

spa opportunities

20 JUNE - 03 JULY 2014 ISSUE 192

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Aqua Sana spa unveiled at Center Parcs Woburn Forest

The long-awaited 22-treatment room and 25-experience room Aqua Sana spa has launched at the Center Parcs Woburn Forest resort in Bedfordshire, UK.

The giant 7,000sq m (75,347sq ft) wellness facility occupies three floors, costing £17.5m (\$29.7m, €22m) to construct, while the entire resort cost £255m (\$433m, €320m).

Woburn Construction director, Don Camilleri, explained that the concept for this spa was established in 1999, by Schletterer Wellness & Spa Design and Sparc Studio. After many planning application stops and starts, the financial crisis meant construction was put on hold.

"During this period of time I was able to do far more research, for example I had time to source and sample a range of ceramics from



One of the many steamrooms in the Aqua Sana spa features pink salt from the Himalayas

Spain," Camilleri told *Spa Opportunities*.

In 2011, the design was finally ready and developers broke ground in May 2012.

While Camilleri hinted at the possibility of a future Center Parcs project in Ireland, the

villages' group spa manager, Kerry Fenton-Kent, discussed the unlikelihood of any future Center Parcs in the UK.

"We need to watch, wait and listen to feedback from our guests for proof of concept at this Aqua Sana – to see whether we should adopt this new approach in our existing spas at Sherwood Forest, Whinfell, Elveden and Longleat," Fenton-Kent said.

"This is a social spa, rather than a holistic results-driven facility. We want people to come and enjoy group experiences here. This Aqua

Sana spa is dissimilar to any of our others because it takes advantage of specific zones where guests can spend time together – our other spas are all more open-plan."

Details: <http://lei.sr?a=b8W6S>

Buyers and suppliers unite at Spameeting Asia

Spa industry buyers from Asia and worldwide suppliers gathered to do business and learn about the latest industry developments at Spameeting Asia in Vietnam from 12-13 June.

Three key speakers delivered lectures over the two-day event, with the topics focused on employee engagement, differentiating to survive in an increasingly generic marketplace, and the need for efficient and sustainable operations. First, group director of operations at GOCO Hospitality Thomas Wurzing gave a speech on the importance of staff selection, training, empowerment and motivation. *Continued on back cover*

GSWS 2014: Further details are revealed

The Global Spa & Wellness Summit (GSWS) has announced the highlights of its 8th annual event, the theme of which is "Fast Forward" – taking place from 10-12 September at the Four Seasons Resort Marrakech, Morocco.

As the Summit kicks off with panels, talks and workshops, the second annual Wellness Tourism Congress (GWTC) will run concurrently on 10 September. It will focus on how the spa and wellness industry can help to further drive the recognition of its importance, both at global and national levels.

International tourism trends will be discussed by Yolanda Perdomo, director of the UNWTO Affiliate Members Programme. Peter Greenberg, travel editor for CBS news will be taping his radio show on-site – interviewing



Author and media personality Alexis Jones will host

a panel of tourism ministers. Jean-Claude Baumgarten, former president of the World Travel & Tourism Council will join Greenberg on stage to discuss the wellness tourism industry. A collection of Ministers of Tourism will attend to explain the impact that wellness tourism is having on their respective regions.

Continued on back cover

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

Subscriptions

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

Editor

Liz Terry +44(0)1462 431385

Head of news

Jak Phillips +44(0)1462 471938

Journalists

Tom Anstey +44(0)1462 471916
Helen Andrews +44 (0)1462 471902

Product editor

Jason Holland +44(0)1462 471922

Design

Ed Gallagher +44(0)1905 20198

Internet

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

Publisher

Astrid Ros +44(0)1462 471911

Publisher, Attractions

Julie Badrick 01462 471919

Associate publishers

Ricky Popat +44(0)1462 471908
Simon Hinksman +44(0)1462 471905
Annie Lovell +44(0)1462 471901
Jed Taylor +44(0)1462 471914
Paul Thorman +44(0)1462 471904

Property desk

Simon Hinksman +44(0)1462 471905

Financial Administrator

Denise Adams +44(0)1462 471930

Circulation Manager

Michael Emmerson +44(0)1462 471932

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Conde Nast in 'hostile' approach

Consumer lifestyle magazine *Conde Nast Traveller* – the UK edition of the global travel magazine – has announced it's developing a new online service called *The Spa Finder* – a name closely mimicking that of spa industry stalwart Spafinder.

The new service is scheduled to launch later this month in partnership with spa tour operator, Healing Holidays, although sources told *Spa Opportunities* that the launch has been delayed, due to the scale of the project.

Spafinder – headquartered in New York City – launched in 1986 and has developed publishing, gift card and spa search and marketing businesses. It has subsequently grown into a global operation, with offices located in Europe, Canada and Japan.

Spa Opportunities editor Liz Terry said: "However you look at it, this is extremely damaging for Conde Nast's reputation. If they were aware they were adopting the same name as an existing and well-established business, the behaviour is a cynical, unethical and aggressive attempt to trade off the goodwill of Spafinder. If



Spafinder CEO Pete Ellis: the matter is in the hands of lawyers

they were not aware, then they were inexcusably sloppy in their product development planning.

She added: "Spafinder is a well-known business that has made a great contribution to this industry with its support of the Global Spa and Wellness Summit and other initiatives. I'm confident the industry will unite in its defence, making it difficult for Conde Nast to succeed." At the time of going to press, CEO of Spafinder Pete Ellis was unavailable for comment. The matter is understood to be in the hands of Spafinder's lawyers. *Details:* <http://lei.sr?a=X5G5H>

Park Hyatt cashes in with hotel in former bank

The first Park Hyatt hotel in Vienna, Austria, has debuted after a two-year top-to-bottom renovation and restoration of a 100-year-old building that formerly served as the headquarters of the Austrian Hungarian Monarchy Bank.

Situated in Vienna's First District, a UNESCO World Heritage Site, the 143-bedroom hotel has been redesigned by the Dutch interior design company FJStijl to include a 10,000sq ft (929sq m) Arany Spa in what used to be the bank's "treasure room". The name "Arany" – from the Hungarian word gold – reflects the spa's location.

Spread over two floors, the spa features six treatment rooms, one of which is a couples' room with private changing facilities.

What was once the bank's vault is now a 160sq ft (15sq m) pool within the spa.

Fitness facilities, connected to the spa, include Technogym equipment and a separate wet area with sauna, steamroom, sanarium,



The hotel is minutes from St Stephen's Cathedral and Hofburg Palace

vitality shower, and relaxation zone – all of which are also accessible to non-hotel guests.

"Vienna was a priority development location for us, along with other gateway cities in western Europe where our guests are increasingly travelling," said Peter Norman, senior vice president of acquisitions and development for Europe, Africa and the Middle East.

Details: <http://lei.sr?a=F4n3Y>



Canyon Ranch plans destination resort

US wellness group Canyon Ranch has announced plans for its first resort on foreign soil – an integrative retreat on the Malaysian island Bintan.

The company, which operates high-profile facilities across the US, told *Spa Opportunities* that it already considers its SpaClub facilities on cruise ships to be international, but that this would be the first fixed overseas location, with more announcements expected this year.

Bintan is the largest of 3,200 islands that make up the Riau Island Archipelago and is accessible via a 45-minute high-speed ferry ride caught from the southern shore of Singapore.

Canyon Ranch Bintan – which is being developed by Malaysian firm Landmarks Berhad and will be operated by Canyon Ranch – consists of 64 hotel suites and 64 villas and is expected to open by Q3 of 2016. The destination resort lies within the island's Treasure Bay development, sandwiched by natural mangroves and white sand. Residents and guests will have access to a range of classes and consultations



The north side of Bintan is commonly referred to as the 'resort district'

encompassing the five pillars that make up the Canyon Ranch wellness philosophy.

Details are sparse for the currently under-design integrative health and spa facility, but Canyon Ranch says it will offer private medical consultations; fitness activities; and pampering, as well as therapeutic skincare and body treatments. The spa's cornerstone will be Aquavana – an aqua thermal oasis with experiential rains, herbal laconium, a chill room and crystal steamroom focused on the concept of "healing by water." *Details:* <http://lei.sr?a=v7j2n>

Six Senses' first EU resort to be ready Q2 2015

Six Senses is to unveil its first European resort during Q2 of 2015 in the Portuguese UNESCO World Heritage area of Douro Valley, home to sun-kissed grapevine-filled terraces and the River Douro.

The 19-acre (eight hectare) resort will feature a 24,000sq ft (2,230sq m) Six Senses Spa with 10 treatment rooms. Specialty treatments and multi-day programmes will contain locally-inspired therapies – some of which will be wine-based, similar to those at the recently-launched Epicurean Hotel in Florida.

The spa will also include the Six Senses Visiting Practitioner Programme, where more than 100 eminent wellness healers, practitioners and experts will provide consultations.

The group's Six Senses Yogic Programmes will also be added to the menu, appealing to different levels of yoga practitioners.

Other spa facilities include a heated indoor pool with water jets, a heated outdoor pool and



The resort is just 20 miles (33km) from Vila Real Airport

bar, a gym and a separate recreational on-site tennis court, plus a selection of restaurants.

The 19th Century architecture property, with signature Six Senses contemporary interior design, will comprise 71 guest rooms and suites which range from Valley, Spa and River rooms to suites and villas with one, two and three bedrooms. The visual aspects of the resort were overseen by Clodagh Design.

Details: <http://lei.sr?a=j8U5r>

Qantas adds spa products to first class airport lounges

Australian airline operator Qantas is seeking to refresh its spa offerings at both of its Sydney and Melbourne first class lounges with a range of new treatments based on products from Aurora Spa Rituals.

The spas at the airline's first class lounges are now operated by Aurora Spa, with the new approaches at Sydney and Melbourne seeking to cut previous treatment times to fit in more customers before they fly.

Treatments now last 20 minutes instead of the previous 30 to 50 minutes, with the range covering everything from massages, facials for both men and women, foot therapies and signature treatments.

The offerings incorporate Aurora products like body cleansers, shampoos and conditioners, which can now be found in the Qantas Sydney and Melbourne Business Lounges, plus Hong Kong and Singapore. *Details:* <http://lei.sr?a=t7j3T>



Daniella Russell from dR Global spa consultancy

Dubai healthcare laws 'too tough on existing masseurs'

Previously qualified beauty and massage therapists are struggling to meet the regulatory requirements of the Dubai Health Authority's (DHA) professional licensing unification laws for medical practitioners – launched in 2013 – according to Daniella Russell, director of dR Global, a spa consultancy, training and distribution company.

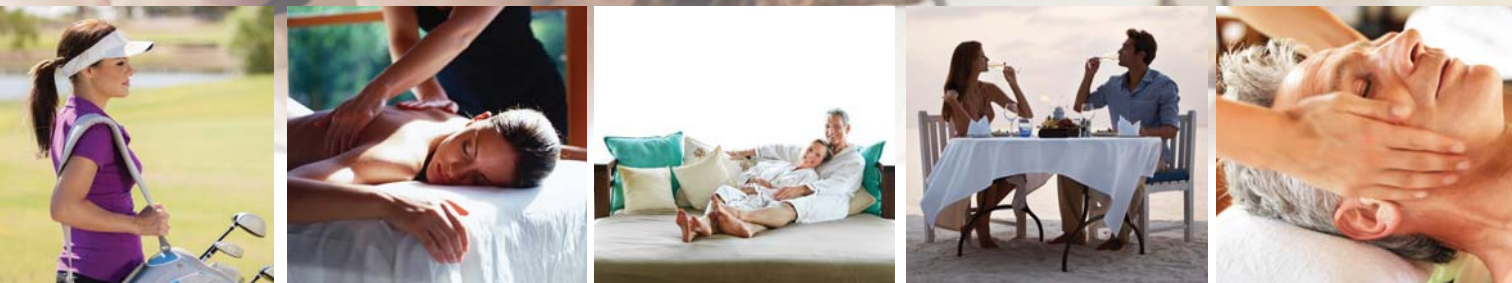
"It seems that the DHA are now considering removing the computer-based Prometric Testing that they implemented for existing, qualified beauty and massage therapists," Russell said. "This will make it easier for these people to meet regulatory standards as the Prometric Tests were difficult because they were very medical."

The laws bring together all rules and regulations pertaining to the health sector under one remit and incorporate several updates in line with international practices, designed to boost industry standards.

Details: <http://lei.sr?a=r6E5y>

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Bahamas One&Only Ocean Club sold

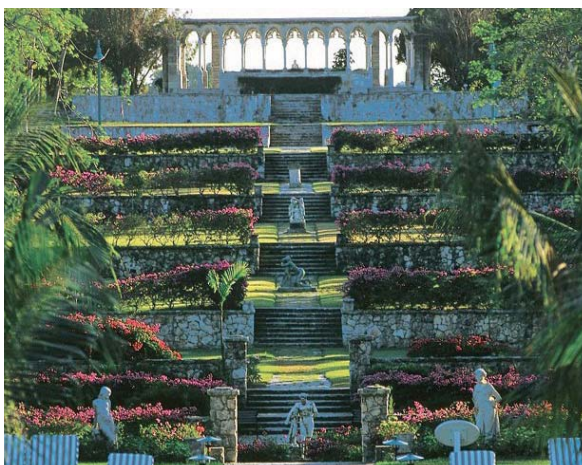
The One&Only Ocean Club situated on Paradise Island in The Bahamas has been acquired by US-based Access Industries, having previously been sold to Brookfield Asset Management back in 2011.

The 150-guestroom One&Only resort, located on a 36-acre (14.6 hectare) beachfront site, overlooks the Atlantic Ocean and features three restaurants, two outdoor pools, a One&Only spa, fitness centre, six tennis courts and two meeting space venues, in addition to several outdoor function spaces.

The property continues to be managed by the original owners, Kerzner International, who sold its facilities – retaining operation contracts with new buyers – as part of its strategy to become a management company.

As part of the transaction, Access has also purchased additional property situated on the beachfront with a view to future development.

“We will invest in and continue to enhance the property to provide discerning global travellers the ultimate luxury experience in the



The resort will continue to operate under the One&Only brand

Caribbean,” said Jonah Sonnenborn, head of real estate at Access. “We are looking forward to working with our neighbours on Paradise Island, as well as the Bahamian government and Kerzner at this distinctive property.”

Kerzner, developers and operators of destination resorts, casinos and luxury hotels, continues to own the One&Only brand names and retains the right to develop additional resort properties under this name.

Details: <http://lei.sr?a=g5u6m>

Resense welcomes new COO David Long

International spa brand Resense has announced the addition of its new chief operating officer David Long.

Prior to joining Resense, Long worked for NStyle in the UAE as a business development consultant and has more than 25 years’ experience in the wellness industry.

“David’s expert leadership of Resense’s operations, training and spa managers is critical to the success and performance of our spas around the world,” read the statement issued by Resense.

“David’s experience and willingness to drive the performance of our spas make him a real asset to the team,” commented Kasha Shillington, Resense CEO.

Long is a graduate of the UK’s Manchester Metropolitan University with an HND in business and a Diploma in sport coaching. He has led spa and wellness projects in the Middle East, Europe, Southeast Asia and China. After managing a number of large health clubs, Long



Long has previously managed spas right across the globe

was in charge of the pre-opening and operation of a number of international spas – including Jordan Valley Marriott Dead Sea & Spa, Shangri-La Pudong in China and the ESPA located at the Ritz-Carlton Powerscourt.

He has also overseen a portfolio which included One & Only, The Address, The Leela Palace Hotel & Resorts and Aldar Hospitality & Hotels.

Details: <http://lei.sr?a=R6c4p>

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UK spa unveils ambitious £25m expansion plans for beachfront

St Michael's Hotel and Spa in Cornwall, UK, has revealed £25m (US\$41.9m, €30.9m) plans to expand its facility into a progressive complex featuring new wellness and health offerings, hotel suites, restaurants, plus apartments and woodland eco lodges.

The project would see the current hotel and spa become part of a larger facility using the site of the former Falmouth Beach hotel, which suffered fire damage in 2012.

Using designs created by Cornish architects Poynton Bradbury Wynter Cole, the site is planned to be an iconic beachfront development resembling an ocean liner.

The St Michael's Spa & Wellness Resort would encompass a new destination spa featuring seven treatment rooms, a spa garden with outdoor Finnish sauna, a beauty salon, a swimming pool with extensive relaxation areas and a new conservatory.

Details: <http://lei.sr?a=q8F6B>



The new site will have a Mandarin Oriental Spa

Mandarin Oriental prepares for new location in Manila

Mandarin Oriental Hotel Group plans to replace its existing property in Makati City, the Philippines, with a new hotel in a mixed-use development set for 2020.

Mandarin Oriental Hotel Group has signed a long-term management contract with developer and owner Ayala Land Hotel & Resorts to brand and manage the new luxury hotel, set to include 275-bedrooms.

At the same time, Mandarin Oriental announced the closure of the existing Mandarin Oriental Manila on Makati Avenue, scheduled for later this year.

"Mandarin Oriental, Manila has been recognised as one of the city's most iconic hotels since its opening in 1976 and the Group wishes to express its sincere appreciation to all colleagues for their legendary service and support over the years," said Torsten van Dulleman, general manager of the hotel.

Details: <http://lei.sr?a=N7u9Y>

Hyatt Andaz hotel towers over Tokyo

Hyatt has announced the official opening of the Andaz Tokyo Toranomon Hills hotel, boasting vertiginous views over Japan's capital from the top six floors of the 52-storey Toranomon Hills tower.

The twelfth hotel to join the Andaz brand was developed as part of an urban engineering project integrating central Tokyo with the bay area, in works that will later link to the Tokyo 2020 Olympic Village.

The hotel has teamed up with the AO Spa & Club – which occupies the 37th floor of the tower – to offer guests a range of wellness facilities. The 1,350sq m (14,350sq ft) spa and fitness centre overlooks the Imperial Palace grounds and features a 65 ft (20m) swimming pool, a unique carbonated bath, floating jet bath and a fully-equipped fitness suite facility in addition to five spa treatment rooms.

AO Spa offers a tailor-made treatment approach called "Jiyujizai," a Japanese term meaning "your creation." Products are chosen to reflect the indigenous botanicals of Mount Fuji and surrounding areas, featuring a wide

variety of fresh fruit, fresh and dry herbs and natural minerals such as salt and clay. The spa is also introducing an immediate results-orientated European skincare line called Natura Bisse, to suit demanding Tokyo lifestyles.

The Andaz hotel itself contains 164 guestrooms, including eight suites spread throughout floors 47 to 50. Floor 51 will host the Andaz dining facilities, with 5m (16ft) floor-to-ceiling windows providing a panoramic perspective of the Japanese capital.

Details: <http://lei.sr?a=5S6g3>



The affiliated AO Spa & Club features traditional Japanese decor

Mayo Clinic joins Apple for HealthKit platform

After much speculation, Apple has confirmed at its Worldwide Developers Conference (WWDC) in San Francisco, California that it plans to soon launch a native health tracking platform.

The tracker – dubbed HealthKit – comes with a user-facing app simply called "Health," and will feature a number of high-profile collaborations that Apple hopes will break new ground in the fledgling mobile health apps and fitness trackers sector.

The tech giant is working with renowned US health provider Mayo Clinic to integrate medical information via the new platform, which will be part of its new operating system iOS 8 for both iPhones and iPads.

Apple will also consolidate heart rate, blood pressure, weight and more from apps and devices, including from collaborator Nike.

"Developers have created a vast array of healthcare devices and accompanying applications, everything from monitoring your

activity level, to your heart rate, to your weight, as well as chronic medical conditions like high blood pressure and diabetes." Apple senior vice president of Software Engineering Craig Federighi said at the recent event.

Despite the announcements, there was no news on whether the long-awaited "iWatch" will soon be coming to market, with rival Samsung having stolen a march through its Gear 2 smartwatch. **Details:** <http://lei.sr?a=N5h2E>



Apple's HealthKit is on the way, but the "iWatch" remains elusive

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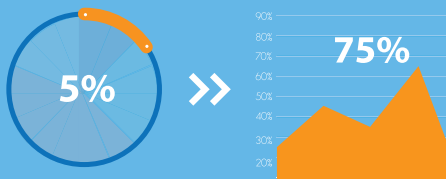
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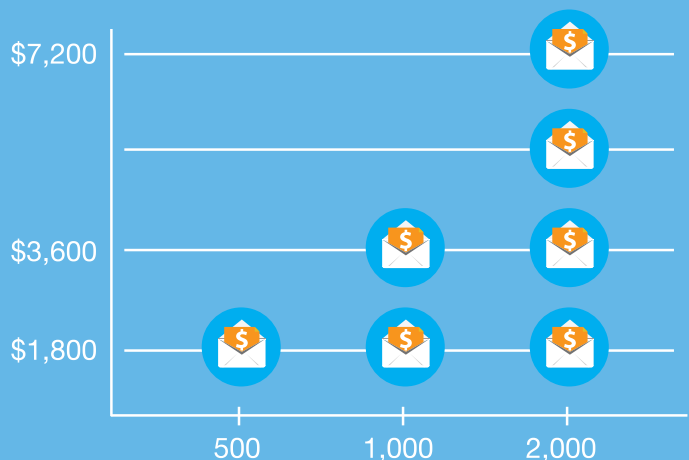


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DIARY DATES

27-28 Jul 2014

Les Nouvelles Esthetiques Spa Conference

The Maslow Hotel, Sandton,
Johannesburg, South Africa

Les Nouvelles Esthetiques magazine was established in Paris in 1952 and is published in 30 countries. The South African edition was launched in 2002 and its annual conference has become a key educational programme for spa, wellness and hospitality professionals.

Tel: +27 11 447 9959

www.lesnouvelles.co.za

23-24 Aug 2014

Sydney International Spa & Beauty Expo

Sydney Exhibition Centre, Glebe Island,
Sydney, Australia

The Sydney International Spa & Beauty Expo is a key event for the country's spa and beauty industries. Professionals from both sectors and at all levels have a unique opportunity to source and experience the latest beauty products, treatments, ideas and equipment from and suppliers.

Tel: +61 2 9422 2535

www.internationalbeautyexpo.com.au

9-11 Sep 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 innovative concepts to market.

Tel: +1 609 759 4700

www.ubmlive.com

10-12 Sep 2014

Cosmeeting Paris

Porte de Versailles, Paris, France

A Spa Corner will be incorporated into this trade show featuring over 230 exhibitors.

Other zones will include Nat&Bio, for natural products; the Cosmeeting showcase; Zoom for new emerging brands; and Cosmeeting Colour for ethnic beauty suppliers.

Tel: +33 1 44 69 95 69

www.cosmeeting.com

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



Spa China Summit 2014 brings suppliers to meet with the hotel Spa, day Spa and medspa project holders

21-23 Aug 2014

SpaChina Summit & Awards

The Ritz-Carlton, Chengdu, China

The seventh Spa China Summit is a three-day event aimed at the country's spa professionals, owners, investors and suppliers. It will include speeches by

top experts, workshops and networking sessions. Held alongside the summit, the fifth SpaChina Awards ceremony recognises leaders and innovators in China's spa industry.

Tel: +86 21 5385 8951

www.spachina.com

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

Tel: +1 214 592 4270

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.

Tel: +1 714 540 9300

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 operational standards, helping to strengthen the industry for the future.

Tel: +66 2833 5126

www.worldspawellbeing.com

20-23 Sep 2014

SPATEC Middle East 2014

Dubai, UAE

SPATEC Middle East 2014 offers the most important spa operators from the Middle East region a place to meet with key leading domestic and international suppliers.

Tel: +356 9944 8862

www.spatecme.com

30 Sep-1 Oct 2014

Spameeting Europe 2014

Radisson Blu Hotels & Resorts, Dubrovnik
Sun Garden, Croatia

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Tel: +33 1 44 69 97 67

www.spameeting.com

13-15 Oct 2014

ISPA Conference and Expo 2014

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Challenger 1, IMPACT Exhibition Center
Bangkok, Thailand

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- Celebrate the 2014 Thailand Spa & Well-being Awards which rewards the most outstanding brands/services in the Thai Spa industry



For more information, please contact

☎ +66 (0) 2833 5126

✉ JanzN@impact.co.th, info@worldspawellbeing.com
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Hilton eyes Middle East beach resort

Hilton Worldwide has teamed up with investors Al-Rayyan Hospitality to develop what they say will be the largest beach resort in the Middle East at Salwa Beach in Qatar, providing guests sweeping views of the Arabian Gulf.

The 362-key Hilton Salwa Beach Resort & Villas, Qatar, will be built on 104 hectares (257 acres) of land, including coastline, in southwest Qatar.

"We sought an internationally recognised brand to match our strategy to create a resort destination with the very best facilities and service," said Mohammed Mutlaq Al-Qahtani, group executive manager of Al Rayyan Hospitality.

Located 97km (60 miles) from Qatar's capital city, Doha, the hotel will form the centrepiece of the resort which will include amenities extending along both sides of the hotel and the full length of the development's shoreline.

The resort will feature a 2,800sq m (30,139sq ft) health club and spa, plus several outdoor pools, in addition to meeting and event space.



The coastal resort will be 97km (60 miles) from the capital Doha

The main Hilton hotel building, which will reflect authentic Arabian architectural features, will include two 1,000sq m (10,764sq ft) presidential suites. Two small villages of family villas – one with 84 villas and the other comprising 32 – will flank the main building.

Other facilities to be incorporated will include a waterpark, a luxury marina and yacht club, a dive centre and a choice of 13 restaurants, bars and lounges.

Details: <http://lei.sr?a=p7g9c>

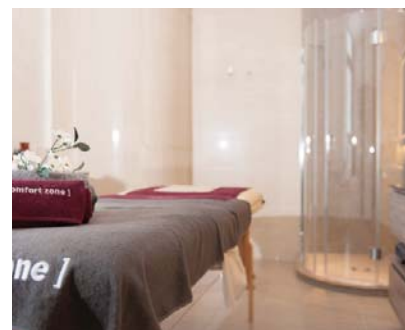
Mosaic Spa & Health Clubs trials spa cardholder scheme

Mosaic Spa & Health Clubs has launched a new spa cardholder scheme at the company's Blofield Heath Imagine spa in Norfolk, UK.

Owned by Blue Sky Leisure, the Mosaic-operated Imagine Spa will allow cardholders to enjoy the same unlimited use of its spa facilities as they would a health club.

For a monthly fee of £65 (\$109, €81), which equates to the price of a single massage, guests will have unlimited access to the Fire and Ice experience, a complimentary glass of champagne, a 30-minute wellness session and £30 credit towards any treatment monthly, in addition to 20 per cent off all products and 15 per cent off food.

"We've seen rapid growth in the spa industry over the past few years, which we attribute, in part, to our guests who see their spa experience as an integral part of their overall wellness regime and not just an occasional indulgence," said Dave Courteen, managing director of Mosaic Spa & Health Clubs. Details: <http://lei.sr?a=G9h6g>



The Valeas Club uses Comfort Zone products

£18m fitness club and spa opens in Rome's Pomezia

The €18m (US\$24m £14.6m) Valeas Club in Rome – a health club that combines culture, business, sport and well-being – has opened in the municipality of Pomezia.

Designed by architect Lucio Blancodini, developed by owner Angelo Di Tullio and operated in-house, the centre comprises a physical activity area, Valeas Beauty Centre, spa and Physio-Hydrotherapy Studio.

The spa, built around a Zen garden, is based on the ancient Roman bathing experience and includes a hydrotherapy pool, bio sauna, steamroom, salt grotto, spa pools and hot fountains, plus a range of experience showers and different relaxation zones.

The spa is directly connected to the Valeas Beauty Centre, where the various treatments on offer are carried out using Comfort Zone products.

Details: <http://lei.sr?a=t3a7t>

Hard Rock Cafe debuts rhythmic treatments

Hard Rock Hotels & Casinos has reinvented its Rock Spa treatments with a brand new music-centric spa menu, titled Rhythm and Motion, utilising amplified vibrations, pressures and patterns as the foundations of its treatments – designed to inspire spa-goers to 'Live Hard, Purify Harder'.

Hard Rock claims these new, 'fully immersive' music treatments are the first in the world which take guests on a rhythmic massage journey. Bass vibrations ripple through the massage table

as treble beats descend from above, sending pulses coursing through the body.

"Hard Rock is the only brand bold enough to develop a spa experience more Zeppelin than Zen," said Dale Hipsh, senior director of operations development at Hard Rock International.

"We looked to amp up the traditional spa menu to leave our guests energised and pumped up – the way a concert-goer feels after they've gone to see a mind-blowing show."



The new Hard Rock Hotel Ibiza will feature the rhythmic massages

As part of the offering, traditional Swedish massage movements are synchronised with a curated playlist. Data from The Mayo Clinic – which found that music relieves pain, enhances immune function and alleviates stress – was used by Hard Rock to justify the development of these new therapies. One such hotel to feature these rhythmic massages is the 493-room Hard Rock Hotel Ibiza, which opens in June.

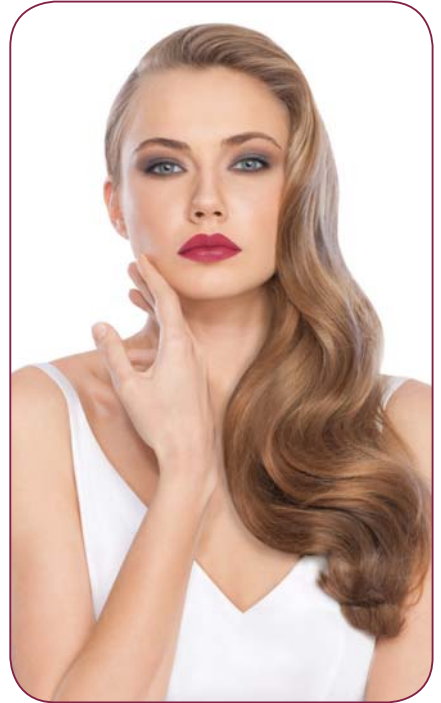
Details: <http://lei.sr?a=z2D7b>

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*Thank you and we look forward to hearing you soon! -
The Cape Weligama Team*

Updated information for GSWS 2014

Continued from cover

In addition to the recently revealed GSWS speakers – Swedish economist Dr Kjell A Nordström, architect Bjarke Ingels and marketing expert Paul Price – another list of presenters who plan to shed light on the future of the spa, wellness and wellness travel industries has been added.

Danny Friedland, founder and CEO of SuperSmartHealth, will educate delegates on intricate brain science developments and their relation to overall health, wellbeing and even beauty.

Don Ardell and Jack Travis, both considered founders of the wellness movement, will share their expertise on the growing subject.

Minister of Tourism for Morocco, Mr Lahcen Haddad, will be on hand to outline the country's plan for tourism development and the role that wellness tourism will play.

The Summit will be hosted by internationally recognised speaker, author and media personality Alexis Jones. She is founder of I AM That Girl (iamthatgirl.com), a community devoted



Bjarke Ingels is an architect who will share his thoughts on spa design

to empowering females to assist in the discovery of their social worth and purpose.

"Alexis' enthusiasm and message of empowerment, confidence and inner beauty makes her a perfect fit for this Summit's focus on the future," said Susie Ellis, GSWS chairman and CEO.

For the second year, the Summit features sessions for destination spas, hotel spas, hot springs spas, spa education and hydrothermal spas. New forums will include corporate wellness and a wellness tourism roundtable discussion.

Details: <http://lei.sr?a=h9D7g>

Asian buyers, suppliers convene in Vietnam

Continued from cover

Group director of operations at GOCO Hospitality Thomas Wurzinger's speech centred around the role staff play in ensuring the highest levels of service are provided for clients.

Ron Jean, director of international business development for consultant and supplier Pevonia, discussed what he feels is the inevitable change towards medispas as properties seek to differentiate from the rest of the market. He highlighted how crucial the details are if a spa wishes to engage with a client on a personal level. This, he said, ranges from the design of the spa – which should be functional rather than simply good to look at – to which product lines supply the facility.

Group director of spa for Langham Hospitality Group, Barry White, spoke about how spas have reached a turning point in terms of how they operate. As director of spa, White is responsible for the consistency of the hotel collection's Chuan Spa properties. He explained urban spas



Barry White said spas are set to focus on net profit per square metre

are no longer going to be giant luxurious spaces because they are no longer sustainable. Efficiency and sustainability are going to be vital, according to White, as the industry moves forward – meaning profit per square foot will take precedence over other variables in business models.

The event took place at the Sheraton Saigon Hotel & Towers in Ho Chi Minh City, Vietnam, featuring 35 Asian and 30 international spa suppliers. Details: <http://lei.sr?a=m4H9H>

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