on 15-18 October – was organised around four thematic tracks: trends in the wellness industry, the art of marketing, sustainability wellness and key points in wellness management.

Keynote speaker Andrea Lomas, head of group spa operations at Mandarin Oriental, shared insights into the group's spa business, which has grown from four to 26 sites since 2008, with four projects in the pipeline for 2014. Lomas attributed the group's spa success to a clear and dedicated spa marketing plan and added that spa menus need to be stripped back



Andrea Lomas head of group spa operations at Mandarin Oriental Hotel Group

to basics, with a limit of 25 treatments on offer. "We evaluate menus by menu engineering and take all data of what has been selling. Signature spa therapies, couples suites experiences, time rituals, taste of spa (small add-ons for corporate guests), and traditional Thai massage are very popular," she said.

Following this year's success the organisers are looking to host the event annually in Barcelona. *Details: <http://lei.sr?a=c1V3M>*

Economic impact of global wellness tourism is US\$1.3tn

Delegates at the inaugural Wellness Tourism Congress in New Delhi heard that the economic impact of the global wellness tourism market is US\$1.3 trillion a year.

Research by SRI International found the current value of the market is US\$493bn pa. This is forecast to grow to \$US678bn pa by 2018. The research, commissioned by the Global Spa and Wellness Summit (GSWS), found that 12 million people are directly employed in wellness tourism worldwide.

SRI also examined wellness tourism as a proportion of overall tourism spend and found it currently represents 14 per cent of the market – equivalent to eco-tourism. This proportion is forecast to grow to 16 per cent by 2018. *Details: <http://lei.sr?a=k2C3Y>*



Kira Walton co-founded beauty company Voya

Second Mirbeau Inn Spa opening in Q1 of 2014

Mirbeau will be adding its second location with the opening of its new Inn & Spa at Pinehills, New England, US in 2014.

The Mirbeau Inn & Spa will feature a distinctive design and décor, recreating the look of a French country estate. The 50-bedroom destination retreat has been designed by Boston-based firm Arrowstreet, with interior designs by Mirbeau Companies co-owner Linda Dower and Desson Design's Westley Spruill.

The hotel's 15,000sq ft (1,393sq m) spa will feature 19 treatment rooms and offer a full range of services and treatments including massages, body wraps, body scrubs, facials, manicures, pedicures and couples' treatments.

Spa Mirbeau will also house a central resting area with a heated foot pool and an outdoor terrace with a heated pool and bar area. In addition the spa will feature a fitness centre



The destination spa has been designed with a French country estate theme

complete with yoga, movement and indoor cycling studios, as well as locker rooms with eucalyptus-infused steamrooms.

Slated for an opening date of Q1 2014, the French-style destination retreat will also include a restaurant, wine bar/bistro, chapel and 5,000sq ft (464sq m) of function space including a 1,500sq ft (139sq m) ballroom. *Details: <http://lei.sr?a=u1E4f>*

Voya co-founder recognised with entrepreneur award

Kira Walton, co-founder of Ireland-based organic seaweed beauty product manufacturer Voya, has been named Enterprise Ireland Female Entrepreneur of the Year at the seventh annual Women Mean Business Conference in Dublin.

Voya, which is known for producing a range of luxury certified organic seaweed-based products and therapies, was started five years ago and in that time has amassed a range of beauty products and therapies for hotel bedrooms, personal use, professional spas and the retail sector.

From a small start, Voya now exports its products to 35 countries worldwide and has continued to significant growth from its inception.

The Enterprise Ireland WMB Female Entrepreneur of the Year Award was presented to a woman in the small to medium business category who had achieved great results in her own business. The winner also had to clearly demonstrate export potential for her product or service, or show proven export success. *Details: <http://lei.sr?a=W8u4f>*

Spa is council's preferred choice for UK's King's Meadow Baths

A £3m (US\$4.8m, €3.5m) spa complex has been made Reading Council's preferred choice for the restoration of the Grade II listed King's Meadow Baths, which closed in 1974.

More than £1.25m (US\$2m, €1.5m) is needed to restore the UK lido, which was offered out to tender on a 250-year lease.

The council chose the spa plans ahead of four other bids, one of which included building a temporary ice rink.

The new development could include a pool, as well as spa facilities. The company potentially in charge, the Glass Boat Company was previously responsible for the restoration of a derelict Lido in Bristol.

Several operators for the site have been named, although none have been confirmed by Reading Council.

"The council would need more detail on how the spa plans would impact on parkland surrounding the lido," said council leader Jo Lovelock, as the proposed development goes for planning approval.

If planning permission is given, construction is slated to begin in Q1 2014. Details: <http://lei.sr?a=Y3k6J>



The spa features a Himalayan salt room

Talise Spa debuts new facility in Kuwait at Jumeirah hotel

Jumeirah has revealed Kuwait's first Talise Spa, spanning 37,670sq ft (3,500sq m) and featuring 17 treatment rooms, at The Jumeirah Messilah Beach Hotel & Spa.

The spa includes two private suites and a Salarium – a Himalayan salt room built with pure crystal salt in its natural state which has been compressed for more than 250 million years. This pure crystal salt is used to rebalance the body's minerals and strengthen the immune system.

Talise offers treatments including massages, body treatments and facials. Upon arrival, visitors will undergo a personal consultation with a therapist to develop their own customised spa experience.

A range of spa detox programmes are also available. Details: <http://lei.sr?a=e8e7Q>

Spa Mont Blanc brand makes its debut

Four Seasons Hotel des Bergues Geneva, in Switzerland, has announced the launch of the inaugural Spa Mont Blanc, opening later this month following a three-year renovation.

The 1,200sq m (12,916sq ft) spa, designed by Turkey-based architectural firm Metex Design Group, will feature seven treatment rooms, including a double suite with private hammam.

Also included is a fitness centre, rooftop terrace, Japanese-fusion restaurant, infinity pool, male and female-only hammams, a hairdresser, silent vitality pool and a spa retail area.

Spa Mont Blanc will offer ESPA and Swiss Perfection treatments, combining purity with an authentic Swiss experience. The new spa brand will also offer a range of signature and locally-inspired therapies focused on both body and mind, with holistic and therapeutic treatments designed to have lasting benefits.



The Spa Mont Blanc has opened following a three-year long renovation

"We are honoured to house the inaugural Spa Mont Blanc," said José Silva, general manager of Four Seasons Bergues. "Its opening has been hugely anticipated in the city and will offer locals and guests alike an unparalleled retreat in Geneva, setting new standards of distinction alongside authentic Swiss treatments."

Four Seasons Bergues originally opened in 2005 and has 83 bedrooms and 20 suites. Details: <http://lei.sr?a=S2H5c>

Vietnam wellness sector boom period predicted

Vietnam is hot property when it comes to spas, with the wellness sector predicted to grow at an annual rate of 16 per cent over the next five years.

Euromonitor International's 2012 *Health and Wellness Tourism in Vietnam* report predicted the sector increase and compared the revenues of hotels and resort spas (86 per cent) versus other spas (14 per cent), with the clear indication being that wellness tourism is being driven mainly by hospitality operations.

Key purchasers in Vietnam, says Euromonitor, are middle- and upper-income consumers and foreign tourists who enjoy Vietnam's low-priced spa and wellness services and it is predicted that more Vietnamese will become interested in spa "thanks to greater exposure of western culture in the country."

Outside the country's two main urban hubs, coastal regions make natural homes for spa resorts with notable developments including the Ho Tram Strip project in the south of the country, which will accommodate five different resorts with spa offerings upon its completion in 2020.



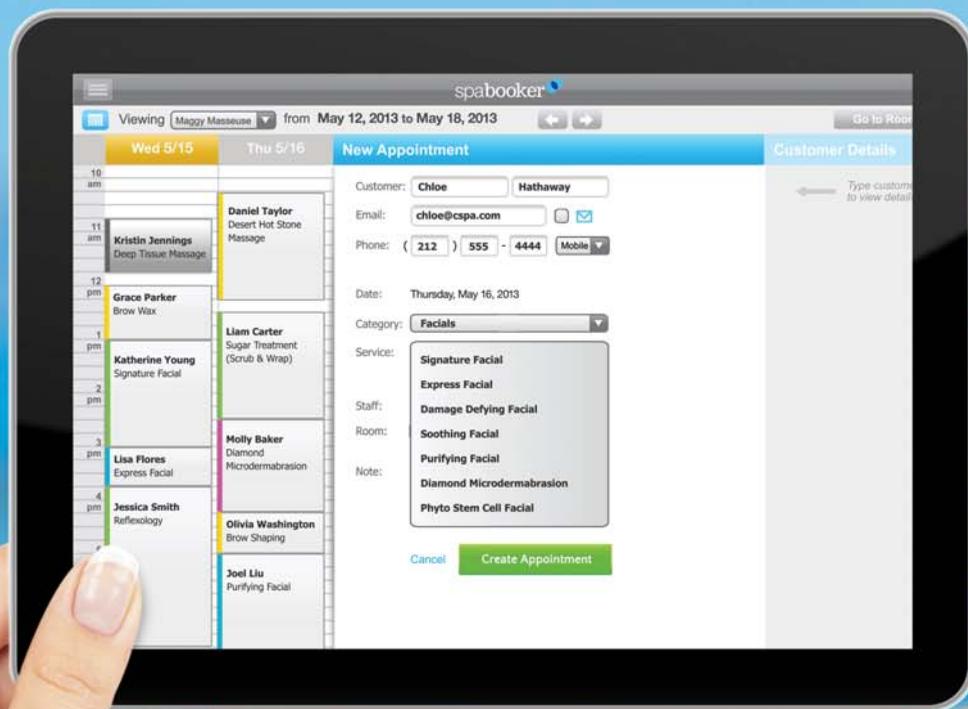
Vietnam is planning to open the country's first spa association

With the influx of spas, plans are afoot for Vietnam's first spa association, with membership slated to be open to facilities across the country. The new association intends to focus on international standards, training and collaboration, with a proposed spa school expected to follow and be closely linked with the Fusion Maia Da Nang resort.

For more on spas in Vietnam, see the latest issue of *Spa Business Magazine* Q3 2013. Details: <http://lei.sr?a=h8Hod>

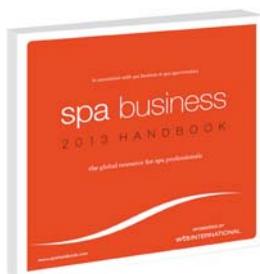
Run Spa Operations On The Go

SpaBooker's web-based management software will run and grow your operations seamlessly with scheduling, online booking, customer management, email marketing, reporting, and much more.



Get your free spa management kit at: www.spa-booker.com/relax

Your Kit Includes: Spa Management Guide · Spa Software Mistakes · Client Success Stories · Free Spa Consultation



The *Spa Business Handbook* is available now

Spas adopting comprehensive health and fitness programmes

There's an increasing awareness in the important role exercise plays in well being, which is looked at in the *Spa Business Handbook 2013*.

From lengthening telomeres to reducing stress, spas are starting to adopt more comprehensive fitness programmes in line with the latest health research.

It has been found, among other things, that regular exercise can improve brain function, heart strength and even sperm count.

For a detailed look at how exercise can be used as medicine, the *Spa Business Handbook 2013* can be ordered online here in print: <http://lei.sr?a=A907e> and viewed online here: <http://lei.sr?a=P3l4j>



Lasvigne-Fox takes up her new role in February

Lasvigne-Fox takes up position at Four Seasons Marrakech

Verena Lasvigne-Fox, senior spa director, Europe for Four Seasons is to take up a new position at the Four Seasons Marrakech, Morocco, after 11 years at the Four Seasons George V in Paris – six and a half of them in charge of the spa.

The spa at the George V has won a number of accolades and awards during Lasvigne-Fox's tenure and she has become known for her ability to drive retail spend.

Lasvigne-Fox will take up her new position on 1 February 2014 and in addition to running the spa at the Four Seasons Marrakech, will continue her regional role overseeing European Spas for Four Seasons Hotels and Resorts.

Details: <http://lei.sr?a=d5a9H>

Hotel Ambassador ready for winter

After a soft opening earlier this year, the Hotel Ambassador in Crans-Montana, Switzerland, will be welcoming guests to its newly renovated rooms and spa.

Constructed in 1969, the Crans Ambassador has reopened after a renovation which was started at the end of 2009 by architect Pierre Gervais, who supervised the entire renovation process and architectural design of the spa's interior.

The SPA 360° covers an area of 1,300sq m (13,993sq ft) and features eight treatment rooms, a sauna, Turkish bath, relaxation area, fitness centre with sports coaching, an indoor heated pool and a yoga room.

Treatments on offer include massages, facials and body treatments and services will include detoxification and weight management in various personalised coaching programmes.

Some personalised programmes to intensify the beneficial effects of the mountains will be starting in Q3 of 2014. The hotel is themed around wellness and focuses on the concept of

nutrition, with 'harmony and balance' at the centre of its culinary.

Located at an altitude of 1,500m (4,921 ft), the 60-bedroom hotel features a terrace, bar and lounge and offers 140km (86.9 miles) of easily accessible ski slopes in the winter and four 18-hole golf courses in the summer.

The Crans Ambassador is part of the Normaah Ambassador hotel group, which also has two hotels in Spain. Details: <http://lei.sr?a=v6k3D>



The hotel's roof was inspired by the shape of the peaks surrounding it

China plans to ban people with HIV from spas

It has been revealed that China is planning to ban people with HIV from using spas, hot springs and public bathhouses following the release of a draft regulation online.

Discrimination against those in China with HIV and AIDS has been an issue for years, specifically in hospitals and workplaces, where people have been refused treatment and others have lost their jobs due to state law prohibiting employment as a civil servant if you are HIV positive.

The new draft regulation, which has received condemnation from the United Nations' AIDS agency (UNAIDS), orders spas and similar premises in China to display signs prohibiting people 'with sexually transmitted diseases, AIDS and infectious skin diseases.'

While there is no risk of transmitting the HIV virus in a spa or bathhouse setting, the new draft legislation could affect up to 780,000 people living in China with HIV.



The proposal has sparked outrage among campaign groups

An UNAIDS statement said that the body "recommends that restrictions preventing people living with HIV from accessing bathhouses, spas and other similar facilities be removed from the final draft of the policy."

Several campaign groups have also spoken out against the proposal, with a number of organisations seeking to collaborate on a response. Details: <http://lei.sr?a=W6J4h>

WHAT'S EVERYONE
TALKING
ABOUT?



HydraFacial MD[®]
DETOXIFY ■ REJUVENATE ■ PROTECT™



INQUIRE TODAY!

www.HydraFacial.com/demo

or

Inquiry@EdgeForLife.com

Tel: +1 562-340-6216

Made In The USA



HydraFacial.com

HydraFacial, HydraFacial MD, HydraFacial Nectre, and HydroPeel are registered trademarks of Edge Systems Corporation. HydraFacial Wave, Edge For Life, and Skin Health For Life are trademarks of Edge Systems Corporation. This product and its use may be covered by one or more of the following patents: Pat. Nos. 6,299,620, 6,387,103, 6,641,991, 6,629,983, 7,678,120, 7,789,886. Other U.S. and foreign patents pending. Copyright© 2013 Edge Systems Corporation. All rights reserved.

DIARY DATES

26 Oct 2013

National Esthetic Teacher Training (NETT)Philadelphia Convention Center
Pennsylvania, United States

If you are an educator working for a manufacturer/distributor, a teacher at a school, or wanting to improve your on-site staff training by understanding learning styles, then this event is for you!

Tel: +1 201 670 4100

www.lneonline.com

03-07 Nov 2013

Host Users Group ConferenceVail Cascade,
Colorado, United States

In addition to content specific for users of the SMS Host Hospitality Management System, the 2013 conference will include discussions and training for users of PAR Springer-Miller's SpaSoftSpa Management System and ATRIO Guest Experience Management platform.

Tel: +44 1536 419696

www.partech.com

04-07 Nov 2013

World Travel Market 2013

ExCeL Conference & Exhibition Centre Staged annually in London, World Travel Market - the leading global event for the travel industry - is a vibrant must attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals.

Tel +44 20 8910 7910

www.reedexpo.co.uk

12-13 Nov 2013

European Spa Event

Palais Eschenbach, Vienna, Austria
The European Spa Event is organised by Wellness World Business, a B2B magazine of spa, wellness and health in the German speaking area. The event is an opportunity for professionals of the spa, wellness and health tourism branch from all over Europe to come together and listen to keynotes.

Tel +43 1 99 72 733

www.wellnessworldbusiness.com

12-13 Nov 2013

Spa Life UK

Wyboston Lakes, Bedfordshire, UK
Spa Life exposes spa professionals to new product innovations; industry insights; networking opportunities; and quality



Spameeting Autumn Middle East, India & Russia will be held 27-28 November at the Meydan Hotel, Dubai

management education. It includes the CEO Summit, Spa Life Forum, and UK Spa & Wellness Conference.

Tel: +44 1268 745 892

www.spa-life.co.uk

18-19 Nov 2013

Live Love Spa

Napa, CA, United States

LIVE LOVE SPA invites guests to spend half day with them to see what a difference this experiential format can make to your spa and bottom line. Visitors can slip into a robe and experience some of the latest facial, body, and nail treatments in a spa setting. The event strives to educate, promote, and connect the spa community and features a platform for spa and wellness companies to showcase the products and services.

Tel +1 949 689 5378

www.livelovespa.com

27-28 NOVEMBER 2013

Spameeting Autumn Middle East, India & Russia

Meydan Hotel, Dubai, UAE

A two-day forum of face-to-face meetings between spa suppliers and decision makers from the Middle Eastern, Indian Ocean and Russian regions.

Tel +33 1 44 69 95 69

www.me.spameeting.com/

02-04 Feb 2014

Spatex 2014

Ricoh Arena

SPATEX 2014 is a UK's dedicated pool and spa trade event. Now in its 18th year,

SPATEX is the number one premier Show where those involved in the wet leisure industry either exhibits or visits. The Show include a wide range of sectors in the industry such as pools, spas, saunas or hydrotherapy. Wet leisure, in both the domestic and commercial sectors is represented.

Tel +44 1264 358558

www.spatex.co.uk

23-24 Feb 2014

Professional Beauty London

London ExCeL

Focused on strategy and business issues, the two day event will host the Professional Spa & Wellness Convention. It aims to give a platform to spa owners and senior managers to share their experiences of operating a successful spa. Running alongside Professional Beauty, the 2014 agenda will see a variety of topics including spa as a business, financial management, tourism as a revenue driver for spas, design and architecture vs practicality.

Tel +44 2073510536

www.professionalbeauty.co.uk

15-17 Apr 2014

International Exhibition of Medical Tourism, SPAandWellness - Healthcare Travel Expo

EC KyivExpoPlaza

A meeting place for major suppliers of medical and health services, travel industry representatives not only from Ukraine.

Tel +380 44 526-90-25

www.lmt.kiev.ua



ESPA at Resorts World™ Sentosa, Singapore

BARR + WRAY

Spa Engineering

Spa Engineering Consultancy | Spa Engineering Design | Spa Pool & Thermal Installation | Spa Maintenance



Gleneagles Hotel & Spa, Scotland



Gleneagles Hotel & Spa, Scotland



Heated Lounger

UK + Europe

Barr + Wray UK
T: +44 141 882 9991
E: sales@barrandwray.com

Middle East + Asia

Barr + Wray Dubai
T: +971 4 320 6440
E: sales@barrandwray.com

Asia Pacific

Barr + Wray Hong Kong
T: +852 2214 8833
E: sales@barrandwray.com

www.barrandwray.com

Personalization is the new Expectation.



Your relationship with your guest is built around many small interactions that when added together create trust in your brand. To truly service a guest “one to one”, you ideally need to have one, rich customer profile across all of your departments and touch-points. Today’s guest may prefer to engage in different ways--either face-to-face or by phone, web, email, mobile or even via facebook. It starts with a guest-centric foundation and it must always end with a delighted guest.

ResortSuite 
Know your Guest.

PMS | SPA | F&B | CATERING | CLUB | GOLF | SKI | RETAIL | CONCIERGE | WEB | MOBILE
Integrated Hospitality Management Software www.resortsuite.com

For more information, request your free whitepaper at: www.resortsuite.com/personalization

Spas 'must unite to promote wellness'

Speaking at the first Wellness Tourism Congress in New Delhi, 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



Baumgarten believes the wellness tourism sector must collaborate

other sectors, he said, urging the wellness tourism industry to compare itself with well known sectors such as manufacturing, automobiles 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 effective to remind governments how much they were missing it." Details: <http://lei.sr?a=g6s8g>

Indian spa institute planning formal qualification

The Indian Institute of Spa Management and Research (IISRM), working in conjunction with Kerala State Women's Development Corporation (KSWDC), are opening joint courses to train and promote health tourism in India and abroad.

The Indian spa industry is estimated to be growing at a rate of 20-30 per cent annually, but does not currently offer an educational qualification for spa therapists or spa professionals.

IISRM, a division of the Centre for Natural Beauty Therapies (CNBT) a non-government organisation working in areas of traditional and natural therapies from India and from abroad, will start PG courses in ayurveda, yoga, unani, sidha and homoeopathy, with graduate and diploma courses for graduates to start by the end of October.

KSWDC seeks to bring women out of binding normative structures by making them



IISRM is teaming up with KSWDC to bring India a spa qualification

active participators in societal development and progress. "We will constitute the governing advisory councils, boards and committees in association with the department of tourism to conduct various programmes, while promoting Indian spa management and health tourism," said V N Roy, IISRM secretary. "KSWDC will also join hands with us for joint certification." Details: <http://lei.sr/?a=f3q9z>



MANAGING
YOUR
BUSINESS

Core by premier provides a complete management software suite for the leisure, spa and wellness industry.



MEMBERSHIP ADMIN
CENTRALISED BOOKING
STOCK MANAGEMENT
POINT OF SALE
MARKETING

Join Premier Software on stand IH125 at the Independent Hotel Show on the 30th and 31st of October



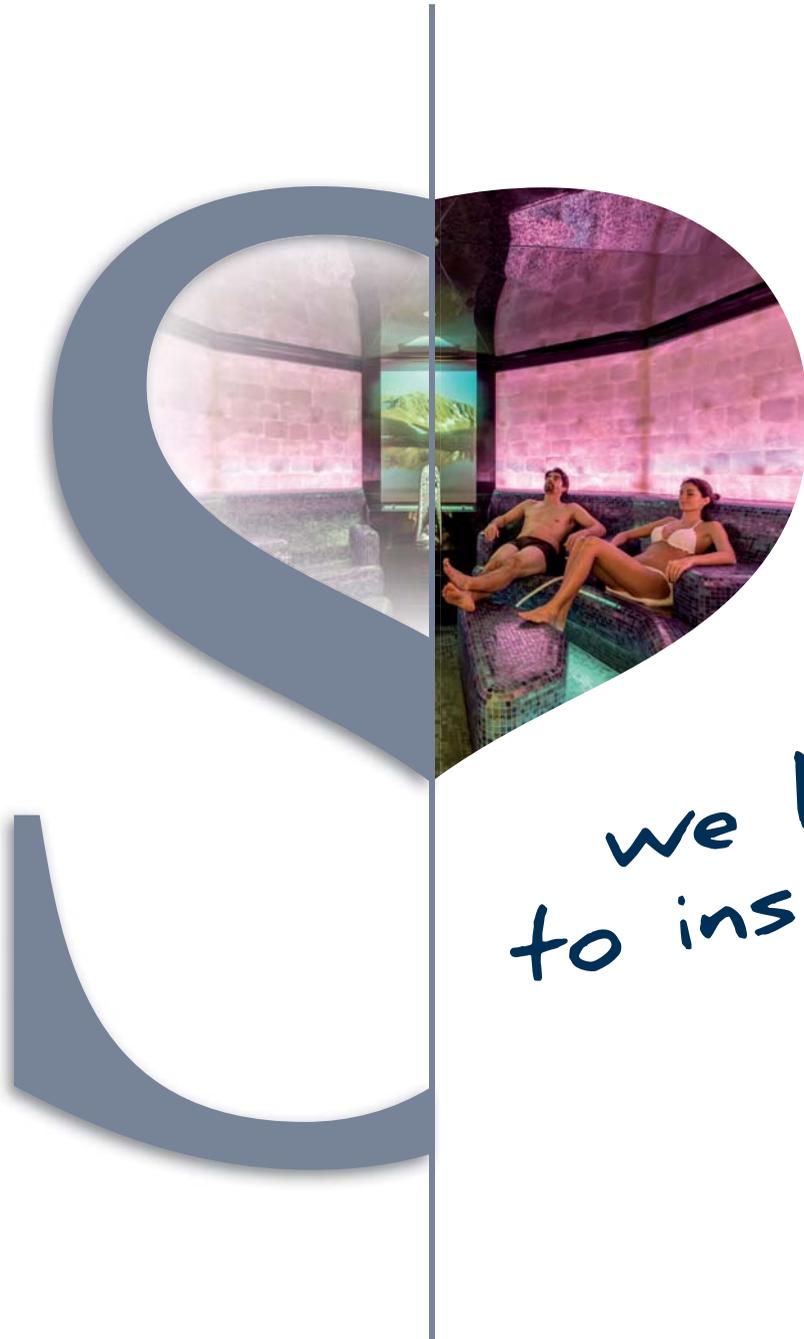
t: +44(0)1543 466580

e: sales@premiersoftware.co.uk

w: www.premier-core.com



CONSULTING
PROJECT DEVELOPMENT
ARCHITECTURE & DESIGN
REALISATION



*we love
to inspire you*



Discover a worldwide leader in spa education.

Taught by leading industry experts and offered completely online to accommodate learners worldwide, University of California, Irvine Extension's Spa & Hospitality Management Certificate Program presents cutting edge ways to make your spa stand out in a competitive market.

<http://unex.uci.edu/mkt/campaigns/spaHospitality.asp>

Build a foundation for success and profit through extensive training in all areas of the spa business, including:

- Business planning
- Day-to-day operations
- Quality management
- Retailing
- Human resources
- Customer engagement
- Green Strategies



A CAREER...

... in Health & Safety and First Aid



- First Aid Instructor qualification - including the NEW Level 3 Award in Education and Training
- Level 3 Assessors qualification
- Level 3 H&S qualification
- Level 2 qualifications in Fire Safety and Manual Handling
- Defibrillation Instructor qualification
- Huge potential in respect of earnings
- Courses held throughout the UK
- Comprehensive ongoing support

Nuco Training Ltd | Tel: 08456 444999 | Email: sales@nucotraining.com

10-DAY COURSE

Upcoming courses:

- NOVEMBER: Durham, Telford and Doncaster
- DECEMBER: Warrington
- JANUARY: Doncaster, Telford, Oxford, Portsmouth, Chatham and Hemel Hempstead

- On-site instructor training available at reduced rates

nucotraining.com

nucotraining
AN APPROVED CENTRE WITH AN OFQUAL AND SQA REGULATED AWARDING ORGANISATION



TRAINING

spa opportunities forthcoming issues:



8 November 2013

Book by 31 October

22 November 2013

Book by 14 November

6 December 2013

Book by 28 November

TO ADVERTISE

Tel: +44 (0)1462 471908

Email: spaopps@leisuremedia.com

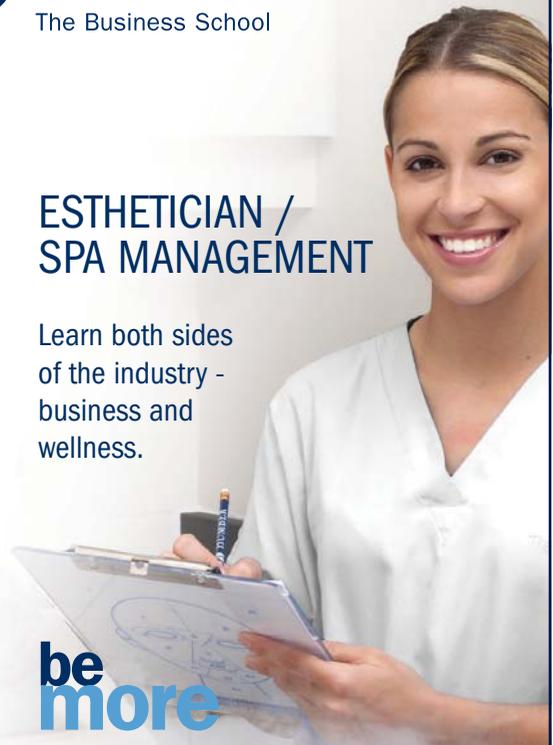


HUMBER

The Business School

ESTHETICIAN / SPA MANAGEMENT

Learn both sides of the industry - business and wellness.



be more

business.humber.ca

SPA LE BRISTOL
by la prairie



Spa therapists

HOTEL DESCRIPTION

Le Bristol Paris' exemplary service and unrivalled elegance make it the hotel of choice in the French capital. The hotel, 5* Parisian Palace, property of Oetker Collection, is located in the heart of Paris' fashion and arts district since 1925.

SPA PRESENTATION

Partly bathed in natural light and looking out onto an interior garden, the Spa Le Bristol by La Prairie redefines the art of living at Le Bristol and raises the standards of French luxury. Because Le Bristol only uses the best products to ensure an exceptional experience, the hotel has forged an exclusive partnership for its facial treatments with the prestigious La Prairie brand. This multi-brand spa is equipped with 8 treatment rooms, including two twin rooms, a Russian room and fitness centre.

PROFILE

Spa Therapists at SPA Le Bristol By La Prairie execute all types of treatments and massages. They provide a high level of personalized quality services to our guests and they also participate in the development of the SPA products.

Graduated of a beautician certificate with additional training in massage, you will have 3 years experiences as a Spa Therapist.

Motivated and passionate for the aesthetic and luxury industry, you are versatile, dynamic, autonomous and a hard worker.

You are fluent in French and English.

For a permanent contract, we offer:

- 2026\ gross per month
- 35 hours per week, 2 days off per week (not the week-end)
- Special bonus each 3 months and several social benefits

We invite you to send a resume and a motivation letter:

recrutement@lebristolparis.com



Exciting opportunities are available at Lifehouse

Lifehouse Spa & Hotel is an exciting, contemporary health spa, offering a unique, life enriching experience, tailor-made for every guest.

We are currently recruiting for the following position:

Massage Therapists (varied hours)

The ideal candidates must be eligible to work in the UK and have the following key attributes:

- Ideally Cidesco trained or minimum NVQ/ Diploma Level 3 in Therapy
- Proven Experience within a Spa or Large Salon
- Exceptional Drive & Ambition
- Flexibility to work weekends and evenings essential

Lifehouse offers a very competitive package along with excellent benefits & commission

To apply please contact hr@lifehouse.co.uk or visit www.lifehouse.co.uk

No Agencies

spa opportunities
JOBS ONLINE



■ Colourists

Company: The Manor
Location: New Delhi, India

■ Aqua Sana Manager

Company: Center Parcs
Location: Sherwood Forest Holiday Village, Nottinghamshire, UK

■ Spa Therapists

Company: Le Bristol
Location: Paris, France

■ Gym and Spa Operative

Company: Motive8 Group Ltd
Location: West London, UK

■ Gym and Spa Supervisor

Company: Motive8 Group Ltd
Location: West London, UK

■ Spa Manager

Company: The Domain Bahrain
Location: Manama, Bahrain

■ Spa Receptionist

Company: Dorchester Collection
Location: London, UK

■ Level 3 Beauty Therapists

Company: Lifehouse Spa & Hotel
Location: Thorpe le soken, Essex, UK

■ Hairstylist

Company: The Manor
Location: New Delhi, India

■ Healers of all types

Company: The Manor
Location: New Delhi, India

■ Spa Therapists

Company: The Manor
Location: New Delhi, India

■ Assistant Spa Therapist

Company: GLL
Location: Merton, London, UK

■ Assistant Spa Therapist

Company: GLL
Location: Tower Hamlets, London, UK

■ Assistant Spa Therapist

Company: GLL
Location: Islington, London, UK

■ Assistant Spa Therapist

Company: GLL
Location: Westminster, London, UK

■ Assistant Spa Therapist, Spa LONDON

Company: GLL
Location: Epsom and Ewell Borough Council, UK

■ Assistant Spa Therapist, Spa LONDON

Company: GLL
Location: Epsom and Ewell Borough Council, UK

For more details: www.spaopportunities.com

We are looking for extraordinary individuals who can transform the lives of many.

Destination Spa Management (DSM) in conjunction with their client, Atmantan is currently recruiting for the following senior management positions to join their team and be part of India's first true luxury integrated wellness resort committed to holistic practices for transforming lifestyles

Nestled in the lap of the majestic Sahyadri Range in the Western Ghats of India and only 48km from the city of Pune; Atmantan is spread over 55 luxuriant acres in a valley overlooking the picturesque Mulshi Lake.

Health & Wellness Director

The Health and Wellness Director will hold overall accountability for Atmantan's wellness offering, responsible for directing, planning, and executing the health and wellness operations across all spa, physiotherapy, fitness, and holistic modalities. This position is also required to have input into the food and beverage offering so as to deliver an integrated wellness approach to Atmantan guests. Additionally, the position will deputize for the General Manager in his absence. This is a perfect opportunity for an experienced wellness practitioner with the right breadth of skills to combine wellness with a senior position in hospitality management.

Chef&B

The Chef&B will hold overall accountability for Atmantan's food and beverage (F&B) offering, responsible for the planning, production and service of all F&B outlets in-line with the resorts philosophy on healthy and organic cuisine. Additionally the position is responsible for the promotion, marketing, and guest facing service of the F&B offering. This is a perfect opportunity for an innovative Executive Chef, with strong business acumen, who is looking to expand their experience and make a mark on the wellness industry in South Asia.

For more information or to apply for either of these positions please send your resume, cover letter and a recent picture of yourself to careers@atmantan.com



Spa Manager



The Domain Bahrain (www.thedomainhotels.com) – a new social club / luxury boutique hotel recently opened in Manama, Bahrain.

This 131-key hotel property features to floors dedicated to spa and wellness under the home-grown brand "Vie Lifestyle Lab", and requires a Spa Manager with at least five years management experience in an international standard spa with at least three of those five years in a five-star hotel environment.

Vie Lifestyle Lab is a new concept under development. The Spa Manager will be highly involved in shaping the business model, the treatment program and protocols, as well as the recruitment and training process. If this is your passion, this is the job for you. Ultimately, you will be operating a luxury spa with 16 treatment rooms, fitted out with the latest in Gharieni, Stas Doyer, Inviion, and Diamond Equipment. In addition you will oversee the management of nVie Beauty Lounge and a large mixed-use gym. We are looking for energetic and passionate candidates, who fit in our company culture of STAY WORK PLAY.

Job Specifications

- Female candidate with Bachelor Degree
- Qualified to NVQ 3 level 3 beauty / Spa/Beauty Internationally recognised Diploma ITEC/CIDESCO or equivalent
- Experience in managing large, multi-cultural team
- Revenue Management and P&L responsibility
- Pre-opening experience and exposure to concept and treatment development will be an advantage
- Hands-on experience on the concepts of missed opportunities and therapist productivity
- Experience in Business Development & Promotion, Loyalty & Membership programs, and Marketing/PR Management
- Experience with booking software, inventory management and report writing, using MS Excel

We provide an attractive remuneration package (starting from GBP 38K, all inclusive, tax-free), inclusive of typical expatriate benefits and excellent growth opportunities. **If you meet the above requirements and would like to be part of our organisation, please send your resume to Ms. Nadia Almatrook via nadia@thedomainhotels.com**

the  manor

AN OLD WORLD HOSPITALITY HOTEL

Luxury Spa and Salon in India –
Even Short Term Visit/Holiday welcome

Would you like to visit India for a few months or stay on to work for an International Spa and Salon? We are looking for motivated & well trained Spa Professionals for Full Time as well as Short Term positions at our upcoming Luxury Spa in New Delhi, India.

Positions:
Spa Therapists
Hairstylist
Colourists
Healers of all types

Location: New Delhi, India

Timing: December/January/February 2013/2013

Job Type: Full Time annual contract, Short Term

We are a Spa & Salon in a Luxury Hotel. You will be required carry out treatments on Spa Guests ensuring all treatments are carried out to the highest standards and maintain the five star level of cleanliness required within our Spa. The ideal candidate for our Spa Therapist role will be versed in both Eastern and Western therapies and philosophies. Be of a warm, intuitive, honest, flexible and adaptable nature and possesses a genuine commitment to healing, holistic views and development of their skills within this area.

We anticipate applicants will have relevant experience (Minimum 3 years) as a Therapist/Hairstylist/Colourist/Healer in a reputed Hotel/Spa/Salon with good communication skills. People with multiple skills will be preferred.

DUTIES AND RESPONSIBILITIES:

- Carries out a range of Treatments to an extremely high standard.
- To drive and achieve service and product sales targets.
- To build and maintain a regular clientele and contribute to the success of the Salon
- Ensure Spa is of a consistent high standard.
- To be a role model to other Therapists.

SKILLS REQUIRED

- Excellent interpersonal skills.
- High standard of personal appearance.
- Computer literate.
- Self motivated.
- Good team player.

Please email us your current CV along with a recent photograph and current cell number to vriti.kukreja@oldworldhospitality.com

Interviews will be carried out initially via telephone or Skype at a mutually convenient time.

Inside the mind of the male spa-goer

Continued from front cover (1)

ISPA has released the findings of its 2013 research into the behaviours and attitudes of the male US spa-goer, revealing that of the 28 per cent of the US population that visit spas, men make up a healthy 47 per cent.

The research called *Male Consumer Insights*, carried out by PricewaterhouseCoopers (PwC), polled a sample of 1,005 people using self-reporting techniques and did not target spa-goers in particular.

Forty-nine per cent of men who choose not to visit spas said cost is the deterrent, with 29 per cent saying they don't see any perceived benefits and 19 per cent saying that spas are for women.

Eighteen per cent said there were no spas in their area, indicating potential for further infrastructure development, while 17 per cent didn't have enough time or said they wouldn't feel comfortable visiting a spa. Interestingly 14 per cent said "none of my friends go", indicating that once critical mass is reached, it could unleash further attendance as groups of peers become accustomed to using spas together.

Most requested treatment was massage at 83 per cent, with a further 16 per cent saying they'd like to try one. This was followed in popularity



Young male spa goers favour massage and fitness over wrinkle relief

by fitness classes (43 per cent) pedicures (37 per cent), manicures (33 per cent), facials (31 per cent), aromatherapy (24 per cent) and body scrubs (23 per cent). Only 15 per cent have tried wrinkle relief, with 34 per cent interested in doing so and a resounding 52 per cent having no interest. The fact the average age of male spa goers in the report is 25-44-years-old may have something to do with this result.

PwC found the average male spa-goer lives in a household that earns over US\$50k per annum and is most likely to be at manager level or above. Sixty-seven per cent who use spas stay for two hours or less, which is consistent with their treatment choices. 64 per cent visit to reduce stress. *Details: <http://lei.sr?a=T6J2b>*

IHWA to educate on the meaning of 'wellness'

Continued from front cover (2)

The IHWA held its inaugural meeting at GSWS on 7 October to gauge interest in the organisation and to get the industry's opinion on what IHWA can and should do.

"Many people in the industry didn't realise what wellness was, the term was loosely thrown around," said Samantha Foster, director of spa consultancy firm Destination Spa Management and founding member of the IHWA. "We want to formalise the term and equip the industry with evidence-based, good quality wellness information."

Foster says the term 'wellness' has been oversimplified and has become a buzzword in the spa industry. "Wellness is more than healthy food, yoga and a massage," she said. "True wellness covers six areas – physical, emotional, intellectual, social, environmental and spiritual. We want to educate people on that."

Foster said that the IHWA would be taking a similar approach to the Khan Academy, which makes education freely available to anyone, anywhere in the world.



The IHWA believes that wellness has become another buzz word

"We want to expand the wellbeing industry to create an ongoing lifestyle change," said Foster, who believes that for wellness to be effective it has to continue at home after visitors leave the spa and that wellness advice needs to be available across all socio-economic classes.

The IHWA is aiming for open membership early in 2014, with membership to be as inclusive as possible so as to maximise the reach for education. *Details: <http://lei.sr?a=s3z8w>*

Argentina Spa Association

T: +54 11 4468 0879 W: www.asociacionspa.org

Asia Pacific Spa and Wellness Coalition

T: +65 9777 3204 W: www.apswc.org

Association of Malaysian Spas (AMSPA)

T: +603 4253 3478 W: www.amspa.org.my

Australasian Spa Association

T: +61 4 3003 3174 W: www.aspaassociation.com.au

Bali Spa and Wellness Association (BSWA)

W: www.balispaandwellness-association.org

Brazilian Spas Association

T: +55 11 2307 5595 W: www.abcspas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

T: +359 2 942 7130 W: www.bubspa.org

China Spa Association

T: +86 21 5385 8951 W: www.chinaspaassociation.com

Association of Spas of the Czech Republic

T: +420 606 063 145 W: www.jedemodolazni.cz

The Day Spa Association (US)

T: +1 877 851 8998 W: www.dayspaassociation.com

Estonian Spas Association

T: +372 510 9306 W: www.estonianspas.eu

European Spas Association

T: +32 2 282 0558 W: www.espa-ehv.com

Federation of Holistic Therapists (FHT)

T: +44 23 8062 4350 W: www.fht.org.uk

French Spa Association (SPA-A)

W: www.spa-a.com

German Spas Association

T: +49 30 24 63 692-0 W: www.deutscher-heilbaederverband.de

Hungarian Baths Association

T: +36 1 220 2282 W: www.furdoszovetseg.hu/en

The Iceland Spa Association

W: www.visitspas.eu/iceland

The International Medical Spa Association

T: +1 877 851 8998 W: www.medicalspaassociation.org

International Spa & Wellness Association (ISWA)

T: +49 69 130 25 86 0 W: www.iswa.de

International Spa Association (ISPA)

T: +1 859 226 4326 W: www.experiencespa.com

Japan Spa Association

W: www.j-spa.jp

Leading Spas of Canada

T: +1 800 704 6393 W: www.leadingspasofcanada.com

National Guild of Spa Experts Russia

T: +7 495 226 4289 W: www.russiaspas.ru

Portuguese Spas Association

T: +351 217 940 574 W: www.termasdeportugal.pt

Romanian Spa Organization

T: +40 21 322 01 88 W: www.romanian-spas.ro

Samui Spa Association

T: +66 7742 08712 W: www.samuispaassociation.com

Serbian Spas and Resorts Association

T: +381 36 611 110 W: www.serbianspas.org

South African Spa Association

T: +27 11 447 9959 W: www.saspaassociation.co.za

Spanish National Spa Association

T: +34 902 1176 22 W: www.balnearios.org

Spa Association of India

T: +91 995 889 5151 W: www.spaassociationofindia.in

Spa Association Singapore

T: +65 6223 1158 W: www.spaassociation.org.sg

Spa & Wellness International Council (SWIC)

T: +7 4957640203 W: www.iswic.ru

Taiwan Spa Association

W: www.tspsa.tw

Thai Spa Association

T: +66 2168 7094 W: www.thaispaassociation.com

Turkish Spa Association

T: +90 212 635 1201 W: www.spa-turkey.com

The UK Spa Association

T: +44 8707 800 787 W: www.spabusinessassociation.co.uk

Ukrainian SPA Association

T: +3 8044 253 74 79 W: www.spaua.org