

spa opportunities

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Survey says many spa managers lack essential training

The *Spa Management Career Trends Survey* has been released in response to a Global Spa & Wellness Summit (GSWS) report which raised issues around a lack of trained spa managers, spa specific training courses and investment into training.

The initial report, released at the 2012 GSWS entitled *Spa Management Workforce & Education: addressing Market Gaps*, said that there are currently 4,000 students worldwide enrolled in spa management degree programmes. However there are 180,000 spa managers working in the industry world-

wide, and this figure is growing, indicating number of spa management degrees available are not meeting the industry's needs for well-trained personnel.

The follow up survey, carried out by a sub-committee led by vice president of spa & wellness at Six



There are 180,000 spa managers worldwide, yet only 4,000 students in formal training

Senses Hotels Anna Bjurstam, came to several conclusions after surveying 548 participants of whom hold various managerial roles in the spa industry.

The findings of the non-scientific survey suggested that spa associations from around the

world should have a hub for mentor/mentee connections, which are severely lacking at present.

When asked about formal training, 32 per cent of respondents said they had not taken a single spa specific management training course and 37 per cent said they felt the majority of their spa management education came from on-the-job learning. Fifteen per cent felt that education came from conferences and association membership.

Respondents prioritised financial management as the most important skill set for a successful spa career ahead of understanding spa treatments, leadership and HR

aspects, but ranked themselves below those three aspects on skill attainment, indicating a huge gap between what spa managers know is important and what they feel they have actually attained.

Details: <http://lei.sr?a=e9s4j>

Social media shaping trends in beauty market

Online beauty discussion in forums and on social media is rapidly changing the beauty market and could hold the key to future industry trends, according to a new report.

The research, carried out by Diagonal Reports, has found that the number of online groups and communities dedicated to discussing beauty care and products has grown significantly over the past few years.

According to the report, digital communities are becoming just as important as the product house and retailer when it comes to shaping trends in the beauty market, creating "new cultural formations." Details: <http://lei.sr?a=m5j3p>

DiCaprio buys home themed on wellness

Golden Globe award-winning actor Leonardo DiCaprio has purchased a multi-million dollar unit in Greenwich Village, New York, US, boasting more than 500 wellness and health features.

The property, designed by wellness developers Delos Living, is housed inside a converted factory originally built in 1987 and is described as "the world's first WELL-Certified residences."

While hotels and spas have increasingly marketed wellness environments to guests, Delos is pushing the idea into homes and as such has spent more than five years researching ways to develop and integrate holistic health and wellness solutions to be deployed in a home environment.

Di Caprio, who is also an investor in the project, described the new residences as "innovative building designs that enhance both human health



DiCaprio has purchased a WELL-Certified residence

and improve the environment."

A GSWS representative commented: "Nearly all famous movie stars have multimillion-dollar homes, but (DiCaprio's) commitment to living in a healthy environment – and his celebrity status – sets an example that people everywhere can and will follow, even if they live in a simple dwelling.

Continued on back cover

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'Full on' wellness for Anantara Doha

Plans are in the works for a new concept from MSpa to run in its Anantara Spa when the Anantara Doha Island Resort & Spa opens in early 2014.

The Anantara Doha Island Resort & Spa (Banana Island Resort) is owned by the Minor Hotel Group, which has partnered with Qatari-owned company Al Rayyan Hospitality for its first property in Qatar, just off the coast of the country's capital Doha,

Facilities at the resort include 96 guest rooms, 34 pool villas and 11 two- and three-bedroom over-water pool villas in addition to both an Anantara Spa and an extensive wellness and holistic centre, plus a 24-hour fitness centre and tennis court.

The six treatment room spa will feature the company's first "full on wellness concept" – a facility capable of hosting year-round long-stay retreats on detox, weight-loss and relaxation which mix alternative therapies with medi-spa treatments and doctors on staff.

Speaking to *Spa Business* magazine, operations director of MSpa International, Kathryn Moore, said: "Nothing like this exists in the



The Anantara Doha Island Resort & Spa opens in early 2014

Middle East because the return on investment is tough, but our owners are the Qatari royal family and they really want to have something with a different angle."

When the new resort opens in early 2014, Qatar will be the second country of operation for Minor Hotel Group in the Middle East, with five properties currently in operation in the UAE – three Anantara properties in Abu Dhabi and two Oaks serviced suites, one in Dubai and one recently added in Abu Dhabi. Details: <http://lei.sr?a=H2K4w>

Italian spas starting to recover post-recession

Italy's recession-hit thermal spas is showing "timid signs of a turnaround, according to new data from Federterme – the Italian Federation of Industries Spas and Hot Springs Healing.

Commenting on the latest periodic survey of Italy's thermal spa performance, the results of which were announced at the Spa Tourism Expo held on 22-23 November in Rimini, Italy, Fedeterme president, Costanzo Jannotti Pecci, said: "After performances did not live up to expectations in 2010 and 2011, the spa sector in 2012 showed a substantial reduction in activity levels determined by the general deterioration in confidence and a notable tightening on taxation.

"These factors have prompted a reduced demand for spa treatments and other goods and services related to wellness, such as hotels"

In 2012 revenues for the Italian spa sector were €719m (US\$974.6m, £602m). Compared with 2011 there was a 6 per cent drop in revenue with thermal treatments dropping by 7.8 per cent while other goods and services saw a 4.4 per cent decline.

There have now been signs of a recovery however. In the first nine months of 2013, total revenues for the Italian thermal spa industry



Demand for spas have lowered but 2013 results are encouraging

have remained largely unchanged compared with the same period in 2012.

In 2013 there was a 9 per cent drop in expenditure as a result of both cutting staff and spending on goods and services.

"It's too early to talk about a real reversal of the negative trend which has characterised the past three years," said Pecci. "but the data collected by Fedeterme would indicate a slow recovery. Economic performance appears more favourable in comparison of trends, which suggests that companies, with regard to operating profitably, have finally passed the intensity of the recession." Details: <http://lei.sr?a=T7a3G>



Ritz-Carlton unveils Aruba location

Ritz-Carlton has unveiled its latest hotel in Palm Beach, Aruba, marking the group's sixth luxury resort in its Caribbean and Mexican portfolio.

The 320-bedroom property features a club lounge, four dining venues, two swimming pools, meeting facilities, a fitness centre, a 15,000sq ft (1,393sq m) casino and a 15,000sq ft spa – the largest on Aruba.

The Ritz-Carlton Spa features 13 treatment rooms, a salon, a boutique and a variety of naturally-influenced traditional services.

Signature island-inspired treatments incorporate the natural elements of sky, water, earth and fire and use locally grown ingredients native to the island, all enhanced by the healing components of herbs and rich earth minerals. A complete range of ocean-inspired natural body and facial treatments, massage therapies and three specialty spa showers are also included.

Corporate facilities on offer include 7,500sq ft (697sq m) of ballroom space, three meeting rooms and a selection of outdoor locations.



The Ritz-Carlton Aruba includes 320 bedrooms and a spa

Of the 320 bedrooms on offer, 55 luxurious suites include deluxe, executive and parlor suites providing one and a half baths, a spacious living room and boutique bath amenities.

Two Ritz-Carlton Suites deliver panoramic ocean views and are distinguished by a master bedroom, a living room and a private balcony facing the sea with outdoor showers. Details: <http://lei.sr?a=j2U6F>

Cabrits Resort and Spa coming to Dominica in early 2014

Development work on a US\$30m (£18.53m, €22.13m) resort and spa in Dominica is entering the final stages of development with an expected opening date of early 2014.

The 68-bedroom Cabrits Resort and Spa, located just outside of Portsmouth on the edge of Cabrits National Park, will feature wellness facilities including a spa, pool and fitness centre. Also included will be a restaurant, shops and conference facilities for up to 200 people.

The hotel, which commenced construction in September 2011, will create 100 jobs and is the first phase of a government push to develop the Cabrits area of Dominica.

Dominican Prime Minister Roosevelt Skerrit said: "We are making allowances for duty free shops because we have an operational cruise ship berth right now so we will also be catering for visitors from them."

The multi-million dollar project is being fully financed by the kingdom of Morocco as a gift to the government of Dominica, which has said that five proposals of interest were being considered for management of the resort and spa. Details: <http://lei.sr?a=h8x9t>

New proposal will lower training standards for UK

The UK government is pushing through a proposal which will lower the level of qualification for training therapists from current NVQ (National Vocational Qualification) level to the new VRQ (Vocationally Related Qualification) level.

A VRQ is typically less demanding and quicker, with a pass mark of around 66 per cent. An NVQ has a 100 per cent pass mark and requires practical assessment at a higher level. Many learning providers are now opting to offer VRQs because they can award them more easily, achieve higher pass rates and as they get paid on pass rates to a certain extent, they require less facilities and can make more profit turning out therapists at lower levels.

A statement from the UK Spa Association said: "One of the biggest challenges of the spa industry, if not the biggest, is recruiting qualified and capable professionals and, in particular, therapists."

"Our industry receives £2m of funding annually for 90,000 therapists. By comparison, the fitness industry receives £35m for just 40,000 fitness trainers."

"The migration of students coming out with VRQs will result in an inferior standard, many



Training standards could be lowered from NVQ to the new VRQ level

employers who already feel NVQ standards are not sufficient will be faced with therapists trained to an even lower standard in VRQs."

For 2014/15 as many as 10,000 qualified individuals will be potentially trained to these lower standards.

The UK Spa Association believes this is largely due to the spa industry not having a united 'one voice' approach, so has proposed to partner with Habia – the government approved standards setting body for hair, beauty, nails and spa – to lobby government decision-making bodies and also participate in forums on the standards. Details: <http://lei.sr?a=q5Z7f>



Kreuger has created a carbon-negative floating spa

Studio Noach co-founder speaks on floating spa concept

Michel Kreuger, co-founder of architectural firm Studio Noach, has spoken about his revolutionary Green Floating concept, which uses recycled polystyrene to create floating buildings.

"We always knew that the carbon footprint of our buildings had to be neutral," said Kreuger in the *Spa Business Handbook 2013*. "But we've actually gone one step further and made it carbon negative because the vegetation will convert CO₂ to oxygen."

The first property, a spa, is set to open in mid-2014 on a freshwater lake just outside Amsterdam's city centre.

For a full interview with Michel Kreuger, the *Spa Business Handbook 2013* can be ordered in print here: <http://lei.sr?a=A907e> and viewed online here: <http://lei.sr?a=P3l4j>

Meliá Hotels expanding into Jamaica with Branco deal

Meliá Hotels is to manage and operate one of Jamaica's flagship resorts after formalising a deal with the country's government.

The Braco Village Hotel and Spa consists of 226 bedrooms, five restaurants, a number of pools and bars and a spa.

The company said it would undergo a "comprehensive renovation" and open as "Meliá Jamaica," which is set to open in November 2014.

The deal was penned by Meliá chair Gabriel Escarrer, tourism minister Wykeham McNeill and minister of labour and social security Derrick Kellier. Details: <http://lei.sr?a=k2a5E>



Jaisal Singh was appointed at a Congress in Berlin

Singh elected VP and joins board at Relais and Chateaux

Jaisal Singh of luxury destination experience provider Sujan has been elected as vice-president, member of the executive committee and board of directors of Relais and Chateaux.

Singh becomes the first Indian to be elected to the position and joins Sujan's new president Philippe Gombert's elite executive committee, which serves as the association's governing body.

The decision was made on 18 November 2013 at the annual Relais and Chateaux Congress in Berlin.

Gombert – of Chateau de la Tryene – believes that Asia and the Indian subcontinent is a major focus area for the growth of Relais and Chateaux as both a source market and also as part of the expansion of properties in the region.

The move to appoint Singh comes as Relais and Chateaux felt that it was critically important to have an Indian board member in order to take an active role in regional development.

"I am delighted that Jaisal Singh joins me as vice president, member of the new executive committee and board of directors, as a connoisseur of excellence and a strong commitment to the environment," said Gombert. "I look forward to Jaisal helping me to expand Relais and Chateaux's presence in Asia and the Subcontinent." Details: <http://lei.sr?a=t5W6P>

US salon/spa industry holds firm in Q3

The US spa industry is holding steady as indicated by Q3 results from the Professional Beauty Association's (PBA) Salon/Spa Performance Index (SSPI).

The SSPI, a quarterly composite index which tracks the health and outlook of the US salon and spa industry, is based on responses from PBA's salon/spa industry tracking survey.

The SSPI is constructed so that the health of the salon/spa industry is measured in relation to a steady-state level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, while index values below 100 represent a period of contraction for key industry indicators.

The SSPI Q3 2013 stood overall at 102.6 compared with 102.7 in Q2 of 2013. Both second and third quarter results for 2013 compare favourably to the previous year with Q3 up 0.7 per cent from 2012.

"Year-over-year results continue to show positive advances," said executive director of PBA, Steve Sleeper. "We continue to remain optimistic



Year-over-year results continue to show positive advances in the US

about the short and long term projections for the salon and spa industry as a whole."

While the overall trend for the Current Situation Index – which measures industry trends using five indicators – is positive, the results in the quarter were mixed. Salon and spa owners reported softer service sales and a decline in employee hours. By contrast however, they did report an increase in customer traffic, overall staffing levels and gain in capital spending. Details: <http://lei.sr?a=r6K6C>

Kathryn Moore reveals worldwide spa hotspots

Kathryn Moore, operations director of MSpa International, has spoken about spa hotspots in the Q3 edition of *Spa Business* magazine.

With spas now standard for most hotels, Moore says it's "hard to see where you can get an extra dollar, or an extra guest into the spa."

However, she does feel that locations in the Maldives, Africa and the Middle East are still hotspots for successful spas.

"Even though there are lots of resorts in the Maldives, there's still big potential as there's nothing else for guests to do and you're pretty much guaranteed a 15-20 per cent capture rate," says Moore.

MSpa currently has 10 possible projects in Africa, where professionals who have studied abroad are returning to their homeland as it becomes more prosperous. "I was in a 200-bedroom hotel in Tanzania a few months ago which was getting 95 per cent year round occupancy via corporate business at US\$450 (£341, £287)



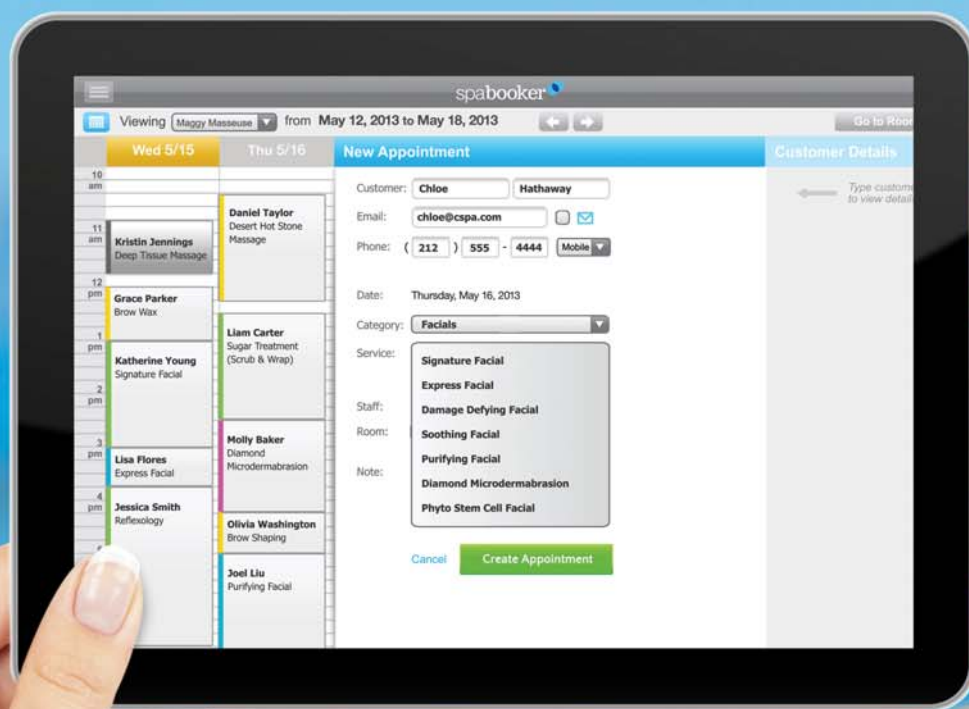
Kathryn Moore is the operations director for MSpa International

a night and US\$150 (€114, £96) average spend in the spa – that's amazing," she said.

Also in the Middle East, Moore says that there is high spending power. "Consumers there have a lot of money, however they're always looking for something fresh with the latest brands. If you don't continue to evolve in that market you'll lose customers." Details: <http://lei.sr?a=Y3W6r>

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Ritz-Carlton opening in Nanjing, China in 2015

Ritz-Carlton is set to continue its expansion into China and throughout the Asia Pacific region with the opening of a new hotel in the former Chinese capital of Nanjing in 2015.

Featuring 297 bedrooms and 32 suites, the agreement with Nanjing New Universe Real Estate Development will see the Ritz-Carlton, Nanjing open in the central business district of Xiejiekou.

Included in the hotel development will be a luxury spa by ESPA, forming part of a wellbeing experience alongside an indoor pool and fitness centre. Also featured will be extensive meeting spaces including a ballroom and seven function rooms as well as four restaurants and bars.

"Nanjing represents a strategic growth opportunity for The Ritz-Carlton as we double our growth in China," said Victor Clavell, vice president for the Asia Pacific arm of Ritz-Carlton. "Spectacular hotels in prime locations with the right partners will allow us to create even more new and exciting experiences for our global affluent guests." Details: <http://lei.sr?a=K2h6t>



Delano Marrakech is now The Pearl Marrakech

Delano Marrakech joins Hivernage Collection

Moroccan hotel and spa, Delano Marrakech, has joined the marketing consortium Hivernage Collection and will be rebranded as The Pearl Marrakech.

Hivernage has a number of operations already, including Hivernage Hotel & Spa, Villas by Hivernage, Spa Hivernage by Terraké, as well as a selection of restaurants.

More are planned, including the soon to open Pure Marrakech and O de Spa.

General manager, Karim Fehry Fassy, says: "We are more than confident that our guests will continue to experience a real destination hotel where the five star standards will be maintained." Details: <http://lei.sr?a=u8v5j>

Le Richemond launches spa by Sisley

Le Richemond – part of the Dorchester Collection – which overlooks Lake Geneva in Switzerland, has further developed its spa offering with the launch of Le Spa by Sisley.

With a total of five treatment rooms, including a double room with private hammam, Switzerland's first Sisley spa offers face and body treatments based on aromachology: the science of relaxing the body and mind through the use of fragrance. Le Spa by Sisley will also include Geneva's first ever treatment room specifically designed for Thai massage.

Made from plant extracts and essential oils, Sisley's products are applied to the skin using a variety of different massage rituals from around the world and producing a calming effect.

Le Spa by Sisley offers treatments suitable for all skin types including the Phyto-Aromatic Radiance Facial to treat dull complexions and signs of fatigue, and the Phyto-Aromatic



Le Spa includes five treatment rooms and offers a range of treatments

Comfort Extreme Facial, created to nourish dry skin and regain natural elasticity.

Other spa facilities include a sauna, steam-room, chromotherapy lights and a fitness studio, equipped with Technogym equipment.

Dorchester Collection properties made plans to refresh its spa, wellness and fitness offerings across its hotel portfolio last year, with Le Richemond the latest to undergo a revamp. Details: <http://lei.sr?a=G5x3a>

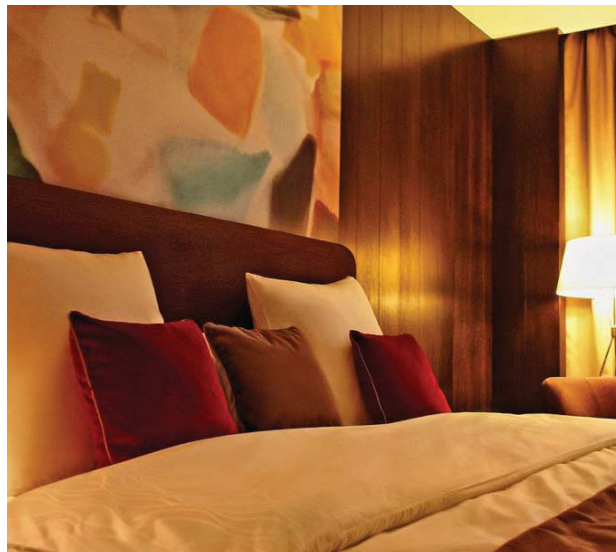
Steiner to manage spa at DoubleTree in Moscow

Steiner Leisure's spa consulting group – Steiner Spa Consulting – has announced a new agreement with Hilton Hotels to consult and license the Chavana Spa brand for the opening of a spa facility at the DoubleTree by Hilton, Moscow Leningradsky-Riverside hotel in Russia.

The spa will offer six treatment rooms, including rain showers and one double treatment room with a spa pool and steam shower. Also on offer are an indoor swimming pool, sauna, hammam, spa pool and a relaxation area, with a variety of both local and Balinese treatments on offer.

DoubleTree Moscow Leningradsky-Riverside will offer 270 bedrooms, a restaurant, bar and dedicated fitness centre, 1,200sq m (12,916sq ft) of meeting space and a ballroom.

Jeff Matthews, co-president of Steiner Spa Consulting, said: "We are looking forward to opening our first Chavana Spa in Moscow,



DoubleTree Moscow Leningradsky-Riverside is opening in Q2 of 2014

Russia with the Hilton group and the opportunity to synergise both our brands to bring exceptional services to our guests."

The hotel, which will be managed by Hilton and operated under a franchise agreement with Autoconcept Co, is expected to open in the second quarter of 2014. Details: <http://lei.sr?a=s9R7a>

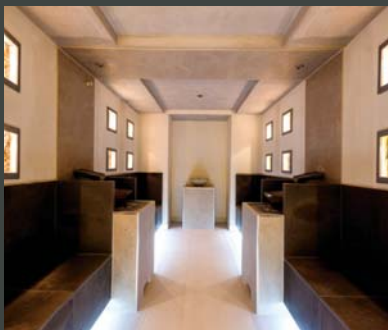
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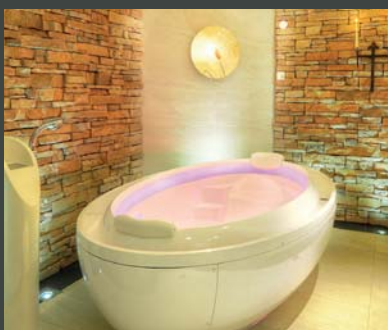
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DIARY DATES

9-10 Dec 2013

Live Love Spa

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23-24 Feb 2014

Professional Beauty London

London ExCeL

Professional Beauty is the event to attend where the new wave of trends are announced. 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



SPATEC Europe takes place between 7-10 May 2013 at the Sheraton Rhodes Resort in Rhodes, Greece

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7-10 May 2014

SPATEC Europe

Sheraton Rhodes Resort, in Rhodes, Greece

The event will bring together Europe's spa operators of medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key domestic and international suppliers to participate in a series of one-on-one meetings. Throughout the event, attendees meet spa owners, operators, directors and suppliers during meals and other planned networking activities.

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10-12 Jun 2014

HBA Global Expo

Javits Convention Center 655 W 34th St, New York, United States

HBA is a B2B event that provides personal care and beauty manufacturers with a spectrum of new ingredients, solutions, supplier resources as well as education to help bring new products and innovate concepts to market.

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12-13 Jun 2014

SPAMEETING ASIA

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19 Jun 2014

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Hotel Mont-Blanc launches new spa

Launched in the heart of Chamonix, France in October, the Spa of Hotel Mont-Blanc offers views of the Mont-Blanc mountain range and its spa offers a range of treatments aimed at skiers and hikers.

Designed by Sybille de Margerie and spanning 250sq m (820sq ft), the spa uses earth colours and wood to create a tranquil environment.

Facilities include a gym, a 14m by 10m heated outdoor swimming pool and a hot tub.

There are three treatment rooms, including one couples' room, a sauna, steamroom, experience shower and Norwegian shower.

According to spa manager, Rozenn Masson, the spa attracts a wide variety of ages and nationalities who love the mountains: "What unites our target clients is their love and respect for the breathtaking nature that Chamonix has to offer. Many of them are interested in outdoor activities and sports. In general, they enjoy and demand high quality on all different levels of service."



The outdoor heated pool at the Hotel Mont-Blanc's spa in Chamonix

Products and treatments from the Italian brand, Comfort Zone, are on the spa menu, as well as the Swiss treatment Calluspeeling and Essie for manicures and pedicures.

Signature treatment is the Mont-Blanc Exclusive, which has been especially created for skiers and hikers, highlighting hydration of the body, as well as massage and using the vibration of Tibetan bowls for a deep relaxation.

Details: <http://lei.sr?a=P6d7n>

Spa Pure Altitude set for second Megève launch

In December 2013, Hôtel Le Lodge Park in Megève, in the French Alps, will unveil the new Spa Pure Altitude – the spa concept of the Maisons & Hotels Sibuet Group, created by French hoteliers, the Sibuet family.

Designed as a traditional hunting lodge, Hôtel Le Lodge Park has been completely transformed from its original art deco style. Input on the interior design and the finishing touches has been provided by Jocelyne and Marie Sibuet, while the spa itself is the brainchild of Jean-Louis and Nicolas Sibuet. There are 49 rooms and suites and each suite has a different theme.

Spanning 500sq m (5,381sq ft), Spa Pure Altitude has five treatment rooms, a swimming pool, hot tub, sauna, hammam, relaxation room offering luminotherapy sessions and a gym.

The spa concept is built around the healing power of alpine plants and natural elements, including wood, fire, stone, plants and water. This particular spa has been inspired by Nordic landscapes and the treatment rooms use subdued colours, mixed with fur and bark.

The fitness suite is designed with raw birch wood and granite encrusted with pebbles and frozen glass, while the walls in the relaxation room are covered in white fur.



Hotel Le Lodge Park has been refurbished with a rustic look

Kneipp baths have been specially designed to alternate hot and cold water, which brings about an immediate reduction in pain after a day on the slopes.

In total there are eight Pure Altitude spas. Altapura, a five star hotel in Val Thorens, launched a Pure Altitude spa last winter and another is operational at the prestigious Fermes de Marie, also in Megève. The Sibuet's own nine hotels in total, located in Megève, Val Thorens, Menerbes, Provence and St Tropez. Additionally they have two of chalets in Megève and a villa in Provence in Menerbes. Details: <http://lei.sr?a=J9C2x>



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Applying wellness outside of the norm

Continued from front cover

Delos' holistic wellness approach is designed to enhance the wellbeing of its inhabitants by focusing on indoor air quality, circadian lighting, water quality, optimal acoustics and many other therapeutic features which impact both the mind and body.

The company says its spaces positively affect every area of human health and wellness, from cardiovascular, respiratory and immune function to emotional health. Residents of a Delos home will also benefit from an exclusive wellness programme with leaders in the medical community.

Delos has also introduced WELL-Certification, which was created to address the need for a simple, comprehensive performance-based standard for defining wellness outside of a traditional setting.

Former President of the United States Bill Clinton has said that Delos is "trying to get people to rethink the way they design buildings and change the way we live in a very positive way."

On 7 November, Delos introduced its first WELL-Certified office in Los Angeles, California, US, designed to improve productivity, sharpen focus, increase creativity, speed and accuracy,



Delos homes are designed to enhance the inhabitants wellbeing

and reduce absenteeism. Some of the features in the new 'wellness office' include air filtration systems, sound damping walls, VOC-free paints, water purification, ergonomic desks and chairs, biophilic plantings, energy absorbing flooring and smart lighting systems.

Delos also created the 'stay well' rooms at the MGM Grand hotel in Las Vegas, US which thanks to their success, will increase its stay well-branded rooms from 42 to 171, encompassing the entire fourteenth floor of the hotel's main tower. Details: <http://lei.sr?a=C7X4P>

Alila announces three additions to its collection

Asian boutique hotelier, Alila Hotels & Restaurants, has announced three new properties will join its lifestyle collection next year, marking the company's entry into the Middle East.

Alila Jabal Akhdar in Oman will provide access to one of Oman's most spectacular and untapped areas, overlooking a dramatic gorge, with views of the Al Hajar mountains.

The 78-bed resort will provide nature lovers with an escape from the desert heat, with a cliff-side restaurant, pool, Spa Alila and a fitness centre.

A second site, Alila Seminyak, opens on a beach in Bali late next year. Designed as a secret garden, it will feature 240 chic, contemporary rooms and suites.

A heritage fortress in India's Jaipur district is being transformed into the Alila Fort Bishangarh. This is the group's third Indian property and features stunning views over the Aravalli mountain range. The 59-suite property offers a Spa Alila, two restaurants, a pool and fitness centre.



The Alila Seminyak hotel in Bali is scheduled to open in late 2014

Alila Hotels & Resorts has a strong pipeline of developments: 21 sites are planned for Malaysia, China, India, Indonesia and Indochina, with seven due to reopen within the next two years.

As a brand, Alila aims to create different experiences which are authentic and sympathetic to the destination. The Oman resort will use locally sourced materials and as the region is famous for pomegranates, these will feature in the spa's signature treatments. Details: <http://lei.sr?a=p9E4U>

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