

# spa opportunities

05 DECEMBER - 11 DECEMBER 2014 ISSUE 204

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## India to cash in on global market for holistic medicine

India's nationalist government has launched a campaign to promote the country's ancient Ayurvedic therapies, hoping to cash in on the multi-billion dollar global market for holistic alternative medicine.

Prime Minister Narendra Modi wants the world to make Ayurveda a way of life and expand India's share of the growing global market. In response to criticisms that Ayurvedic remedies have no proven curative properties for disease, Modi believes the alternative healing approach should be seen as complementary to modern medicine.

"Call it whatever – Ayurvedic medicines or herbal medicines or traditional medicines – the global market is estimated at about INR6.2 trillion (US\$100bn, €81bn, £64bn) today,"



India's Prime Minister Narendra Modi wants to take a share of the global Ayurvedic market

former health minister Harsh Vardhan told a recent conference on Ayurveda in New Delhi, according to *malaysiandigest.com*.

"India's share in this is negligible because quality standards are not maintained to

international specifications. The government will address this lacuna," said Vardhan.

The Hindu government, which came to power in May, has already announced plans to establish a state-funded Ayurvedic research centre and hospital. Earlier this month, Modi appointed India's first minister for Ayurveda, yoga, naturopathy, Unani, Siddha and homeopathy (AYUSH ministry) – Shripad Yesso Naik. Modi has also called for an international yoga day.

Yesso Naik said recently he would make promoting Ayurveda a "high priority" as he began his newly created role. "We will do whatever it takes to make India a healthy India in the days ahead," he said.

Details: [http://lei.sr?a=n2U6A\\_S](http://lei.sr?a=n2U6A_S)

### Negative staff can be an asset: Jeremy McCarthy

Jeremy McCarthy, group director of spa for Mandarin Oriental Hotel Group, has made the case for negative employees – stating that when people are negative about something, it means they really care.

In an article published by McCarthy on *LinkedIn*, he says that students on his "Positive Leadership" course are divided on whether an apathetic employee is worse than a negative one. Fears of the contagious nature of negativity mean students see this type of employee as more of a threat to business than an apathetic colleague – who contributes only the minimum.

*Continued on back cover*

### GWI and UNWTO plan wellness projects

A private sector affiliate member of the UNWTO as of June, the Global Wellness Institute (GWI), has signed an agreement with the organisation to jointly implement wellness tourism projects.

The planned projects will address the role of wellness tourism in key fields such as product diversification, specialisation of destinations, seasonality, quality standards, professional profiles and the production of a global report on wellness tourism for the UNWTO affiliate members report series.

The two organisations promote wellness tourism as a means to increase tourism overall – including overcoming seasonality.

UNWTO is also to attend and participate in the Global Spa & Wellness



Susie Ellis is co-founder of Global Wellness Institute

Summit (GSWS) and Global Wellness Tourism Congress (GWTC) each year.

They will also collaborate on spa and wellness publications and research.

As an affiliate member of UNWTO, GWI is part of a global network of more than 400 private tourism companies and destinations.

Details: [http://lei.sr?a=e3v8T\\_S](http://lei.sr?a=e3v8T_S)

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## St Regis details Cotai Strip spa plans

Details have been unveiled about the spa offering that is set to feature at the St Regis hotel on the Las Vegas-style Cotai Strip project in Macau, China.

The St Regis tower, to be managed by Starwood Hotels & Resorts Worldwide, is being built in the final phase of the Sands Cotai Central development. Las Vegas Sands, an American casino and resort developer and operating company, has spent US\$4.2bn (€3.4bn, £2.7bn) on the project so far. The construction of the St Regis hotel is estimated to cost US\$500m (€400m, £319m).

The 400-bedroom and 300-residence hotel will comprise a health club, two outdoor pools, two restaurants, two retail areas, a 1,600-seat theatre and a Remede spa.

The spa will feature two saunas, two steamrooms and two experience showers – all of which will be installed by thermal zone suppliers Barr + Wray. The spa will include nine treatment rooms in total, with the potential to add a tenth in the



The wet zone of the Remede Spa will be supplied by Barr + Wray

future. The nine suites comprise two couples' rooms, two power massage rooms that will provide express services and five single treatment rooms. There is also a salon and a lounge planned for the wellbeing area.

"Macau now takes in seven times more revenue than Las Vegas, which means there is a wealth of business opportunities available in the city," said Derek Barton, managing director at Barr + Wray. The hotel and spa are expected to launch on 1 August 2015.

Details: [http://lei.sr?a=B8j6H\\_S](http://lei.sr?a=B8j6H_S)

## Yogic sleep introduced to Six Senses

Six Senses Spas has added a yogic sleep programme to its recently launched yogic programmes to boost the quality of relaxation and improve sleep using gentle yoga practice and relaxing spa treatments.

Yoga nidra, also known as yogic sleep or sleep with awareness, is a practice most often taught lying down. The goal is to induce full body relaxation and a deep meditative state of consciousness, addressing practitioners' psychological, neurological and subconscious needs, according to Six Senses Spas.

Anna Bjurstam, vice president of Six Senses Spas, commented on the importance of sleep: "The news about the importance of sleep is all around us and yet we are not getting enough of it. As we are entering into the winter season, some of us will be experiencing colder weather and less light and these seasonal changes can have a big effect on our overall wellness. The



The goal of yoga nidra is to induce a deep meditative state of consciousness

cooler dry air dries out the body's mucus membranes and makes it more susceptible to illnesses such as the cold and flu and the lack of light can cause the body to produce more melatonin, making the body feel tired and sluggish. What's more, our eating habits from Halloween to Christmas often slide down towards foods high in sugar and high-calories."

Details: [http://lei.sr?a=k6R6P\\_S](http://lei.sr?a=k6R6P_S)





## Comfort Zone spa debuts in the Alps

A 55-bedroom five-star hotel has launched this month at the foot of Mont Blanc in the town of La Thuile – steps from the ski slopes and hiking trails of the Italian Alps.

In the heart of the Aosta Valley, the Nira Montana has a 300sq m (3,229sq ft) spa supplied by Comfort Zone, which includes four treatment rooms – one of which is a couples' suite. A broad range of therapies are on offer including aromatherapy massages, balinese, hot stone, shiatsu, intong, Swedish, sports massages and other holistic therapies.

The wellness facility also comprises a beauty room, an area for manicures and pedicures and a number of wet zone facilities. There is a swimming pool, sauna, steambath, vitarium – a sauna of medium heat – a whirlpool and a rasul chamber.

Owned by Ruitor Constructions SRL, the three-storey wood and stone hotel is operated by Nira Hotels & Resorts – the operator that recently relaunched the Shanti Maurice Nira Resort in Mauritius.



The three-storey Nira Montana hotel's spa will comprise extensive wet zones

Guests at the property have access to 1,200km (746m) of ski slopes across Italy and France in the winter, while they can trek, mountain bike or visit the Dora River for water sports in the summer.

Nestled 1441m (4,728ft) above sea level, guests can visit the nearby Gran Paradiso Natural Reserve, which has saved steinboks from extinction (small antelope). Other sights include the Rutor waterfalls and the Pré Saint Didier baths – which date back to the 1800s.

**Details:** [http://lei.sr?a=y2t5S\\_S](http://lei.sr?a=y2t5S_S)

## Thermae Bath Spa is UK tourism hub

The Thermae Bath Spa is proving to be a significant driver of tourism for the ancient UK city of Bath, with nearly two thirds of visitors arriving in the region simply to experience the spa's rooftop pool and thermal waters.

A survey of visitors, carried out by South West Research Company, has revealed that the spa facility attracts an average of 260,000 visitors a year – with 61 per cent of these in town for the spa. 97 per cent of respondents also rated the spa as good or very good.

Having opened eight years ago, the spa has managed to overcome its teething problems – it launched four years late and £30m (US\$48m, €38m) over budget – and contributes £14.6m (US\$24m, €18m) to the local economy each year.

There are also plans to reduce prices next year to entice even more visitors. There will be a £4 (US\$6, €5) reduction for non-residents of Bath in 2015, making the price of a two-hour



YTL Hotels and Wessex Water obtained the operating contract last year

spa session, a towel, robe and slippers £32 (US\$52, €41). Residents will receive a £7 (US\$11, €9) reduction on their current rate for the same package – now priced at £24 (US\$39, €30).

The Thermae Bath Spa buildings are owned by Bath & North East Somerset Council. Eighty per cent of the 170 staff are residents of Bath.

The YTL Hotels' subsidiary, Bath Hotel and Spa Limited (BHSL) operates the spa.

**Details:** [http://lei.sr?a=E6e6S\\_S](http://lei.sr?a=E6e6S_S)

## Clarins opens its first Skin Spa in St Petersburg, Russia

Clarins has opened its first day spa in St Petersburg, Russia, within one of a chain of department stores called Rive Gauche.

The 55sq m (592sq ft) Clarins Skin Spa features two treatment rooms and will offer all of its face and body treatments for women and men, as well as make-up application sessions.

Clarins is making the most of the region's spa industry opportunities, which are detailed in the latest edition of *Spa Business*.

While the country's spa market is dominated by domestic tourism, inbound visitor numbers grew by 13.4 per cent in 2012 – with 25.7 million people entering the country – according to figures from the United Nations World Tourism Organisation.

The Spa and Wellness International Council (SWIC) believes medical-focused sanatoriums are set for new investment.

**Details:** [http://lei.sr?a=D6r4Y\\_S](http://lei.sr?a=D6r4Y_S)



The full range of skincare will be available in-store

## Murad opens its flagship boutique in California, US

Murad skincare has opened its first stand-alone retail boutique in Los Angeles, US, where the company was created – offering a number of express services, activities – allowing Murad to maximise its retail capabilities.

The 1,500sq ft (139sq m) shop is Murad's global flagship location. In keeping with Dr Howard Murad's inclusive health philosophy, the full range of skin condition-specific skincare will be available, in addition to skincare application advice, skin health assessments and YouthCam evaluations – a high-definition camera is used to measure customers' fine lines, wrinkles, hyper-pigmentation and inflammation.

There is also an interactive art wall for customers to create their own digital works of art, to be shared on social media.

**Details:** [http://lei.sr?a=G6G9Q\\_S](http://lei.sr?a=G6G9Q_S)

## Spa Castle neighbours file suit over threat of scenes of nudity

A court order is being sought by neighbours of the soon-to-open Spa Castle Premier 57 in Manhattan, New York, to prevent the wellness facility's renovations from ruining residents' rooftop views.

Set to launch this month, in the Galleria Building on East 57th Street in Manhattan, the 'nudity friendly' Spa Castle is being built throughout the property's seventh to ninth floors. The renovations to the existing property include the installation of three whirlpools, six foot-soaking stations, a cabana-style roof, large heating and air conditioning units on the eighth-floor roof.

These particular developments are allegedly contravening an agreement with the condo board of the neighbouring Ritz Tower that was signed in 1974, which says residents are entitled to have a view over the roof, according to the lawsuit.

**Details:** [http://lei.sr?a=Y9r5a\\_S](http://lei.sr?a=Y9r5a_S)



The article warns crash dieting is harmful

## Mediterranean diet is best way to tackle obesity, say doctors

Doctors suggest a Mediterranean diet may be a better way to tackle obesity than calorie counting. In an article for the Postgraduate Medical Journal (PMJ), leading doctors have found that a Mediterranean diet quickly reduces the risk of heart attack and strokes – and it may be better than low-fat diets for sustained weight loss.

While the PMJ article argues a focus on food intake is the best approach, it warns crash dieting is harmful.

While official UK health service advice is to monitor calorie intake to maintain a healthy weight, the PMJ text authors criticise the weight-loss industry for focusing on calorie restriction rather than 'good nutrition'.

"We know the traditional Mediterranean diet, which is higher in fat – proven from randomised controlled trials – reduces the risk of heart attack and stroke even within months of implementation," said co-author, cardiologist Dr Aseem Malhotra.

**Details:** [http://lei.sr?a=8s2H8\\_S](http://lei.sr?a=8s2H8_S)

## QHotels' repeat return strategy outlined

UK Spa Association chair and group spa support at QHotels, Charlie Thompson revealed how he and his team at QHotels has managed to attain 90.9 per cent customer satisfaction throughout the hospitality group's 21 properties – 18 of which have spas.

Thompson, who works for QHotels three days a week, spoke to *Spa Opportunities* about how he has come up with a strategy to minimise the risk to customer service levels in response to high volumes of guests.

"When I joined QHotels at the beginning of April, the group was in a period of double digit growth in terms of residential spa revenue," said Thompson. "We didn't want our expansion to be short-lived so we decided to focus on consumer feedback."

Thompson adapted consumer feedback survey questions to try to find out what the client enjoys and to work out why some clients don't like us. "It sounds simple, but we weren't even asking if guests were happy with their treatments," said Thompson.



Charlie Thompson will continue to improve customer satisfaction rates

The next step was to use this customer feedback to engage staff. "After looking at customer data, we made meaningful decisions based on majority opinions. We put in a weekly process at QHotels where I give therapists in spas a piece of information to be displayed on staff notice boards about that particular spa's performance. This was mostly positive information so it started to help engage therapists, thus contributing to therapist retention levels."

**Details:** [http://lei.sr?a=n8U6E\\_S](http://lei.sr?a=n8U6E_S)

## Raison D'Etre updates training courses

Spa consultancy Raison D'Etre has updated its online spa management training programme with extended modules, new material and new lectures.

Launched in 2012, the spa management programme runs for 16 weeks and comprises seven modules geared towards teaching students and existing spa managers how to achieve the best tools, ideas and strategies for their spa business.

With modules in spa market trends, marketing, leadership and human capital management, finance, human resources, operational service excellence plus a complete business plan, the new programme includes an updated trends lecture by Anna Bjurstam, vice president for Six Senses Spas and founding board member for Global Spa and Wellness Summit (GSWS).

The marketing module has been extended to include a session on how to encourage dynamic cooperation between a hotel's



Anna Bjurstam will present an updated lecture on the latest spa trends

guest service and the sales and marketing department. This was added due to the high number of spa management students whose backgrounds are in hotel spas.

An expanded focus on human capital management has also been added to support the business plan module. Students will create a strategy for how to develop people.

**Details:** [http://lei.sr?a=X2G7Z\\_S](http://lei.sr?a=X2G7Z_S)



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# CLARINS



## The Elemis spa at Ribby Hall prepares for £0.5m expansion

The wellness facilities at the Spa Hotel at Ribby Hall Village in Lancashire, UK, are set to undergo expansion – with plans for a brand new wellness centre.

Planning permission was granted by Fylde Borough Council for the £0.5m (US\$791,000, €635,000) revamp, which will include improved spa and relaxation areas and a new range of wellness therapies.

The spa hotel, which initially opened in 2011, originally cost £6m (US\$9.5m, €7m) – but the reinvestment in the extension will transform what is already on offer.

The existing spa features a thermal zone with a relaxation room, aroma steamroom, saunarium, balinese salt inhalation room, herbal sauna and pedidarium – foot spa. There is also an outdoor rustic sauna, tepidarium, ice fountain, plunge bucket, rope shower and monsoon experience showers.

**Details:** [http://lei.sr?a=R6R4G\\_S](http://lei.sr?a=R6R4G_S)



Kim Matheson will oversee key WTS' spa accounts

## Kim Matheson becomes senior vice president for WTS

Global spa consultancy and contract operator, WTS International (WTS), has appointed Kim Matheson as senior vice president.

In an expansion of the WTS business, Matheson will be based in New York City where she'll develop the local market and oversee international accounts. Her work will include identifying new business opportunities, which are of strategic importance to WTS.

Matheson will work on business development, while also overseeing key spa accounts. She'll also use her expertise in spa consultancy to create new spa concepts and provide advice to WTS clients on retail sales and marketing.

Matheson was president of her own company, Natural Resources, for 15 years, offering spa consultancy services – including design and pre-opening support – for a diverse range of upscale clients.

**Details:** [http://lei.sr?a=gsh3N\\_S](http://lei.sr?a=gsh3N_S)

## Wrigleys gum-owned island spa launches

Wrigleys, the chewing gum company, has opened a five-star day spa on the island of Catalina that it owns, 22 miles (35km) off the coast of Los Angeles.

Featuring treatments that have been developed using ingredients indigenous to the region, the Island Spa Catalina is a 15,000sq ft (1,394sq m) facility located in the El Encanto building.

There are nine treatment rooms, a sauna, steamroom, relaxation deck, soaking pool, courtyard, shop and café. There is also a studio for yoga classes. US-based spa contract management and design firm American Leisure worked on the project, advising its client – the Wrigley company.

Locally sourced ingredients used in the treatments include sage, eucalyptus, rosemary, aloe and a wide array of seaweed.

In 1919, the Wrigley family took a keen interest in the property, buying out nearly every shareholder until it owned a controlling interest in the Santa Catalina Island Company – a firm set up to develop the



US-based spa consultancy American Leisure worked on the development

island. In the 56 years that followed William Wrigley Junior's acquisition of the company, the island was transformed – adding a number of conservation practices, infrastructure and a variety of resorts, plus a casino.

When William Wrigley's son Philip died, 42,135 acres (17,051 hectares) of the deeded land went to the Catalina Island Conservancy, making up 90 per cent of the island. The Santa Catalina Island Company maintains control of most of the island's resort operations.

**Details:** [http://lei.sr?a=j6w8t\\_S](http://lei.sr?a=j6w8t_S)

## Design academy for spas reveals dates

The brand new International helo Sauna & Spa Academy is offering two-day training sessions for architects and project planners on how to design spas according to the latest trends and efficiency targets.

"90 per cent of architects don't know what they are doing," said Patrick Bolte, general manager of helo. Speaking to *Spa Opportunities*, he explained that while he would not want to limit attendees based on their level of understanding of the subject, this seminar's content is beyond the spa consultancy level.

The German thermal spa zone supplier helo created the academy – located in Knüllwald-Wallenstein, Germany – which will teach architects and project planners about the design possibilities for spas – using helo's range of saunas, heaters, control equipment sauna accessories, infrared heat cabins and steambaths in demonstrations.

Set to take place on 18 and 19 February 2015,



The helo academy has a fully functioning spa area for practical learning

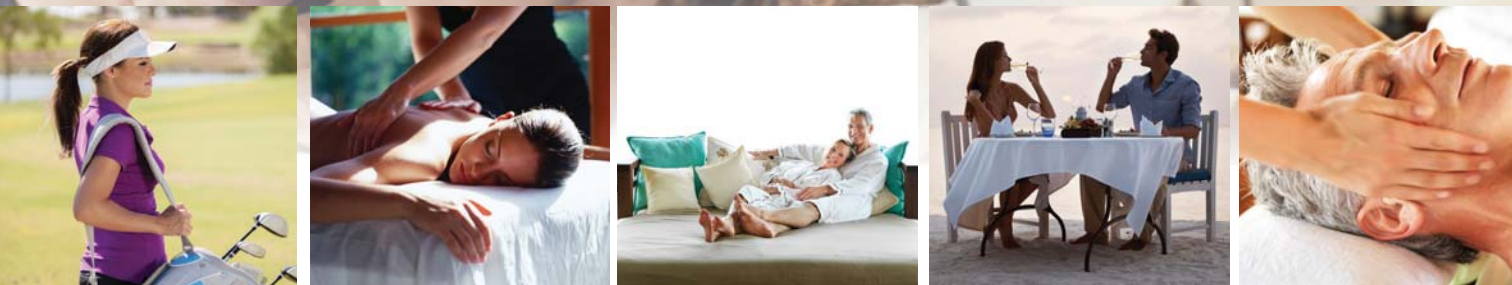
helo is offering to reimburse the travel costs for the first 15 participants who register for the course. The minimum number of participants is five and the maximum is fifteen.

Attendees will receive technical theory knowledge in addition to practical examples to aid with system planning. Participants will be able to put their new knowledge into practice within the academy's fully functioning spa area.

**Details:** [http://lei.sr?a=S7d4s\\_S](http://lei.sr?a=S7d4s_S)

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# DIARY DATES

**10-11 December 2014**

## **Spameeting Middle East**

The St. Regis Saadiyat Island Resort,  
Abu Dhabi

A two-day event of eighteen guaranteed face-to-face appointments that each last 25 minutes. This speed-dating approach to business allows a selection of spa suppliers to meet with project holders in the region.

Tel: +33 1 44 69 97 67

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

**11-13 December 2014**

## **22nd Annual World Congress on Anti-Ageing, Regenerative and Aesthetic Medicine**

The Venetian/ Palazzo Hotel,  
Las Vegas, Nevada, US

More than 26,000 anti-ageing scientists and physicians from 120 countries will attend the congress by The American Academy of Anti-Ageing Medicine. A number of keynote speakers will lead discussions on anti-ageing innovations. Speciality workshops will be held on hormonal nutrient therapies, in addition to aesthetic treatments.

Tel: +1 888 997 0112

[www.a4m.com](http://www.a4m.com)

**22-25 January 2015**

## **Les Thermalies**

Carrousel du Louvre, Paris, France

Les Thermalies, the French water and wellness show, features eight exhibition areas themed around sectors such as thalassotherapy, French thermal springs, balneotherapy design, day spas, foreign destinations, and beauty. There will even be yoga workshops at the event, in addition to cooking workshops, a herbal tea room and swimsuit fashion shows.

Tel: +33 1 45 59 09 09

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

**1-3 February 2015**

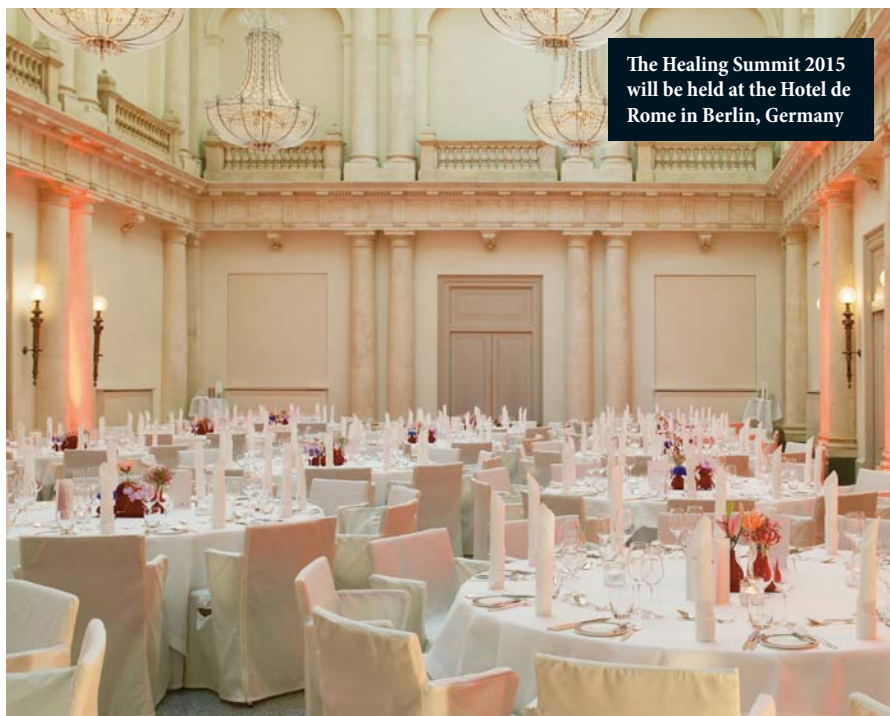
## **Spatex**

Ricoh Arena, Coventry, West Midlands, UK

A trade show for pool, spa and wet zone facilities – the catchphrase of which is 'by the Industry, for the Industry'. Now in its 19th year, the event is host to the Institute of Swimming Pool Engineers (ISPE) Workshops – which relays valuable business and technical expertise to attendees. There is a gala dinner at the end of the event for continued networking opportunities.

Tel: +44 1264 358 558

[www.spatex.co.uk](http://www.spatex.co.uk)



The Healing Summit 2015 will be held at the Hotel de Rome in Berlin, Germany

**3 March 2015**

## **Healing Summit**

Hotel de Rome, Berlin, Germany

Spa professionals convened at the first Healing Summit last year with a view to exploring ideas of how to "create a paradigm shift through a holistic

lifestyle." Topics for debate included a caring economy, sustainability, personal wellbeing and the future of the wellness industry. The event is organised by Healing Hotels of the World consortium.

Tel: +49 221 2053 1175

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

**6-8 February 2015**

## **BeautyPro Event MOLITOR**

Molitor, Paris, France

The organisers of the Mondial Spa et Beaute event have replaced the event with one called BeautyPro. Each exhibitor will have its own room/ mini spa for meetings with buyers. Prizes will be awarded for beauty, cosmetic and aesthetic equipment innovations.

Tel: +33 4 97 22 00 00

[www.beautypro-event.com](http://www.beautypro-event.com)

**22-23 February 2015**

## **Professional Wellness & Spa Convention**

ExCel, London, UK

A two-day convention for international spa leaders which focuses on practical business solutions. Attracts some 300 delegates and speakers. On the first day, many delegates will also attend the annual World Spa & Wellness Awards, which had 11 categories last year. The convention and awards will take place alongside the two-day Professional Beauty exhibition – one of the largest beauty trade shows in the UK – which has a dedicated spa section.

Tel: +44 20 7351 0536

[www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)

**27 February - 1 March 2015**

## **Kosmetic Expo**

Crocus Expo, Moscow, Russia

Around 250 Russian cosmetics and perfumery companies exhibit at this main part of the Kosmetik series for beauty professionals. It is held alongside Nail Expo – a dedicated event for the nailcare sector. Exhibition divisions include areas dedicated to equipment for spas, medi-spas, clothes for cosmetologists and education centres.

Tel: +495 937 13 18 19 21

[www.ki-expo.ru](http://www.ki-expo.ru)

**2-3 March 2015**

## **Beautyworld Japan Fukuoka**

Fukuoka Kokusai Centre, Japan

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# "ONE DAY CAN CHANGE YOUR ENTIRE LIFE!" **GLOBAL WELLNESS DAY**

We all want to be healthy, feel good and live under positive physical and mental conditions. Living well is practically the whole world's common dream... So if this is how we all feel, **why not have a special day dedicated to this common dream?**

## WHAT IS GLOBAL WELLNESS DAY?

**Global Wellness Day**, which brings together exercise, healthy eating and inner health, is a social movement that raises awareness of living well throughout the world. **Global Wellness Day** was celebrated for the first time in Turkey in 2012, with the participation of wellness opinion leaders. Since then, **Global Wellness Day** continues to be celebrated as a not-for-profit event each year, and each year with greater international involvement. In 2015, Global Wellness Day will be celebrated in **45 different locations throughout the world.**

## WHY A GLOBAL WELLNESS DAY?

According to many studies, depression is the most common health problem throughout the world. The problem often manifests itself in sleep problems, stress, poor nutrition, inactivity, obesity, heart disease and more... To overcome this problem and lead a healthier and happier life, we need an inspiring beginning. The name of that beginning is **Global Wellness Day.**

**Global Wellness Day's 7 Step Manifesto**  
for an increased awareness of living well:

- 1) Walk one hour
- 2) Drink more water
- 3) Don't use plastic bottles
- 4) Eat organic, locally sourced produce
- 5) Do a good deed
- 6) Eat a family dinner
- 7) Go to bed at 10:00 PM

## HOW TO TAKE PART IN GLOBAL WELLNESS DAY?

Global Wellness Day is celebrated every second Saturday of June. If you would like to join us and celebrate the next **Global Wellness Day** on June 13, 2015, by holding a health & wellness oriented event in your city that is free and open to the public, we invite you to contact our **Global Wellness Day** Committee. By fulfilling appropriate conditions, you too can become an ambassador to this very special and powerful day.

Or if you would like to participate on a personal level and become part of **Global Wellness Day** TODAY, we invite you to visit our Website and take place in our signature campaign.



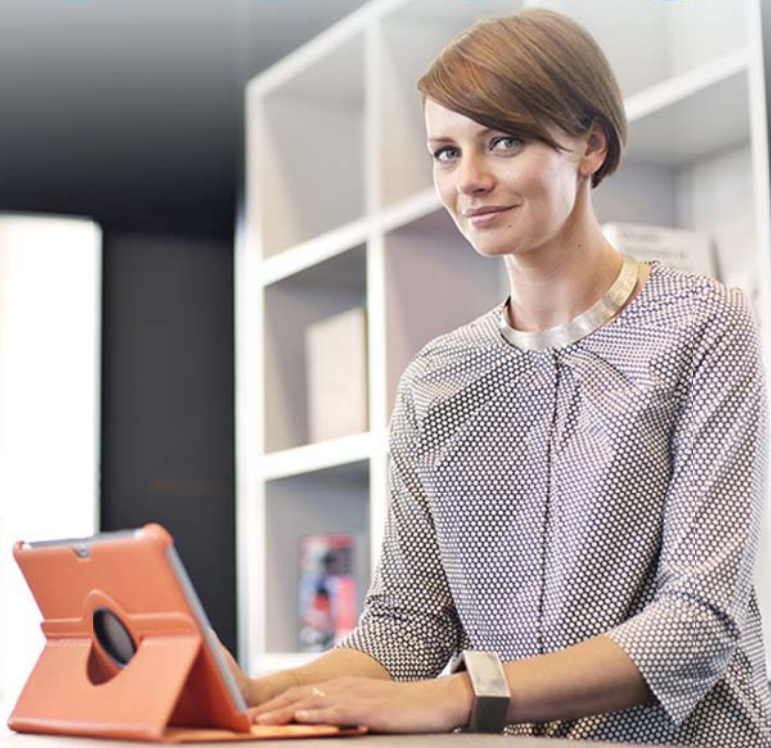
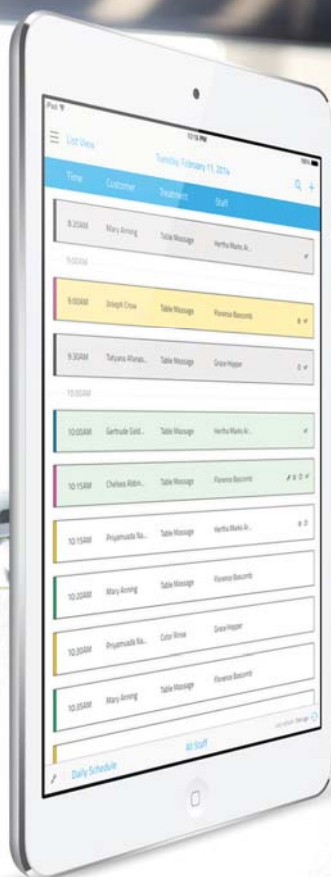
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## Chinese & Czech tourism plan revealed

China's health department will pay for 120 of the nation's children, suffering from respiratory diseases, to be treated at a Czech mineral water spa in Karlova Studánka as part of an agreement between the countries' leaders to boost wellness tourism in eastern Europe.

Czech health minister Svatopluk Nemecek signed the agreement to care for the children during President Miloš Zeman's recent visit to China.

Nemecek also signed a memorandum on strategic co-operation between the two countries' health systems and an agreement on Chinese support and funding for a clinic of traditional Chinese medicine in the Czech Republic. This clinic will be located at the teaching hospital in Hradec Hradec Králové, east Bohemia.

"The project of traditional Chinese medicine in Hradec Králové will become a collaboration of reference for other Central and Eastern European countries," said Nemecek.

The co-operation deal between the two



Czech health minister Svatopluk Nemecek is promoting mineral water spas

countries, to promote mineral water spas in the Czech Republic, is expected to boost the number of Chinese wellness tourists in the eastern European region. Czech spas Lázně Velichovky and Lázně Bohdaneč will work with Xiangya University Hospital and the Health Department of Hunan Province – both in China. Health offices of the Chinese cities of Tianjin and Shanghai are also interested in investing in the project.

Details: [http://lei.sr?a=K7f4H\\_S](http://lei.sr?a=K7f4H_S)

## Guinness World Record broken in Jordan

The Guinness World Record for the largest human floating image has been awarded to staff of high end hotel and spa facilities on the coast of the Dead Sea in Jordan, Middle East.

The 261 hotel chain employees joined hands to create a floating peace symbol in a bid to promote national tourism globally.

A mix of Jordanians and expats wore matching-coloured shirts and locked hands for a total of ten minutes in the Dead Sea, which is 412 metres (1,352ft) below sea level.

The event was organised by Monaco Business Development, a marketing company based in Jordan that promotes products, services and concepts to local and international markets.

"We are very proud to achieve this world record, which will definitely support our national tourism mission in promoting Jordan to the rest of the world," said general manager of Monaco Business Development, Mona Nazzal.



A marketing company based in Jordan organised the record-breaking event

The staff involved in the event came from the Crowne Plaza Jordan Dead Sea Resort and Spa, Holiday Inn Resort Dead Sea, Jordan Valley Marriott Dead Sea and Spa, Mövenpick Resort and Spa Dead Sea Hotel, Kempinski Hotel Ishtar, Winter Valley Warwick Resort and Spa, the upcoming Hilton Dead Sea Spa Hotel, Dead Sea Resort and Spa and the Hilton-operated King Hussein Bin Talal Convention Centre.

Details: [http://lei.sr?a=F9R2f\\_S](http://lei.sr?a=F9R2f_S)

## US ban on fish spa practice 'unconstitutional' says owner

A US spa owner in the town of Gilbert, Arizona, says she has a constitutional right to use garra rufa fish – carp fish with no teeth – to nibble dead skin from customers' feet.

The Arizona Board of Cosmetology is legally entitled to stop Cindy Vong, owner of LaVie Nails & Spa salon, from using the fish in her spa due to issues of consumer protection – according to the latest ruling by a state court of appeal. The problem is that this ruling meant no alternative form of regulation was put in place – instead the practice was banned outright, which threatens Vong's business' right to exist.

Donna Aune, executive director of the Board of Cosmetology, said the fish, by their nature, foul the water in which customers place their feet – leading to possible infection, according to the *eastvalleytribune.com*.

Vong set up Spa Fish in 2008 – a separate arm of LaVie – to be told she was jeopardising her clients' health by using the fish. Details: [http://lei.sr?a=B4M5f\\_S](http://lei.sr?a=B4M5f_S)



The primary skincare products are LCN and Monteil

## Jean-Yves Boronat reveals day spa at French beauty

Jean-Yves Boronat, director of the high-end hair and beauty salon Suzishen in Vence, France, recently unveiled a brand new spa area at the facility.

Jean-Yves Boronat is a renowned French hairdresser who has provided the beauty concepts for events hosted by well-known brands such as Karl Lagerfeld, Chanel, Dior, Givenchy and Paco Rabanne.

Within the Boronat's new spa there are three treatment rooms, one of which is a couples' suite, according to a spokesperson for RKF Luxury Linen – who told *Spa Opportunities* of its collaboration at Suzishen. RKF provided all of the high quality fabrics and towelling for the spa facility.

There are also three nail bars and two pedicure stations in the new spa.

Details: [http://lei.sr?a=a4Z4X\\_S](http://lei.sr?a=a4Z4X_S)



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[www.centerparcscareers.co.uk](http://www.centerparcscareers.co.uk)



## Marriott hotel set for AED10bn theme park

Marriott International is to operate a new Polynesian-themed family hotel being developed as part of the AED10bn (US\$2.7bn, €2.1bn, £1.7bn) theme park project in the Jebel Ali area of Dubai, set to open in 2016.

The 503-bedroom Lapita Hotel – which will be the first Autograph Collection hotel in the Middle East – will offer accommodation to visitors of the theme park, which is backed by Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum as part of plans to bring 20 million visitors to Dubai on an annual basis by 2020 – the year the city will host the 2020 World Expo.

The hotel will be constructed in the first phase of the project, which will also comprise the Legoland Dubai, Motiongate Dubai and Bollywood Parks Dubai attractions. Dubai Parks and Resorts, a subsidiary of development company Meraas Holding, is behind development of the project, which is also going by the same name. Two further theme parks are planned during the second phase



The hotel will draw inspiration from Polynesian tropical landscapes

of development and these will be an as yet unnamed marine park and a safari park.

Construction on the hotel began in February and details of the hotel's spa will be available in approximately six months. John Rees, area director of operations in the Middle East and Africa for Marriott International, told *Spa Opportunities* that while no specifics have been decided upon at this stage, "the footprint space for the spa will be elaborate for this project and it will follow the Saray spa concept."

Details: [http://lei.sr?a=q7D9n\\_S](http://lei.sr?a=q7D9n_S)

## Negative staff represent an opportunity

*Continued from front cover*

With an advanced degree in positive psychology, Jeremy McCarthy – group director for of spa for Mandarin Oriental Hotel Group – wrote in an article on *LinkedIn* that negative or anxious staff members are needed to alert positive team members when mistakes are being made.

"You don't want to create a culture where people can't come to you with problems," said McCarthy. "There is a time and a place for negativity in any organisation."

"In one of the spas that I managed, I pulled one of the more negative employees aside and asked for her help," said McCarthy. "She was the one most likely to be complaining about things to her colleagues in the break room so I said, 'I can tell you really care about how things go around here and you are holding us to a higher standard. I'd like you to help us get better. Can you start coming to our weekly management meeting and presenting us the biggest problems in the spa from the employees' perspective along with proposed solutions?'"

perspective along with proposed solutions?"

"I was taking the energy and passion that she clearly had, and trying to use it for good instead of evil," continued McCarthy. "She became a huge asset to the team, a leader among her colleagues and helped us to be an even better place to work. Being a leader is not about eliminating negativity," said McCarthy. "It's about recognising the different strengths on your team and allowing them to spring forth for the betterment of the business."

Details: [http://lei.sr?a=r2Y7b\\_S](http://lei.sr?a=r2Y7b_S)



Jeremy McCarthy says negative employees can be an asset to businesses

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