

spa opportunities

23 MAY - 6 JUNE 2014 ISSUE 190

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Andrew Gibson sets sights on FRHI's spa strategies

The new vice president of spa and wellness at Fairmont Raffles Hotels International (FRHI), Andrew Gibson – formerly group director of spa at Mandarin Oriental – has revealed spa development strategies for the private company's three chains – Fairmont, Raffles and Swissôtel.

In an exclusive interview for *Spa Business* Q2 2014, Gibson explained that FRHI – owned by Doha-based Qatari Investment Authority and Saudi-based Kingdom Holding Company – will provide him with an opportunity to “play with some ideas that Mandarin Oriental might not have been so receptive to because it already had a very good tried and tested formula that it wanted to stick to,” Gibson commented.

FRHI is undergoing a period of reorganisation



Gibson Started his role at FRHI on January 14, replacing his friend Anne McCall Wilson

– regionalising its business instead of running the brands as separate entities – to help streamline the corporation for growth possibilities.

“Regionalisation reduces those overheads and also adds accountability. Plus, there’s an

understanding of cultural nuances at FRHI. Our head of the Middle East was born in the region, speaks Arabic and can go to Mecca. Imagine trying to have that kind of insight being based in Toronto, Canada [the headquarters of Fairmont],” said Gibson.

FRHI’s brand vice-presidents will work closely with these regional vice presidents to make sure the local spas uphold the individual hotel chains’ brand values.

“Raffles is about bespoke, boutique luxury and its goal is to provide ‘an oasis for the well-travelled customer,’” Gibson said.

“Translate all of those individual brand standards into spa and that means each spa facility will be custom-built for a particular location,” Gibson added. *Continued on back cover*

McCarthy appointed to Mandarin Oriental Group

Jeremy McCarthy, formerly Director of Global Spa Development and Operations at Starwood Hotel and Resorts has accepted a new position as Group Director of Spa for Mandarin Oriental Hotel Group. He will be based in Hong Kong, China.

He replaces Andrew Gibson who held the role at Mandarin Oriental from 2007 to January this year, when he moved on to take up the post of VP Spa and Wellness at Fairmont Raffles Hotels and Resorts (FRHI).

McCarthy started his career with 14 years as director of spa at Four Seasons before moving to Starwood. Details <http://lei.sr?a=m5k7P>

Middle East/Africa wellness hotting up

Although it’s currently the smallest global wellness travel market, the Middle East/African region will lead the industry charge as the largest driver of growth until 2017, according to newly-released research from the Global Wellness Tourism Congress (GWTC).

The survey, undertaken by SRI International for the GWTC, was released on May 7 at the Arabian Travel Market (ATM) event in Dubai. It offers separate analysis of the Middle East/North African and Sub-Saharan African markets. It found that the former ranks first in the world for tourism growth (16.2 per cent annually) with market expansion from US\$5.3bn (€3.8bn, £3.1bn) in 2012 to an expected US\$16.6bn (€11.9bn, £9.8bn) in 2017.

The Sub-Saharan African wellness tourism



The Atlantis, The Palm is a wellness hub in Dubai

market is forecast to grow by 12.6 per cent annually, from US\$2bn (€1.4bn, £1.2bn) in 2012 to US\$5.1bn (€3.7bn, £3bn) by 2017. This will be largely driven by South Africa, whose well-established spa and wellness destinations make it the pan-regional leader in terms of both trips and expenditures. Details: <http://lei.sr?a=V8N9f>

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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.

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SPATEC review: perfecting personnel

More than 150 spa-related businesses attended the eighth SPATEC Europe networking conference in Rhodes from 7-10 May, which focused heavily on the importance of employee engagement.

The educational seminar, led by John Frieda Salons' general manager Berni Hawkins, spotlighted employee engagement in spas worldwide – using research from the 2012 Gallup survey Engagement at Work of 1.4 million employees between 2007 and 2009. Gallup identified that businesses scoring highly for employee engagement had nearly double the odds of success. These results were based on a composite of financial, customer, retention, safety, quality, shrinkage and absenteeism metrics collected in two years.

Speaking exclusively to *Spa Opportunities*, FRHI's Andrew Gibson opined that spending



SPATEC team members: David Zarb Jenkins and Stephen Pace-Bonello

time on the recruitment of the right people is crucial for a spa's success, as they drive sales. "It's about that can-do attitude and presentation. No matter what culture someone comes from, it always starts with a smile," he said.

60 buyers and 90 suppliers took part in the meetings. *Details* <http://lei.sr?a=a5d9C>

'Plus size' spa category added to bookings site

UK spa bookings agency, spaseekers.com has introduced a 'plus size' spa category to its website to help visitors identify the nation's size-friendly wellness facilities.

The agency – which represents over 500 spas across the UK – has received an increasing number of customers requesting larger-sized bath robes, bigger towels and wider treatment couches. Some of these spas offer spacious individual changing rooms, larger shower cubicles for easier manoeuvring in addition to wider dining chairs without any arm rests.



The average woman in the UK is a size 16, but the average robe is a 10-12

Over 80 spas have initially signed up to feature in the new category, including luxury-branded Macdonald Hotels and Q Hotels. spaseekers.com expects the number of spas that will register under this category to rise to over 100 wellness facilities over the next two weeks.

"For our customers sake, we must meet the request of the average-sized lady [size 16] and above. We cannot be discriminatory towards women who wear a size 16 and above," Jason Goldberg, director and founder of spaseekers.com said – speaking to *Spa Opportunities*.

While retailers must meet demand, it could

be argued that wellness facilities should promote healthier lifestyles for their 'plus size' customers rather than capitalising on caloric afternoon tea and spa packages.

"Nowadays, spa breaks don't tend to focus so much on weight loss, but focus more on women getting away for a break and enjoying themselves via relaxation and not panicking about diets constantly," Goldberg said.

"We have enabled women to feel they can spa without feeling like an outcast for being large," Goldberg concluded. *Details:* <http://lei.sr?a=H7M6r>



Disney Resort, Orlando to open soon

The lakeside Four Seasons Resort Orlando at Walt Disney World is set to open for business in Q3 2014.

Four Seasons Hotels and Resorts entered into a joint venture with Silverstein Properties and Dune Real Estate partners to develop the resort's 444 guest rooms – including 68 suites. Construction began in December 2011.

Four Seasons bought the land from Disney in August 2008 and will retain a 30 per cent ownership interest in the project in addition to operating the resort.

Mexico City-based Grupo Financiero Inbursa – one of the largest banks in Mexico – agreed to provide US\$190m (€137, £113) in construction financing for the project.

There will be a 14,000sq ft (1,300sq m) 18-treatment room spa which includes two



The resort near to a natural Everglade sanctuary, filled with wildlife

couples' rooms and a beauty salon.

The spa comprises an experience shower – complete with an ice exfoliant feature – as well as a steamroom, separate private patios and whirlpools for men and women. There is also a 92ft (28m) oasis pool reserved for adults-only within the resort. *Details: <http://lei.sr?a=n5t4b>*

Princess Cruises' Regal Princess cruise debut

The Regal Princess, a luxury cruise ship owned by Princess Cruises, debuted on 16 May after completing successful sea trials earlier in April.

The new 141,000-tonne 3,600-passenger ship – sister to the Royal Princess cruise liner which was launched in 2013 – is preparing for its seven-day maiden voyage from Venice to Athens including stops in Corfu, Mykonos and a call to Istanbul, Turkey – for an overnight visit.

Constructed in the Fincantieri shipyard in Monfalcone, Italy, the ship will include a Lotus Spa & Enclave. Accessed via the atrium, the spa com-



The ship's original features include a promenade deck and outdoor pool

prises a hydrotherapy pool and accompanying rain shower. The spa's treatment rooms offer heated stone therapies, water beds, sensory showers with mood lighting and aromatherapy. Three of the treatment rooms offer a variety of heat-based experiences: a hammam, a caldarium and a laconium – a dry sauna. Products used in therapies are provided by Elemis.

It will also house a full-service salon – including teeth whitening stations, a barber shop and mani-pedi areas in addition to a relaxation room and 18 treatment rooms.

Furthermore, the spa contains a Scrub & Shine Bar, which provides passengers with sugar and salt scrubs in addition to two couples' rooms complete with whirlpools.

Similar to its sister ship, the Royal Princess, the Regal Princess has a large atrium and a cantilevered, glass-enclosed walkway that extends 28ft (8.5m) beyond the ship's edge and 128ft (39m) over the water. There will also be pool-side cabanas, a Princes Live! television studio, a pastry shop and a special private dining experience that surrounds diners in a curtain of light.

Details: <http://lei.sr?a=C4N8r>

Ritz-Carlton to operate hotel and apartments in Mumbai

Mumbai-based company Oberoi Realty has announced The Ritz-Carlton Hotel company as its hospitality partner for the 2.1 millionsq ft (0.2 millionsq m) mixed-use Worli Development in Worli District.

The two high-rise towers are being developed by Oasis Realty – a joint venture between Oberoi and Sahana Group. The project will include a 140-apartment tower and a mixed-use tower comprising commercial office space and the 280-key Ritz-Carlton hotel – which will feature an ocean-view bar, spa and banquet spaces.

The partnership between Oberoi Realty and Sahana Group is 50-50 for the hotel and 30-70 for the serviced residences.

Ritz-Carlton will manage the hotel and apartments in the adjacent tower – both expected to open late 2016 – for a period of 20 years. This will be the second Ritz-Carlton property in India after the opening of the Ritz-Carlton, Bangalore last year.

Details: <http://lei.sr?a=f4m5z>



Ciputra World Jakarta 2 will be complete in 2016

Raffles Hotel planned for 'megasuperblock' in Jakarta

An IDR15trn (US\$1.3bn, €937m, £768m) project in the business district of Jakarta, Indonesia, – described by developers as a "megasuperblock of buildings" – is to feature a range of leisure and spa facilities.

The 15-acre Ciputra World Jakarta project, owned by the Indonesian property developer, Ciputra Group, will feature 15 towers in three separate Ciputra World Jakarta clusters – all of which are which are currently under construction.

The first cluster consists of an office tower, a 180-bedroom Raffles Hotel Jakarta and a 11,840 sq ft (1,100sq m) Raffles Spa, with both expected to open in 2017. There will also be retail space, an art museum, a 1,200-seat auditorium, Ascott serviced residences and a tower for apartments. Ciputra World Jakarta 3 is the next development, expected to provide meeting space, and apartment towers, but the completion date is unknown. *Details: <http://lei.sr?a=q8U9q>*

Female-only spa owner jailed for attempting to bribe official

A businesswoman has been jailed for six months for offering a bribe to an inspector because she didn't want him to report she was still offering massages to men at her women-only spa in the Persian Gulf – despite having previously received a ban due to the prohibited practice.

On 5 May the 46-year old Chinese businesswoman, referred to as J.W, was fined AED2,000 (US\$545, €397, £322) by the Dubai Court of First Instance and will be deported after serving her prison sentence.

On 18 December J.W offered the Emirati inspector the same sum to give a positive report about her spa to get the ban lifted, with the verdict reflecting the charges.

The spa was contravening labour laws. Details: <http://lei.sr?a=b2Y4B>



The Aum Spa in Cebu has 14 treatment rooms

Five to seven hotels planned for Philippines by investors

Filinvest Development Corp. (FDC) led by Chinese Filipino entrepreneur Andrew Gotianun, is increasing its investments in the hospitality sector with five to seven hotels in the pipeline between now and 2017.

One such property is the five-star 192-key Crimson Resort and Spa in Boracay – an island 315km south of Manila in the Philippines. Set to open in 2017, it will have five dining outlets, a grand ballroom, an event pavilion, four swimming pools, 23 exclusive villa pools, a kids club and a range of sports, recreation and wellness facilities.

Other hotels – some of which are components of mixed-use developments – are planned for Binondo, Cubao, Ortigas and Tagaytay in the Philippines.

The Crimson hotel brand is FDC's high end option, Quest is the middle-income brand and there are plans to introduce a new brand in the lower income segment for some of the new hotel projects to complete the group's portfolio of hotel brands.

This will be the third Crimson Hotels & Resorts property in the country.

Details: <http://lei.sr?a=T6E3K>

Liz Terry: US spa franchises booming

The increasing number of massage franchise businesses in the US are drawing new types of consumers to the spa industry and accelerating the wellness sector's growth, according to *Spa Business* managing editor Liz Terry.

One example of rapidly expanding franchise businesses is market leader Massage Envy which reached the US\$1bn (€726m, £592m) turnover mark last year and will have more than 1,000 spa franchise businesses by the end of 2014.

New entrants in the US such as Massage Green Spa, Hand and Stone and Massage Luxe are also growing extremely quickly.

Writing in the Q2 edition of *Spa Business*, Terry highlights the need for an estimation of the value or volume of crossover business – the number of people who are introduced to the spa industry via a franchise and go on to become customers of full-service spas and vice versa.

Terry compares spa franchise businesses to her experiences in the health and fitness sector. "It seems likely the spa franchise market will turn out to be a similar shape to the health club sector by the time it reaches maturity," she says.

Spa franchise customers – like those belonging to health clubs – are prepared to travel 20-30 minutes for a treatment, and the spa franchise pricing models are similar to those deployed by volume health club operators, she adds.



Liz Terry compares spa franchises to health clubs

However the main question, Terry concludes, is whether spa franchises can be sustained without impacting full-service spas.

"In the health club industry, where budget offers have proliferated, they're starting to bed down to co-exist in a sustainable way with the high end operations, but have knocked the stuff out of the mid-market," says Terry.

Terry believes challenges to the spa franchise industry include effective quality control, market fatigue and employing enough well-trained staff to meet demand. Details: <http://lei.sr?a=5c9w5>

State of Qatar steps up employment reforms

The State of Qatar has announced it will replace the current sponsorship system for foreign employees with a system based on employment contracts to strengthen existing labour laws in time for the 2022 World Cup.

The reforms follow heavy scrutiny of working conditions in the country, attracting international focus and scrutiny ahead of the World Cup.

Data from the Global Wellness Tourism Congress (GWTC) – undertaken by SRI International – predicts the Middle East/North

African tourism market is set to experience market expansion from US\$5.3bn (€3.8bn, £3.1bn) in 2012 to US\$16.6bn (€11.9bn, £9.8bn) in 2017. With an expected addition of one million wellness trips to UAE from 2012 to 2017, the states will be focusing on the transparency of their employee relations.

Illegal passport confiscation will be penalised, employers will no longer be financially liable for their employee and if an employment contract is for a fixed term, employees



An e-government system will replace the current exit permit system

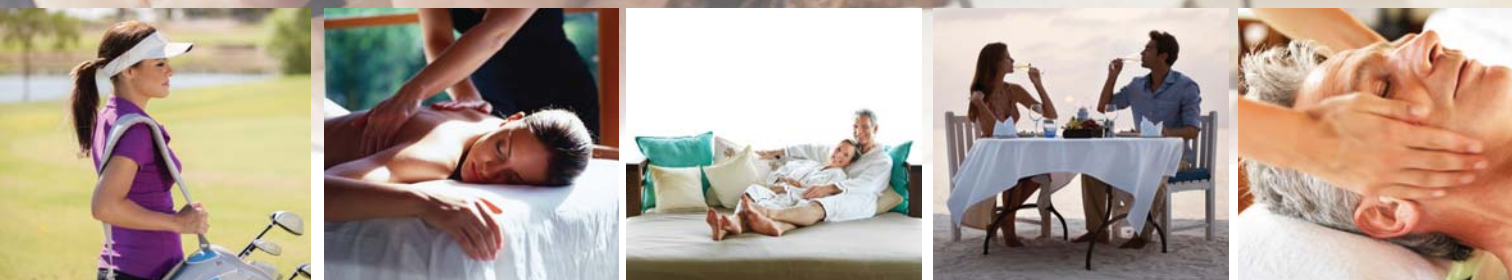
will be able to transfer to another employer at the end of that term. This is contrary to the current system of No Objection Certificates, which regulates the transfer of employees to different employers. The new automated system will automatically grant an exit permit to an employee following a 72-hour grace period.

Wages will be paid electronically to ensure transparency and a unified accommodation standard has been adopted.

Details: <http://lei.sr?a=H5j8h>

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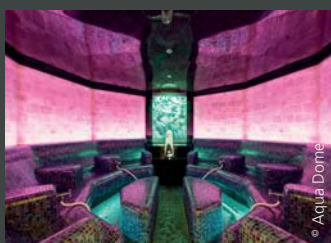
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Crete's Six Senses Spa hires doctors

The Six Senses Spa in Elounda on the Greek island of Crete has partnered with a local medical therapy company called Eucrasia to provide customised wellness programmes for guests from the Elounda Mare Hotel, Porto Elounda De Luxe Resort and Elounda Peninsula All Suite Hotel.

Maria Kavousanou, assistant spa manager for the island's 23-treatment room Six Senses Spa told *Spa Opportunities* at SPATEC that a group of Eucrasia's medical specialists would take over part of the spa three times this year. The first of these three medi-spa sessions began on 1 May.

"Spas are going through all kinds of changes and we need to replicate this diversity throughout all Six Senses Spas, across all of our programmes and properties," Kavousanou said.

This change manifests itself, for Six Senses, through the installation of psychologists, optometrists, nutritionists and many other kinds of doctors from Eucrasia, to offer a customised spa therapy experience.

Eucrasia specialists work to restore balance



Six Senses does not yet have plans to roll out this programme globally

to the status of guests' wellbeing by performing blood tests, DNA tests and through consultation with different medical specialists. Treatments are adjusted accordingly.

Based on Hippocratic theory, Eucrasia's aim is to create equilibrium - 'eucrasia' - between the body's four humors - fluid elements including blood, phlegm and black and yellow bile. This is done by creating a customised plan for the guest's emotional wellbeing, nutritional advice and educating the individual.

Details: <http://lei.sr?a=Z3V2G>

First ever wellness travel awards announced

Spafinder Wellness 365 has announced the first ever awards programme totally dedicated to spas, hotels, resorts and retreats offering wellness experiences.

The annual *Wellness Travel Awards* will be given to high-performing properties worldwide in numerous special categories, such as "Best for Getting Fit" and "Best New Wellness Travel Property."

Global wellness tourism has been identified as a growing trend in the industry and already represents one

in every seven tourism dollars, with the wider economic impact of global wellness tourism estimated at US\$1.3tn (€940bn, £768bn) a year.

By 2017, the tourism wellness market itself is expected to be worth US\$678.5bn (€490bn, £401bn) - reflecting nearly 50 per cent more growth than global tourism overall.

"People are redefining what they want when on vacation or travelling for business," said Spafinder Wellness 365 chief brand officer Mia



The awards will look at spas from across the globe, judged by 26 experts

Kyricos. "Our research shows they are clearly looking for transformative experiences and environments that leave them healthier when they check out than when they checked in."

Kyricos noted there is a vastly expanded map of travel destinations, from Chile to Cambodia, and choosing a property that offers healthier options is more complicated than simply booking a room.

Details: <http://lei.sr?a=q5T2n>

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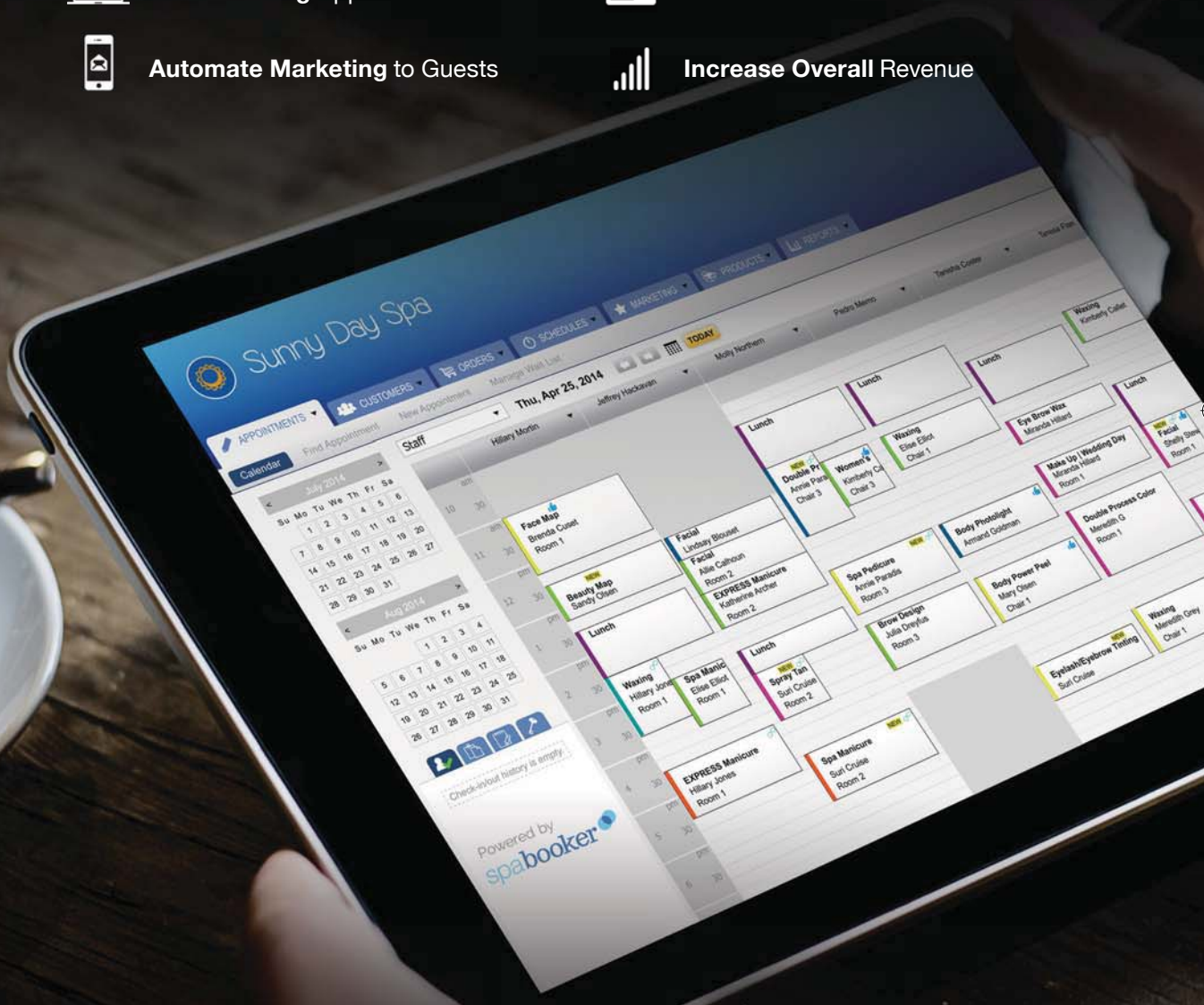
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14 Jun 2014

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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

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

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



12-13 Jun 2014

SPAMEETING ASIA

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

After a successful edition in Seoul last year, Spameeting Asia is on the way to gather key buyers from Asia and worldwide

suppliers from the spa industry in Hồ Chí Minh City in June 2014. They will hold one-to-one business meetings according to needs of both, buyers and suppliers from across the sector.

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

www.spameeting.com

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

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www.spatecna.com

17-18 Sep 2014

Hotel Investment Conference (Hot.E)

Jumeirah Carlton Tower, 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. One third of attendees in 2013 represented debt, equity and development companies.

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www.europehotelconference.com

18-20 Sep 2014

World Spa & Well-being Convention 2014

Bangkok, Thailand

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20-23 Sep 2014

SPATEC Middle East 2014

Dubai, UAE

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30 Sep-1 Oct 2014

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Palazzo Versace launch delayed again

The Dubai resort development, Palazzo Versace, has had its opening date pushed back by another 12 months, having originally been expected to launch in 2010.

Developer Enshaa Services Group has confirmed the AED2.3bn (US\$626m, €475m, £405m) Versace-branded resort will not open until the second half of 2014 – although it was expected to be ready by the end of 2013 after missing its original deadline.

Despite having been declared “80 per cent complete” in 2010, and with currently more than 1,300 tradesmen on-site, Enshaa did not give reasons for the further delay.

“A final treatment is being applied to the external facade work, landscape planting has begun and the fit out of this luxury property is well underway,” Versace CEO Gian Giacomo Ferraris told Arabian Business.

Development of the 214-bedroom resort – with 196 luxury condominiums, Salus Per Aquum-branded men and womens’ day



Enshaa took over the 214-bedroom and condo development in 2011

spas, plus salons and gyms – was taken over by Enshaa in 2011, when Versace’s former Australian joint venture partner, Sunland Group, took 100 per cent ownership of the only other Palazzo Versace in Australia. In doing so, Sunland Group relinquished its 50 per cent share in the under-construction development.

The 37,224sq m (400,675sq ft) site’s spas will offer facials, manicures, pedicures and both body and beauty treatments. There will also be a steamroom, sauna and indoor pool.

The resort also includes a Versace boutique, lagoon pool, sandy beach and pool bar.

Details: <http://lei.sr?a=P2h2D>

Accor gets a new global spa brand manager: Duarte Ramos

Accor Hotels has named Aldina Duarte Ramos as the director of its global wellness facilities. She will be filling a position that has been vacant for some time now.

Known for her role as president of the French Spa-A Association, which she will continue, Duarte Ramos will head up spa brand development for Accor. In this role she will oversee international openings and maintaining high quality performance across the hotels’ luxury brands.

Formerly the director of development for wellbeing activities across both of Accor’s luxury brands – Thalassa Sea & Spa and Sofitel – Duarte Ramos grew the Sofitel brand in her earlier role as the global resort & senior spa brand manager by creating So Spa and So FIT concepts which have been implemented across 40 countries.

She started working for Accor as a spa brand manager in 2004 – a role in which she created the first Accor spa concept and rolled 15 facilities across 10 countries.

Details: <http://lei.sr?a=s2W2B>

Moevenpick Hotels plans expansion into Africa

Moevenpick Hotels plans to create a spa management structure for its North African and Tunisian forays, according to the Jihen Derbel – spa manager for the Moevenpick Gammarth Tunis hotel.

“We are hoping to create a spa concept which harmonises the high standards and efficient procedures we employ in our facilities,” Derbel told *Spa Opportunities* in a meeting at SPATEC Europe 2014.

“Expansion opportunities in Africa are increasing and we need a better infra-

structure. Our customers are travelling and experiencing other kinds of spas so we want to make sure we are offering something unique. Demand has increased and we need a way to enforce the same methods across our portfolio of individual spas,” Derbel continued.

She explained that this new structure will mean treatments from some regions can be transported to Moevenpick Spas in other countries, providing renowned treatments globally.

“In Tunisia we use oriental products – such as black sand – in our hammams. With a new structure, we will be able to incorporate these



Jihen Derbel is the spa manager for Moevenpick Gammarth Tunis hotel

unique and often-unheard of treatments into our spas in Europe too,” Derbel added.

The African spa industry is growing, according to Derbel, and Moevenpick hopes to work with consultants and not-for-profit association A-Spa-Maroc to push for the implementation of a spa association which can regulate wellness facilities in North African countries.

Derbel also lamented the lack of schools for spa management in North Africa and she said that the only country in Africa which has its own spa association is South Africa.

Details: <http://lei.sr?a=N2F4b>



Gerald Forsythe is an auto racing magnate

Entrepreneur Gerald Forsythe buys Blue Harbor Resort & Spa

Chicago-based American entrepreneur Gerald Forsythe has acquired full ownership of the Blue Harbor Resort & Spa by Lake Michigan in Sheboygan, Wisconsin.

Known for been one of three men who owned the Champ Car World Series, Forsythe is an auto racing magnate who also owns the renowned Forsythe Championship Racing team, with co-owner Dan Pettit.

Following a partnership with the Massachusetts-based Claremont Companies to buy the resort in 2011 for US\$4.2m (€3m, £2.4m) from Great Wolf Resorts for renovation, Forsythe has bought the remaining ownership of the resort from Claremont. The terms of the transaction were not made available to the public.

The resort’s Reflections Spa currently includes five treatment rooms and a mani-pedi room, but Blue Harbor has announced the investment of an additional US\$1.7m (€1.2m, £1m) to the property in 2014.

Details: <http://lei.sr?a=v7G9e>



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- Optimize staff utilisation
- Develop and maintain excellent relationships with all clients and members
- Maintain high standards within the spa and oversee the staff to ensure smooth running of operations

Desired Skills and Experience

- 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
- Revenue Management and P&L responsibility
- Pre-opening experience will be an advantage
- Hands on experience on the concepts of missed opportunities and therapist productivity
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- Completion of accredited NVQ Level 3 or equivalent
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- Must be able to perform massage on both male and female clients
- Strong communication skills
- Ability to motivate and train staff with proven leadership qualities
- Ability to perform job functions with minimal supervision
- Ability to work cohesively with all salon areas & co-workers as part of a team
- Ability to schedule various services for individuals and large groups
- Retail purchasing and inventory
- Ability to follow budgetary guidelines

- Must be able to carry our scrubs and wraps
- Must be able to perform a minimum of 4 massages per shift
- Must be able to converse in English to interact with your guests, promote and sell our services
- Ability to focus attention on details

Desirable

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Andrew Gibson's FRHI spa strategies

Continued from cover

The main challenge for spas, according to Gibson, is getting the finer points right for each hotel. "If people want privacy, do we get rid of treadmills in the fitness centre so others can't see what you're doing?" he said. "If people want luxury, do we choose the best products in that particular market or do we maintain a specific product house?"

Since starting his job at FRHI on 14 January – taking over from his friend Anne McCall Wilson who has set up her own spa consultancy – Gibson admits his time is not solely dedicated to branding.

"There's no 'first thing' to work on as I've jumped feet first into the deep end of the pool," he said, adding that he's recruiting currently.

The main difference between Gibson's role at Mandarin Oriental and FRHI is that the latter company is: "much more strategic and focused on motivating teams to perform," he said.

One of these strategies includes the



Anne McCall Wilson left FRHI to set up an independent consultancy

possibility of making all FRHI spas in-house, rather than bringing in a third party operator. "I won't give a definitive answer, but what I will say is: why would you want to outsource a spa if you have the expertise in-house?" he adds.

Content with his decision, Gibson said he was very happy at Mandarin Oriental, but "having been at FRHI for only a short while, I know I've made the right move."

Details: <http://lei.sr?a=y2G9Z>

Kempinski The Spa heads to African rainforest

Kempinski The Spa will branch out into Central Africa with the launch of a new location at the Equatorial Guinea Conference and Golf Hotel.

The 450-bedroom hotel is one of many new-builds taking place in the heart of Equatorial Guinea's rainforest, as part of president Teodoro Obiang's ambitious plans to make the rapidly-forming city of Oyala – the country's new capital – replacing Malabo.

Scheduled to open in Q4 2014, the spa will be designed and operated by Resense – a joint venture between Kempinski Hotels and spa consultancy Raison d'Etre, which was founded in 2009.

The 750sq m (8,073sq ft) spa will feature four single treatment suites, a wet area with sauna, steam and experience showers, fully-equipped fitness studio and large indoor swimming pool with relaxation area and whirlpools. A championship golf course and tennis courts will also feature, with the spa providing a range of golf-inspired treatments to help guests soothe away aches and pains from a day on the green.



The new spa will capitalise on tourism in the new capital city of Oyala

According to Resense, the new facility will emulate the Kempinski The Spa philosophy, whereby spa treatments are inspired by the European cycle of the seasons. Therapists begin each treatment with a consultation to identify the guest's needs and objectives before creating a personalised treatment geared towards relaxation, detox, balancing or energising.

In addition to its 450 bedrooms and suites, the hotel complex will feature 50 private four-bedroom villas and a 1,200 person banquet room. Details: <http://lei.sr?a=P9D2Y>

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)

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