

# spa opportunities

25 APRIL - 09 MAY 2014 ISSUE 188

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## Times Square gets new Marilyn Monroe Spa addition

Marilyn Monroe Spas has opened its Timeless spa at the 487-bedroom, Hyatt Hotel in Times Square, New York.

The 4,200sq ft (390sq m) spa which comprises five treatment rooms – one of which is for couples – was designed by George Wong and will be open to both locals and guests.

Therapies at the Timeless spa will include massages, body treatments, facials plus both manicures and pedicures. Glamour services, such as hair styling and makeup will be added in the coming months.

The New York site takes the total number of currently operating Marilyn Monroe Spas to three – the two others being in California and Maui.

Marilyn Monroe nail boutiques can be found in Orlando and Miami, both in Florida.



Marilyn Monroe Spas is bringing its brand to Times Square and the Hyatt Hotel

Led by founder and CEO Niki Bryan, plus executive chair Al Weiss, Marilyn Monroe Spas is expanding its brand at resort and day spas as well as its nail parlours. With an exclusive line of beauty products for use not only in the spas

but in Marilyn Monroe glamour rooms and nail boutiques.

"Although we are early in the process of launching and opening Marilyn Monroe Spa concepts across the country, we believe we will see 25,000 to 33,000 treatments per year in our Nail Boutiques and Spas. We expect a similar number in our Glamour Rooms," said Ginger Kane, spokesman for Marilyn Monroe Spas.

While all of its spas offer the Steamy Wonderful treatment, each spa varies in floorspace from 7,000sq ft (650sq m) to 15,000sq ft (1,393sq m). This means the thermal facilities are also different at each of the spas. Kane explained that some of the spa locations offer Vichy treatments, Swiss showers, steamrooms, saunas and whirlpools. Details: <http://lei.sr?a=W4A6w>

### Thermal hospital to be converted into spa facility

A collaboration led by Spanish architectural firm Francisco Mangado has been commissioned to convert an old hospital into a thermal bath facility in France following a design competition.

Francisco Mangado, along with V2S architectes, Terrell, SACET, Alayrac, and GAMBIA Acoustique Architecturale & Urbaine, will convert the old Thermal Hospital in southern France into a spa.

Scheduled to open at the end of 2016, the €6.5m (US\$9m, £5.3m) 3,143sq m (33,830sq ft) spa conversion is set over three floors and will feature hot zones, cold zones and a spa area offering a total wellness experience.

*Continued on back cover*

### Seychelles opening new tourism academy

The Seychelles is opening a new government-backed tourism academy in Mahe, with work on a fully fledged wellness and spa training facility starting at the end of this year.

To be constructed in three phases, the first part of the build – aimed to finish by 15 July – will comprise an academic block housing 15 classrooms, a language lab, library and public restaurant.

For construction works on part two of the development, to be completed by 14 December, a main admin block will be introduced along with a demonstration kitchen and restaurant.

The third phase will see the introduction of a hotel and a wellness and spa training facility, with work to start in January 2015.

The expanding market demand for wellness and spa facilities in existing, new and upcoming



The academy will include a fully-fledged spa facility

hotels in the Seychelles has given rise for the need of more qualified local people in the region.

The two-year spa training course has been designed in partnership with the Constance Hospitality Academy in Mauritius and aims to provide students with an introduction to the operational and skilled areas of the wellness sector. Details: <http://lei.sr?a=J9W7V>

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## Greece not capitalising on thermal spas

Greece's hot springs – a medicinal resource in the country since its antiquity – remain a largely untapped tourism resource in the country, according to secretary general of the Union of Greek Spa Towns (UGST), Markos Danas.

Greece today can boast 850 hot springs with known curative properties, but just 100 of those are easily accessible and even fewer are operated under commercial license. Many are still free to the public, out in the countryside and with minimal supporting facilities, even on popular tourist islands such as Milos and Kos.

"We have an exceptional product but it is poorly used," said Danas speaking to the *IBTimes*. "Hot springs are mostly run by local communities, and this has limited the scope of development."

Following the collapse of the Greek economy, UGST reports a 50 per cent drop in paying customers at thermal spas since 2009 and spa towns will be hoping that the country, which has identified spa tourism as one of its key markets, can generate interest in the country's hot springs.



The thermal springs of Thermopylae were offered to developers last year

Last year, Greece's state privatisation agency offered four hot springs in central Greece, including Thermopylae, for sale to private developers, but there were no takers. That could change however, after a new EU directive has authorised reimbursing citizens taking hot baths in other EU member states, something that UGST and the Greek government will hope drums up interest in Greece's thermal spa sector. Details: <http://lei.sr?a=j2b6z>

## Hot baths facility for Tokyo's mega complex

Senkyaku Banrai, a 1.7-hectare shopping and entertainment complex within walking distance of Tokyo's 2020 Olympic venues, will feature one of Japan's largest thermal spa facilities, according to national newspaper *The Asahi Shimbun*.

Tokyo's government expects to attract 4.2 million visitors a year to the planned 1.7-hectare complex in Koto Ward and it's reported that the complex will include a seven-storey tower with thermal bathing and spa facilities plus accommodation.

At the top of the tower will be an open air bath, while other facilities will include a multilingual tourist information centre, 140 food stores, a food court big enough for 1,000 customers and several cooking schools.

The complex is expected to open in March 2016 and will sit next to Tokyo's relocated fish market which is scheduled to open about the same time.

The original site for the for the iconic Tsukiji wholesale fish market is only 4km (2.5m) away,



The complex will be up and running before the 2020 Tokyo Olympics begin

but the new location will be up to 40 per cent bigger and will have a more modern feel.

The Tokyo Metropolitan government named two business operators for the bath tower, Kiyomura – operator of the Sushi-Zanmai sushi chain and Daiwa House Industry, a major housing company. The operators will rent the land from the city for JP¥136.7m (US\$1.3m, €0.9m, £0.7m) a year on a fixed-term lease extending 30 years. Details: <http://lei.sr?a=E8Q8d>





## Czech court changes spa financing rules

The Czech Constitutional court has scrapped a Health Ministry directive limiting the volume of medical spa care covered by health insurers, in a move designed to stem the significant losses being incurred by wellness facilities in the country.

Czech spas have run into serious financial trouble in recent years due to a directive, introduced by then health minister Leo Heger in 2011, according to national media.

Medical spas had received

CZK3bn (\$150m, €109.4m, £90m) from health insurance funds in 2010, before slumping last year to CZK1.6bn (\$80.5m, €58m, £48m).

The directive was designed to cut the duration of patients' stays in medical spas and also reduced the number of diagnoses for which spa treatment was covered by public insurance.

Earlier this year, the new health minister Svatopluk Nemecek announced plans to change the system to be more favourable for both patients and spa operators.

The Constitutional court agreed that the ministerial directive was no substitute for



**New legislation could mean insurers will have to pay more money to spas**

proper legislation, which is required in accordance with the Czech constitution to alter health insurance regulation.

"Seeking a balance between spa care's effectiveness and economic sustainability is a legitimate concern," said judge Pavel Rychetský.

"To achieve this, it is necessary to consider not only medical, but also economic aspects, which amounts to political decision-making."

The directive will become void from 2015, with a new piece of legislation to be passed in the interim. *Details: <http://lei.sr?a=W3m2d>*

## ACDL's Southern Vietnam resort complex open for business

The Grand Ho Tram Strip Hotel in southern Vietnam is up and running after the first phase of the US\$4.2bn (€3.2bn, £2.6bn) Ho Tram Strip resort development – that includes a 1,650sq m (17,760sq ft) spa – was completed at the end of 2013.

Asian Coast Development (Canada) (ACDL) is the international development company behind the 400-acre integrated resort destination – expected to become the largest tourism complex in Vietnam.

Managed by MGM Resorts International, The 541-bedroom Grand Ho Tram Strip Hotel spa includes 10 standard treatment rooms in addition to two Thai therapy rooms, two spa suites for couples, plus a 150sq m (1,614sq ft) fitness centre.

Further development phases are to include a second integrated resort to be operated by Pinnacle Entertainment Group and three further five-star resorts.

*Details: <http://lei.sr?a=R4A5v>*



**The Mountain Lodge replaces a rundown hotel**

## Dolomites World Heritage Site hotel to open in 2014

Mountain Lodge, Adler Resorts' fourth hotel, is set to open on 3 July this year in the heart of the Dolomites UNESCO World Heritage Site after more than 10 years of planning.

Located in the Italian mountains – at a height of 1,800m, the 30-bedroom hotel's main lodge top-floor spa comprises three treatment rooms, a sauna, relaxation area and a wrap-around infinity pool with panoramic views of the Alpine landscape.

Both skin care treatments and food served at the Mountain Lodge will reflect the specialities of the South Tyrol region.

The owners of Adler Resorts, the Sanoner family, bought an existing property on the site in 1999 called Hotel Mezdi. Dating back to 1938, the hotel was built three years after one of the Dolomites' first cable cars started carrying visitors from the mountain resort of Ortisei up to Alpe di Siusi.

*Details: <http://lei.sr?a=r4a6X>*

## Brando aiming for LEED Platinum certification

The Brando eco-resort, opening this July in French Polynesia, is planning to become the first resort in the world to obtain Leadership in Energy and Environmental Design (LEED) Platinum certification.

Previously owned by Marlon Brando, the island of Tetiaroa features a Deep Nature spa called the Varua Polynesian Spa, built on a freshwater lake. Designed by Lonsdale Western Design, the spa will feature its own Varua-branded skin care products.

The certification is the highest

accolade for the design, construction, operation, and maintenance of green buildings, homes and neighbourhoods available. Several architects are involved in the 35-villa resort's construction including Pierre Jean Picart, Atoll Architecture and Gilles Leborgne from ID associés.

"There's nothing like the Brando in the world," Bailey told *Spa Opportunities*. "The vision was to create a plan for Tetiaroa's development with the purpose of protecting its cultural richness, natural



**The eco-friendly Brando is set to open this July in French Polynesia**

beauty and incredible biodiversity to provide an opportunity to get to know the place and the people of French Polynesia. We hope The Brando will show a way for future resort development."

Bailey has had previous success in other environmental developments including the InterContinental Bora Bora Resort & Spa that is the first resort in the world to feature the innovative and eco-friendly Sea Water Air Conditioning system. *Details: <http://lei.sr?a=H9k3G>*



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# CLARINS



# Ovaverva targets 100 guests per day

Set to open on 5 July this year, after 26 months of construction, the Swiss Ovaverva swimming pool expects 100,000 visitors in its first year and its spa anticipates 35,000 customers.

Spread over four floors, the €67m (US\$91.8m, £55.3m) development in St. Moritz, Switzerland, is on track for completion and includes a women-only panorama sauna, bio sauna and steamroom.

Mixed gender bathing areas include the 915sq m (9,948sq ft) rosatsch bath – a large whirlpool – and more steamrooms, an ice fountain, hot stone room and a salt therapy suite.

The 1,620sq m (17,437sq ft) wellness area comprises Finnish saunas and six treatment rooms, all of which are 95 per cent complete – spa equipment and furniture will arrive early in May.

Staff are beginning their training and the rosatsch bath will be filled up with lake water within the next two weeks, ecologically pumped back into the lake once cooled again.

Under the direction of Swiss-based architects from Bearth & Deplazes and Morger + Detti, the next step is to finish the reception area.



Ovaverva's wellness area will cover 1,620 sq m (17,437sq ft)

Kneipp hydrotherapy treatments are on offer in the wellness centre, in addition to locally-sourced skin care products by Soglio.

Members of the Ovaverva will benefit from other spa and pool facilities across Switzerland, including the Thermalbad Zurzach spa, the fitness centre at Zurich airport, thermal baths in Bad Säkingen and the Thermalbad Baden spa which is opening soon.

The centre offers cross country skiing, a restaurant and an outdoor sports club at the 64,000sq m (688,890sq ft) facility. Details: <http://lei.sr?a=J6d2g>

## GSWS announces three keynote speakers for 2014

The Global Spa & Wellness Summit (GSWS) has announced three speakers – an architect, an economist and a specialist in retail technology – for its eighth annual summit in Marrakech, Morocco.

The summit's theme, Fast Forward, means speakers will be focusing on the future of spa and wellness – from new technologies that will transform spa business performance; to the future of design; to exploring the latest in brain science; to the next wave in retailing; and to evaluating forecasting research.

During the 10-12 September event, architect Bjarke Ingels, economist Kjell A. Nordstrom and retail technology expert Paul Price will host talks about what consumers will want from wellness centres in the future.

Bjarke Ingels founded the architect firm Bjarke Ingels Group (BIG) in 2005.

The Swedish economist, writer and public speaker – Kjell A. Nordstrom – will analyse a new frontier for spa businesses, marked by seismic demographic and consumer shifts.



Kjell A. Nordstrom is one of the three keynote speakers announced

The third speaker, Paul Price, is CEO of retail technology company Creative Realities – founded 14 years ago. His company assists marketers by engaging customers in-store using marketing technology which involves designing a shopping technology plan to identify how to augment the shopping experience for clients' customers. Details: <http://lei.sr?a=C9r9P>

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## ESPA spa launches at Ritz-Carlton Abu Dhabi, Grand Canal

The ESPA spa is now open for business at the Ritz-Carlton Abu Dhabi, Grand Canal.

The 16-treatment room spa spans 21,500sq ft (1,997sq m) and consists of one hammam, two saunas, three steam rooms, four experience showers, two ice fountains and two swimming pools - all designed, supplied and installed by spa engineers Barr + Wray.

The heat experience showers and one of the steam rooms have been built into the hammam on the ground floor of the spa. The hammam has a Mashrabiya ceiling - carved wood latticework often lined with stained glass - an element of traditional Arabic architecture.

The hotel's wellness facilities also comprise a private beach and outdoor plunge pools as well as a 1,600 sq m (17,222 sq ft) outdoor swimming pool. *Details: <http://lei.sr?a=C3x9x>*



The hotel occupies the top six storeys of the hotel

## Andaz Tokyo Toranomon Hills to team up with AO Spa & Club

The first Andaz hotel located in Japan, Andaz Tokyo Toranomon Hills, is set to open on 11 June 2014 - with full access to the building's existing AO Spa & Club.

The twelfth hotel to join the Andaz brand is located on floors 47 to 52 of the 52-storey Toranomon Hills tower, which was developed as part of an urban engineering project integrating central Tokyo with the bay area.

Guests will have access to the AO Spa & Club, found on the tower's 37th floor. Lit by paper lanterns, the 1,350sq m (14,350sq ft) spa and fitness centre overlooks the city's Imperial Palace grounds.

There are five treatment rooms in the spa, in addition to the health club's 20m pool and gym equipment.

The 160 guest rooms, including eight suites, will be located throughout floors 47 to 50. Floor 51 will host dining facilities, providing a panoramic perspective of the Japanese capital. *Details: <http://lei.sr?a=e7s8m>*

# Minor adds three Mozambique resorts

Minor Hotel Group (MHG) is expanding its global footprint with the addition of new hotel and spa properties in Mozambique in conjunction with long term strategic partners - Dubai-based Rani Investment.

The sites will be rebranded as MHG's Anantara and AVANI brands by the end of 2014.

MHG has invested a 25 per cent equity in the three properties. All are situated on the northern coastline of Mozambique and currently operate as part of the Rani Resorts Portfolio.

Pemba Beach Hotel & Spa will be re-branded as AVANI Pemba Beach Hotel & Spa. The 185-key hotel currently hosts a 500sq m (5,381sq ft) Sanctuary Spa which comprises of hot and cold treatment rooms, saunas and steamrooms.

The 13-chalet Medjumbe Private Island and 24-villa Matemo Island - both located in the Quirimbas Archipelago - will be rebranded as Anantara properties.

Matemo Island is currently closed for extensive renovation, after a maintenance project expected to take place last year between February and April



Pemba Hotel & Spa will be rebranded under the AVANI banner

was abandoned when an inspection of the property highlighted serious structural damage.

The renovation will include the addition of more bedrooms and structural repairs to the main buildings - weakened by an extended period of exposure to severe weather conditions.

MHG operates 100 hotels and resorts in 14 countries across Asia Pacific, the Middle East, Africa and the Indian Ocean and the rebranding of these Rani properties will take MGH's total rooms in operation to over 13,000. *Details: <http://lei.sr?a=V9j8N>*

## Blackberry Farm to open Wellhouse spa in June

Blackberry Farm - the 62-bedroom chateau property in the Great Smoky Mountains of East Tennessee - will unveil its new wellness spa centre on 1 June later this year.

The 12,663sq ft (1,176sq m) stand-alone Wellhouse has been designed by Blackberry Farm founder and director of design Kreis Beall along with Johnson Architecture.

The Wellhouse director, Amanda Anderson, has previous experience working with Red Door Spas, The Ritz-Carlton in Miami and Golden Door at the Boulders Resort in Arizona.

"The Wellhouse offers an anchor and place of inspiration for our wellness programming and spa services," Anderson told Spa Business magazine. "When we approach the care of our bodies, we look at the full spectrum of possibilities from skin care and nutrition to exercise and recovery."

Set within the 9,200 acre (14,3sq m, 37.2sq km) Blackberry Farm estate - famous for its fine wine events - the facility's nine treatment rooms feature skincare/bodycare suppliers such as



Plans for the 12,663sq ft (1,176sq m) Wellhouse began 11 months ago

Naturopathica, Gehwol, Lucrece and Tash & Co. for facials, couples' therapies, wraps and massages.

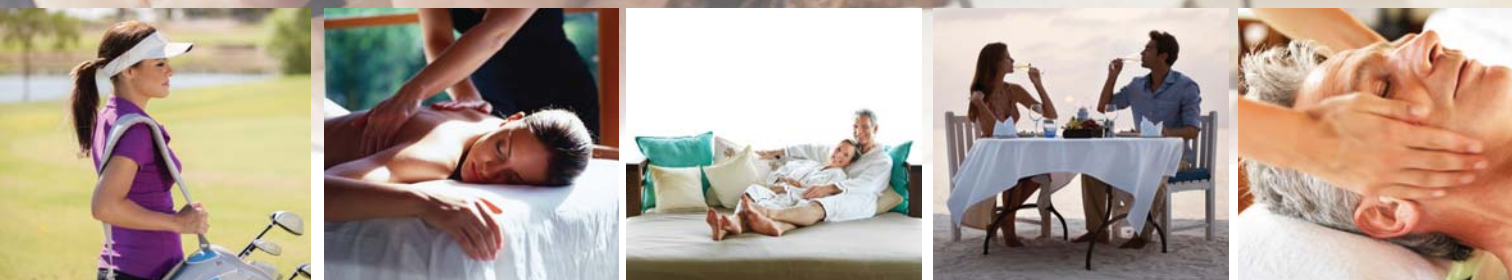
Planning began 11 months ago to create the Wellhouse with a menu that includes a sauna, men's treatments, therapies for juniors and fitness programmes for all guests.

"Here, we don't advocate harsh regimens like detoxing or fasting where change falls apart when you return to regular life," said property owner Sam Beall. "At Blackberry Farm, we define wellness as making choices toward a healthy and fulfilling life." *Details: <http://lei.sr?a=k3r6m>*



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# DIARY DATES

**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 resorts, 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 planned networking activities.

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[www.spateceu.com](http://www.spateceu.com)

**20-23 May 2014**

## **ESPA Congress**

**Hotel Vejlefjord, Denmark**

the European Spas Association comes together in Denmark for its annual congress.

A number of researchers, spa professionals and marketing professionals will be on hand to speak about Thalasso, AquaMeditation, Nordic Trends & Inspirations, Spa Care as a Means for Health Prevention and Customer Relations/Brand Reputation

Tel: +45 8629 6960

[www.kongreskompagniet.dk/esp2014scandinaviad](http://www.kongreskompagniet.dk/esp2014scandinaviad)

**10-12 Jun 2014**

## **HBA Global Expo**

**Javits Convention Center, 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 and education to help bring innovate concepts to market.

Tel: +1 609 759 4700

[www.ubmlive.com](http://www.ubmlive.com)

**12-13 Jun 2014**

## **SPAMEETING ASIA**

**Sheraton Saigon Hotel & Towers, Hồ Chí Minh-Ville, Vietnam**

The event will gather key buyers from Asia and worldwide suppliers from the spa industry. They will hold one-to-one business meetings for buyers and suppliers.

Tel: +33 (0)1 44 69 95 66

[www.spameeting.com](http://www.spameeting.com)

**14 Jun 2014**

## **Seven Star Global Luxury Award**

**Chateau Spa & Organic Wellness Resort, Malaysia**

The Seven Star Global Luxury Award serves as a guarantee to the luxury consumer



SPATEC Europe takes place between 7-10 May 2014 at the Sheraton Rhodes Resort in Rhodes, Greece

that the recipients are truly the best in the industry. Winners of the Signum Virtutis – the seal of excellence – will be announced during a black tie event. You can vote for the nominees and find out more details online [www.sevenstaraward.com](http://www.sevenstaraward.com)

**19 Jun 2014**

## **Forum HOTel&SPA**

**Four Seasons Hotel George V, Paris, France**

International event for news and information regarding the spa and hotel industry. Represents opportunity to be in contact with industry leaders, developers, Spa managers, hotel owners and directors and journalists from all over Europe.

Tel: +33 1 42 40 90 77

[www.forumhotspa.com](http://www.forumhotspa.com)

**10-12 Sept 2014**

## **Global Spa & Wellness Summit**

**Four Seasons Resort Marrakech, Morocco**

The annual GSWS will bring together the leaders and figureheads of the spa industry to help guide and shape the future of the spa and wellness industries in the years to come. Sessions include panel-led discussions, general sessions, small group breakout sessions, and hosted dining conversations.

Tel +1 212 716 1202

[www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)

**14-17 Sep 2014**

## **SPATEC Fall North America**

**Scottsdale, US**

SPATEC Fall 2014 will bring together the operators of the US's leading hotel resort, destination, athletic, medical and day spas with key domestic and international suppliers

to participate in a series of one-to-one meetings over two dedicated business days.

Tel +1 214 592 4270

[www.spatecna.com](http://www.spatecna.com)

**17-18 Sep 2014**

## **Hotel Investment Conference (Hot.E)**

**London, UK**

Hotel Investment Conference Europe (Hot.E) sessions focus on two things, the capital markets (debt and equity) and where the investment opportunities across the length and breadth of Europe are today.

Tel +1 714 540 9300

[www.europehotelconference.com](http://www.europehotelconference.com)

**18-20 Sep 2014**

## **World Spa & Well-being Convention 2014**

**Bangkok, Thailand**

A three-day trade exhibition and a two-day congress, focusing on Education and Standards & Innovation, the WSWC is setting new standards for the spa and well-being industry, helping to strengthen the industry for the future.

Tel: +66 2833 5126

[www.worldspawellbeing.com](http://www.worldspawellbeing.com)

**20-23 Sep 2014**

## **SPATEC Middle East 2014**

**Dubai, UAE**

SPATEC Middle East 2014 offers the most important spa operators of leading medium-to-large hotel resort, destination, athletic, medical and day spas from the Middle East region a place to meet with key leading domestic and international suppliers.

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# SPA

## BUSINESS MEETING

### ASIA

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## Charity at centre of Golden Door plans

The grounds of the exclusive Golden Door wellness resort in Escondido, California have increased from 377 acres to 600 acres as it bids to cultivate produce and become a respected food brand.

100 per cent of profits from the spa's hospitality and food sales will go to charity in line with the company's ethos to put greater focus on philanthropy.

The resort is home to the Japanese inn-themed spa – complete with Kitatsu water-therapy pool, sand garden meditation room, Japanese hot-tub, bath house and a priceless Asian art collection.

The Golden Door Spa's COO, Kathy Van Ness, told *Spa Business* there are no plans to expand the actual spa's facilities, adding that the 40-bedroom spa, spread between two villas, will retain its emphasis on privacy.

"This is never going to be a place that 100 people are going to come to together," said Van Ness.

"It is going to stay very private – with four staff to each guest. We have, however, doubled our property and we're expanding the business – looking specifically at our culinary options."



The 600 acres of land features 25 miles of hiking trails for guests of the spa

Strong demand from men has meant the spa has increased its four all-male weeks a year to five.

"Men book seven days and don't even bat their eyes. They don't want to know about the four-day stays. It can feel like a man camp – they play volleyball, golf, walk our new 25-mile hiking trails and do things like get facials. They are not going to do that sitting next to girls," Van Ness explained. "The all-male weeks are always sold out – I had to turn 10 men away this year – so we will probably go up to six weeks next year." Details: <http://lei.sr?a=g4z7Y>

## Loews Miami Beach teams with Exhale Spa

Loews Miami Beach Hotel have partnered with spa operator and lifestyle brand Exhale Spa for the soft opening of the hotel's new wellness centre, Exhale South Beach, on 1 April.

Set to officially open its doors on 1 May, the 790-bedroom resort's historic St. Moritz tower will house the 15,000sq ft (1,393sq m) spa – Exhale Spa's third Loews Hotel location following sites at both Loews Hollywood and Atlanta hotels.

"The opening of Exhale South Beach gives guests the opportunity to further enhance their resort experience, whether part of a group programme agenda, a vacation indulgence or a local resident coming to take a class," said Alex Tonarelli, managing director of Loews Miami Beach Hotel.

"We are pleased to welcome Exhale as our partner and look forward to introducing its renowned mind and body programme to our guests."

Exhale South Beach will feature 16 spa therapy rooms, a steamroom, whirlpool, mani-pedi



The new hotel and spa overlook the famous Miami South Beach

lounge and a 'mind body' studio for core fusion – a fitness programme focusing on core strength – and yoga classes. Weekly outdoor sports sessions on the beach will also be hosted by Exhale Spa.

Both hotel guests and Miami Beach residents are able to experience the spa's massages, facials, eastern healing therapies and a slimming therapy called 'deep detox'.

Founded in 2002, this is Exhale's second Miami location. Details: <http://lei.sr?a=N7v4p>

## Sun Valley Resort adds three-storey spa to its site in Idaho

Preparations for the construction of a new three-storey 20,000sq ft (1,858sq m) spa at Sun Valley Resort have begun, adding to the existing Sun Valley Lodge in Idaho, US.

Plans for the spa comprise 15 treatment rooms for individuals and couples, steam and sauna facilities, relaxation lounges, a yoga studio and a large fitness centre. The third floor will house four new guest suites – two that are approximately 1,100sq ft (102sq m) and two that are 600sq ft (55.74sq m).

The 485-bedroom hotel's existing heated outdoor pool will be reconstructed, without many changes to its appearance. A poolside cafe will feature on the lodge's expanded deck.

The lodge's existing spa area has been temporarily relocated and the Lodge Dining Room has been closed so that construction crews can work on the interior and exterior of the northerly wing of the lodge.

Details: <http://lei.sr?a=c5f6Q>



The full-service casino will also feature a spa

## Plans for Jamaica's own Vegas with Montego casino and resort

Plans have been unveiled for an ambitious integrated casino resort in Montego Bay, Jamaica, with the first phase of construction to include a 1,000-bedroom hotel complete with a health club and spa.

Resort developer Bob Trotta is behind the plans for the country's first Vegas-style casino resort, provisionally named Celebration Jamaica Hotel & Resort.

Work on the first phase of the scheme will start as early as Q3 2014, subject to planning permission and other permit approval, and will cost an estimated US\$450m (£269m, €325m) the developer said. Trotta is yet to reveal the architects working on the project.

Aside from the hotel and spa, several bars and restaurants as well as a marina and water complex are planned in the build.

The resort will be a year-round entertainment complex for tourists and locals with a full-service casino offering table gaming and slot machines. Details: <http://lei.sr?a=4q9h5>

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KEYWORD: **simon jersey**

## Dior-inspired uniform

The design of a new top by workwear brand Simon Jersey is based on Christian Dior's iconic peplum design from the 1940s. The top can be worn with skirts or trousers for a feminine look that – thanks to layering – is also designed to be comfortable.

The new colours for 2014 include plum and graphite grey, as well as classic black.

KEYWORD: **gharieni**

## Gharieni partners with Dornbracht

Gharieni – designer and manufacturer of high-end, luxury spa treatment tables – has joined forces with bathroom fittings specialist Dornbracht to create the Libra, a wet table which enables guests to shower lying down. The two companies have combined their expertise to create the innovative new product.

The heatable table is height- as well as front- and rear-adjustable, and comes equipped with a horizontal shower module with six recessed water bars. Users can choose from a variety of pre-programmed 'aqua choreographies' which offer either a balancing, an energising or a de-stressing effect. There's also a range of settings for water temperature, intensity and quantity.



PIC: ©SHUTTERSTOCK.COM/SUBBOTINA ANNA

## Spa Products Update

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## Elemis reveals its new Biotec skincare machine

Elemis has launched Biotec, its first machine and eight accompanying facials.

Biotec was developed to deliver treatments by fusing together machine-based technology with potent activator products and hands-on touch. The different technologies include ultrasonic peeling, microcurrent lifting, galvanic rejuvenation,

light therapy rebalancing and oxygen infusion. These are used across the eight new facials to provide tailor-made treatments.

The facials deal with improving skin radiance, lines and wrinkles and skin resurfacing as well as lifting, lessening blemishes, sensitivity and brightening. There's also a treatment available for men.

KEYWORDS: **elemis**

## Spabooker signs deals with Yelp and MapQuest

Josh McCarter (right), CEO of spa software company Spabooker has announced tie-ups with Yelp and MapQuest. Both deals are designed to enable spas to be more 'discoverable' and bookable.

Spabooker will give listings and real-time booking on Yelp to spas which use its software at no additional charge. When consumers book and pay through Yelp, the spas will be charged a nominal booking fee. The MapQuest partnership will enable spas to be bookable within MapQuest's local search and map. Scheduling will be powered by the Spabooker widget.

KEYWORD: **spabooker**



KEYWORD: zen-sations

## Zen-sations creates artful surroundings for spas

Zen-sations Arboreum specialises in photographing elements of nature – especially trees – that are high in energy.

The pieces, developed by environmental scientist Sergi Nogués and artist Albert Cuevas, form part of the company's latest creation – the Evolutive Wellness room.

Evolutive Wellness environments use the

still art panels of natural tree imagery as a backdrop and match them with coloured lighting, sound and scent for a sensory experience. The aim is to help guests connect with nature in a new way as they relax. The designs can be customised to a range of spaces and are suitable for use in spas, hotels, museums, sports and leisure facilities.

## Comfort Zone unveils new additions to Skin Regimen line

Comfort Zone's Skin Regimen anti-ageing product portfolio has seen the addition of two new formulations which make up the Skin Regimen Body line.

Skin Regimen Juvenate Body Scrub 230ml, a nourishing anti-ageing body scrub, and Skin Regimen Juvenate Body Cream 270ml, a total anti-ageing body cream, have been created to protect skin from the negative effects considered to be the main causes of ageing – inflammation, oxidation, glycation and methylation – and act to boost a slow metabolism.

The new line has been designed to oxygenate and nourish the skin, activate lipolysis and stimulate



microcirculation and collagen production. The result – says the company – is a fit, healthy body and a visible reduction in the circumference of the thighs and abdomen in just 30 days.

In addition, Comfort Zone has published a new book *Skin Regimen Body, Beauty and Health for the Body*.

The publication showcases the expertise of the company's multi-disciplinary scientific committee on the subject of the mechanisms which regulate the ageing process and offers useful lifestyle advice for fighting ageing, taking into consideration factors such as diet, exercise and sleep.

KEYWORD: comfort zone



KEYWORD: dalesauna

## Hot property from Dalesauna

Dalesauna has launched a sauna that combines infrared technology with a traditional sauna.

Developed for both the residential and commercial markets, the company's new Combi Sauna gives users the choice of two different heat experiences in the same sauna. The infrared element uses infrared light to heat the body directly, while the Finnish element relies on a traditional heat source to warm the air.

Gaining in popularity, infrared saunas provide a gentle, more soothing heat experience than traditional saunas and are very energy efficient. It takes just minutes for an infrared sauna to reach optimum temperature, making it more responsive, and because it only heats the body and not the air around it, Dalesauna says infrared uses 32 per cent less energy than conventional heating methods.



KEYWORD: lpg

## Ergolift gets a makeover

The updated Ergolift treatment head by LPG has been designed to be more effective in tightening sagging skin, improving fine lines and wrinkles as well as the radiance of the skin's complexion. The head, which uses micro-motor technology, is a key feature in LPG's new Endermolift anti-ageing facials. It has two settings, one for sensitive areas around the eyes, mouth and hands, and one for other face areas as well as the neck and décolletage.



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- Develop and maintain excellent relationships with all clients and members
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- Female candidate with Bachelor Degree and qualified to NVQ 3 level 3 beauty or equivalent
- Minimum 5 to 7 years working experience in managing large multi cultural teams with handling at least 50-75 customers daily
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# Conversion offers full thermal experience

*Continued from front cover*

Scheduled to open at the end of 2016, the €6.5m (US\$9m, £5.3m) 3,143sq m (33,830sq ft) spa conversion is set over three floors and will feature hot zones, cold zones and a spa area offering a total wellness experience.

The hot zone comprises three saunas, three Turkish baths and a Roman-style caldarium steamroom.

The spa features three cold zones with the first including experience showers, a tepidarium and frigidarium. Guests enter the cold frigidarium after using the caldarium and tepidarium, which are used to open the pores of the skin. The cold water of the frigidarium, which includes a cascading waterfall, will close up the pores following the caldarium/tepidarium experience.

A second, more modern cold zone includes a large interior bathing area, a leisure area, Aquagym and a large outdoor courtyard for relaxation plus a grotto and bar with sun terrace and a balcony.

The hospital conversion's spa-specific area will include a dry zone with three rooms for beauty treatments, four general treatment



Francisco Mangado has been appointed to convert the thermal bath facility

rooms, and a room offering Cellu M6 lipo-massage and endermolift treatments.

The spa's wet zone features four cabins with private baths and experience showers.

An outdoor treatment space is also included offering a patio with caldarium and tepidarium.

Francisco Mangado says that the plans will incorporate the original architecture of the former hospital while transforming it to accommodate a traditional thermal spa facility with all the features of a modern spa.

*Details: <http://lei.sr?a=9G8N5>*

## China looking to kickstart its wellness sector

A rapidly ageing Chinese society could be a new growth engine for health tourism in China, experts said at an international forum last week.

Globally, medical tourism is booming. An estimated six million people travel internationally each year to seek medical treatment, with the sector estimated to be worth around US\$100bn (£59.8bn, €72.4bn) in 2012, growing at an annual rate of 20-30 per cent.

The global wellness tourism market was worth nearly half a trillion dollars in 2013, representing 14 per cent of total global tourism revenues overall. The category could grow 9.9 per cent annually through to 2018 – nearly twice the rate of global tourism overall – reaching US\$680bn (£407bn, €492.6bn) by 2017, or 16 per cent of total tourism revenues worldwide.

The Chinese health sector is expected to grow to CNY800m (US\$129m, £77.4m, €93.4m) in 2020. It will be a powerful driver for domestic consumption and employment



The Chinese health sector is expected to grow to CNY800m by 2020

thanks to its expansive service and long industrial chain, according to Li Bin, head of the National Population and Family Planning Commission, speaking at the Boao Forum for Asia (BFA) 2014 Annual Conference.

"China has a number of advantages in developing the healthcare sector, such as low cost, rich tourism resources, swiftly advanced medical services, and traditional Chinese medicine is a global attraction," said Li.

*Details: <http://lei.sr?a=q2k7V>*

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W: [www.tspa.tw](http://www.tspa.tw)

### Thai Spa Association

T: +66 2168 7094 W: [www.thaispaassociation.com](http://www.thaispaassociation.com)

### Turkish Spa Association

T: +90 212 635 1201 W: [www.spa-turkey.com](http://www.spa-turkey.com)

### The UK Spa Association

T: +44 8707 800 787 W: [www.spabusinessassociation.co.uk](http://www.spabusinessassociation.co.uk)

### Ukrainian SPA Association

T: +38 044 253 74 79 W: [www.spaua.org](http://www.spaua.org)