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24 JANUARY 2020 ISSUE 337

A SPA BUSINESS PUBLICATION



Four Seasons offer VR 'brain massages'

Immersive wellness company Sensync has partnered with Four Seasons Resort Oahu at Ko Olina, Hawaii, to launch a VR spa experience.

Sensync's Deep Brain Massages are delivered in The Vessel – a VR pod designed to "displace guests from the burdens of their mind". The idea is that guests' focus is pulled away from goal-directed thoughts, allowing a much-needed restoration from cognitive fatigue.

In the pod guests see, hear, smell, feel and experience sensations of nature, creating an immersive experience that's personalised in real-time using recordings of the guest's physiological responses.

The pod monitors guests' data such as respiration and heart rate, and then adjusts treatments accordingly.

Guests can experience either 20-minute or 40-minute treatments, costing US\$75 and US\$135 respectively.

Sensync founders Alex Theory and Adam Gazzaley said: "The massage



■ Sensync has partnered exclusively with Four Seasons Resort Oahu at Ko Olina, Hawaii

relies on the push-pull relationship between two competing types of attention (bottom-up and top-down). This relationship defines all human interactions with the world around us."

[READ MORE ONLINE](#)



The massage relies on the push and pull between two competing types of attention

Alex Theory



COLLABORATION

Hyatt partners with wellbeing app Headspace

Hyatt announces exclusive wellbeing partnership

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NEW OPENING

Ensana opens wellness centre in Slovakia

Development cost €4m to construct

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Aman's **Vladislav Doronin** unveils plans for fourth Japanese spa and wellness resort

Vladislav Doronin, CEO and chair for luxury hotel group Aman, has revealed new details of an all-season retreat set for Japan's Mount Moiwa.

With design by Kerry Hill Architects, the resort will accommodate 30 guest rooms and 31 residences – each with private Onsen bathing pools, wellness facilities and a number of restaurants on a 1.87sq km site.

The Aman spa will feature single and double treatment suites, pre-treatment lounges, relaxation pods and Onsen hot spring pools. Treatments will be inspired by Japanese healing traditions.

"Aman Niseko is designed in harmony with its expansive



■ Doronin said the resort will embrace Aman's devotion to detail

"This all-season resort will be a haven of peacefulness immersed in the purest Japanese scenery"

and serene surroundings and the resort and residences will embrace Aman's devotion

to detail and impeccable service" Doronin said. "This all-season resort will be

a haven of peacefulness immersed in the purest Japanese scenery with the renowned thoughtfulness of Japanese hospitality."

The resort is being designed to take advantage of the setting by framing the forest and mountain scenery from inside and providing more expansive views from outdoor terraces.

Guests will be able to visit fitness facilities, which will include an indoor lap pool and an aqua fitness pool.

A kids club, meanwhile, will feature an indoor playground, bowling alley, a theatre, a half basketball court and indoor swimming pools.

The resort is scheduled to open in 2023.

Susan Santiago appointed as senior VP of Miraval Resorts by Hyatt Corporation



■ Santiago has 30 years' experience in the hospitality industry

Susan Santiago has been appointed as senior VP of Miraval Resorts by the Hyatt Corporation.

Santiago will be responsible for overseeing all aspects of the business, including structure, development, strategy and operations. She'll also be responsible for the expansion of Miraval, beginning with Miraval Berkshires in May 2020.

Santiago has 30 years' hospitality experience, 27 of which have been spent at Hyatt.

"Miraval's mission to better guest's lives through holistic wellness is something that I've long admired"

She was the first female general manager in the Caribbean, the first female area VP for Hyatt Hotels in Southern California and Hyatt's first female VP of food and beverage.

"Miraval's mission to better guest's lives through holistic wellness is something that I've personally long admired and sought to achieve in my own life", said Santiago.

"I'm confident our team will continue to push boundaries in the wellness industry, with the powerful combination of Miraval's mindfulness philosophy and Hyatt's purpose. We care for people so that they can be their best", commented Santiago.

Miraval has also confirmed it will open a third resort in Lenox, Massachusetts, US, in May 2020.



■ Mark Sands has worked for Six Senses for nine years

{ **"It's impossible not to be inspired by how Six Senses has kept improving over the past seven years"** }

Six Senses promotes **Mark Sands** to VP of wellness

Mark Sands has been promoted to VP of wellness at Six Senses.

Prior to his promotion, Sands worked as area spa director for Six Senses in Vietnam and Thailand, where he created and launched multiple Six Senses' wellness initiatives, while also leading spa operations.

Sands began his Six Senses career in 2011 and has worked closely with the technical services team on multiple aspects of spa development. He recently supported the launch of Mission Wellness, Six Senses' group-wide wellbeing initiative.

Prior to working for Six Senses, Sands was employed at Ananda in the Himalayas, where he stayed for six years.

"I'm excited and honoured to be taking on a larger role within such an important pillar of Six Senses" said Sands.

"Having been part of the growth of Six Senses, in terms of its wellness programming and sustainability practices, it is impossible not to be thoroughly inspired by how the company has continued to improve over these past seven years.

"I believe that Six Senses' global development plans are also hugely exciting."

02 **People**

Vladislav Doronin unveils details of fourth Aman resort in Japan, Susan Santiago appointed by Hyatt as senior VP of Miraval Resorts and Six Senses promotes Mark Sands to VP of wellness

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Auricular acupuncture to help quit smoking at Anantara, One&Only announces plans for second site in Mexico, Hyatt partners with Headspace for exclusive wellbeing collaboration and Aqua Sana relaunches its Longleat Forest spa

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Hutchinson Consulting appoints former *American Spa* editor-in-chief **Julie Keller Callaghan**



■ Keller Callaghan will continue to act as an industry expert

Julie Keller Callaghan, the former editor-in-chief and publisher of *American Spa*, has joined hospitality industry executive search and recruiting firm Hutchinson Consulting as an executive recruiter and marketing and communications specialist.

Keller Callaghan led the *American Spa* team for the past 15 years and is an advocate and influencer in the wellness world. She also spent the last year as the event director for Spatec by *American Spa*.

"The most inspiring part of my job has always been connecting people and developing meaningful relationships"

At Hutchinson, Keller Callaghan will help expand the firm's wellness recruitment services in the spa, wellness, and hospitality space.

She'll also work closely with the executive team to help companies create marketing messages. Additionally, she will continue to act as an industry expert, speaking at events, serving as an expert judge and

panellist, and sharing the industry knowledge.

"As my career has evolved over the years, the most inspiring part of my job was connecting people and developing meaningful relationships," she said.

"This new role is the perfect next step, and I can't wait to put my experience to use and help other continue to flourish."

Dana Buchman joins Burke Williams as VP of marketing and public relations

US urban day spa brand Burke Williams has named Dana Buchman as its vice president of marketing and public relations. Buchman has spent the last 15 years driving marketing on behalf of global consumer brands including Apple, Disney, Barbie, and Activision.

"Dana's passion for wellness and marketing is infectious", said Theresa Armour, Burke Williams co-founder. "Her strong creative vision has the power to create even deeper, more meaningful connections with our guests."

"We're thrilled to have such a talented individual leading our most important mission, to transform your day."



■ Buchman has previously worked for Apple, Disney, and Barbie

"It's a privilege to join a brand that inspires people to prioritise wellness and self-care"

Buchman's career has spanned a variety of industries from consumer

products to gaming, technology to athleisure fashion. Prior to joining Burke

Williams, Buchman served as head of marketing at Australian gym-wear brand Lorna Jane, leading the US omni-channel campaign that empowers women.

At Burke Williams, Buchman will focus her marketing and PR leadership on elevating the brand to new heights.

"It's a privilege to join such an incredible brand that inspires us to prioritise wellness and self-care," said Buchman. "Burke Williams has been a revolutionary leader in the wellness industry and I look forward to telling their amazing stories, connecting authentically with their audiences, and innovating to build upon their success."

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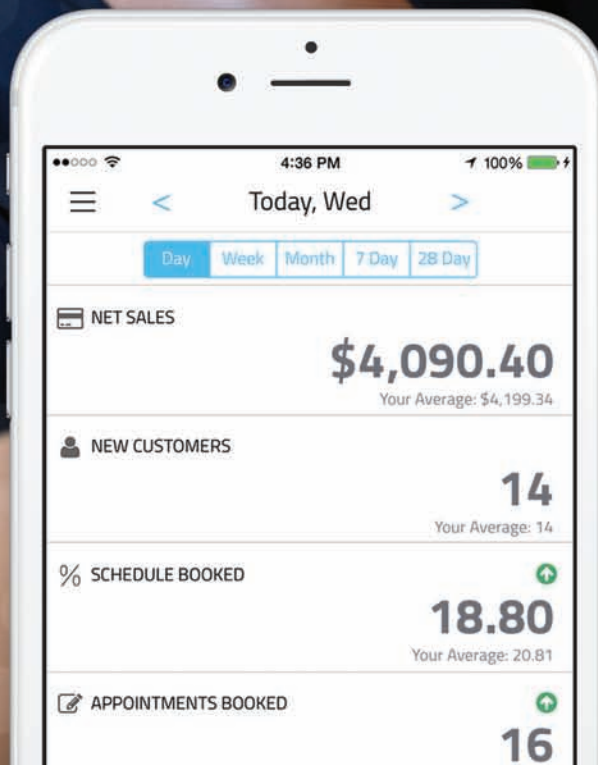




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■ Krohn oversees a staff of 80 at Loma de Vida

{ **"Krohn brings an understanding of the real difference spa professionals can make in their client's lives"** }

Laura Krohn joins Loma de Vida at La Cantera Resort

Loma de Vida at La Cantera Resort and Spa in San Antonio, Texas, has named Laura Krohn as director of spa and wellness.

Loma de Vida Spa and Wellness is a 25,000sq ft indoor and outdoor wellness sanctuary overlooking the fairways and wooded bluffs of La Cantera Resort and Spa.

Krohn oversees a staff of 80 at Loma de Vida, who perform signature services in 15 treatment rooms, including two couples suites and two floating treatment spaces – called Sky Lofts – each with a Cowboy Soaking Tub and outdoor shower.

Her experience as a massage therapist, PT, nutritionist, and public health manager qualified her to lead several spas across the globe in locations such as China, America, Thailand and Hawaii.

Krohn has previous experience working with brands such as Mandarin Oriental, Rosewood, Fairmont, St Regis and Four Seasons.

"With more than 20 years dedicated to the field of spa and wellness, Krohn brings with her an understanding of the profound difference spa professionals can make in clients' lives," commented La Cantera in a statement.

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Publisher
Astrid Ros
+44 (0)1462 471911



Head of news
Tom Walker
+44 (0)1462 431385



Product editor
Lauren Heath-Jones
+44 (0)1462 471927



Journalist
Megan Whitby
+44 (0)1462 471906



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Chris Barnard
+44 (0)1462 471907

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PROGRAMMING

Anantara's acupuncture to help quit smoking

Anantara Phuket has partnered with acupuncturist and TCM practitioner, Dr Rui Pedro Loureiro to run wellness workshops, throughout the month of January 2020.

Dr Loureiro has 20 years' experience of clinical practice in London and Portugal and will be offering a Quit Smoking for Life programme, utilising auricular therapy – ear acupuncture – to minimise cravings and calm the nervous system. Sessions last 30 minutes and cost 7,500 THB (€222, US\$248, £189).

Dr Loureiro said: "Quitting smoking with my treatment is easy, but there are still routines that participants need to change. They may stop craving nicotine after the

treatment, but they'll think about smoking several times during the first day because it's part of their routine.

"24 hours before, they may have been smoking after meals, or with coffee or before going to sleep or after breakfast. So I always advise them to change their routines immediately after the treatment, replacing the smoking with a glass of water or a piece of fruit for example.

"People have lots of cravings in the first 24 hours, less in the following 48 hours and almost none in the next 72 hours".

Dr Loureiro will also be offering epigenetic testing and gold needle treatments.

[READ MORE ONLINE](#)



■ The treatment costs 7,500 THB per 30 minute session



“

I always advise guests to change their routines after a treatment

Dr Rui Pedro Loureiro

PIPELINE

One&Only Mandarin brings treehouse luxury to Mexico



“

This brand-defining resort will create truly memorable moments

Philippe Zuber

One&Only has revealed plans for a multi-billion-dollar Mexican resort called One&Only Mandarin, scheduled to open on 1 June 2020

Set along the Riviera Nayarit, the resort will be One&Only's second Mexican location and will be immersed in a rainforest setting overlooking the Pacific Ocean. It will have 104 free-standing villas and treehouses. The resort will also be home to a One&Only Spa with six treatment rooms in a verdant setting.

One&Only has also announced the resort will feature its first residences, with 54 private homes available for purchase.



■ The resort will be One&Only's second Mexican location

With the help of botanists, the resort is designed to minimise impact on the existing landscape.

Philippe Zuber, COO of One&Only's owner and operator Kerzner International said: "This brand-defining resort will create truly memorable moments."

[READ MORE ONLINE](#)

COLLABORATION

Hyatt partners with Headspace for wellbeing collaboration



We're thrilled to make mindfulness more accessible

Andy Puddicombe

Hyatt Hotels has announced a collaboration with mindfulness app provider Headspace, set to roll out in the coming months at Hyatt-branded hotels.

The partnership will provide mindfulness exercises, guided meditations and sleep content to Hyatt employees, corporate customers and guests.

Founded by former monk Andy Puddicombe and Rich Pierson, Headspace specialises in meditation and offers mindfulness advice and guidance via an app, which has 60 million users globally.



■ Hyatt CEO Mark Hoplamazian using Headspace

Puddicombe said: "Our mission is to improve the health and happiness of the world, and we're thrilled to collaborate with Hyatt to make mindfulness more accessible to people".

Mark Vondrasek, Hyatt CCO said: "By teaming up with industry leaders like Headspace, we're better positioned to care for our guests and employees.

"Wellbeing is a true realisation of Hyatt's purpose and we care for people so they can be their best".

READ MORE [ONLINE](#)

UPDATES

Aqua Sana relaunches Longleat Forest spa

The Aqua Sana spa at Center Parcs Longleat Forest, UK has relaunched with a new name and concept following a £6m refurbishment.

With design by Sparcstudio, the 2,222sq m spa has been reimaged with the creation of 24 spa experiences which draw inspiration from different aspects of nature and the surrounding forest landscape.

Following the restyle, the spa's footprint has increased by 40 per cent and is spread across five themed zones – Nordic Forest, Hot Springs, Volcanic Forest, Forest Immersion and Treetop Nesting – which are designed to take guests on a journey through different aspects of

nature using multi-sensory experiences. The spa also has six individually themed relaxation rooms, two saunas, five steamrooms and five experience showers.

Aqua Sana group spa manager Kay Pennington said: "Although the Longleat Forest spa has been a firm favourite for more than 20 years, the new spa experiences give it a completely new personality – we've effectively opened a brand-new spa which we see as the next evolution of the concept".

The project management of the development saw the spa close for four days during the 18 month construction period.

READ MORE [ONLINE](#)



■ The spa has reopened following a £6m investment



We've effectively opened a brand new spa

Kay Pennington

NEW OPENING

Ensana opens wellness centre in Slovakia

European health spa operator Ensana has recently opened a new luxury wellness and relaxation centre at its 5-star Thermia Palace Ensana Health Spa Hotel, on the spa island of Piešťany, Slovakia.

The 1,200sq m development features year-round indoor and outdoor swimming pools, experience showers, a tepidarium, a large whirlpool, Finnish infrared sauna and a steamroom. The pools are filled with local healing thermal waters and gently warmed using heated tiles.

Hotel guests can enjoy more than 60 different spa treatments at Irma Spa – including some of Ensana's proprietary treatments,

which fuse healing natural resources with modern medical knowledge.

"Our new wellness and relaxation centre has a modern and spacious design, which subtly compliments the hotel's Art Nouveau," said Andreas Schuster, cluster general manager of Ensana Health Spa Hotels Piešťany. "Access to the centre is exclusive to our guests, and once inside, the building offers incredible and unobstructed views of our gardens."

The new development, which cost more than €4m to develop, represents a significant investment for the Ensana group, which operates 26 spa hotels across Europe.

[READ MORE ONLINE](#)



■ The new development cost approximately €4m to construct



Our new wellness centre has a modern and spacious design

Andreas Schuster

GROWING FOOTPRINT

Trilogy opens Colorado sports-recovery spa



This destination is ideal for Well & Being's concepts

David Stoup

Luxury alpine destination Vail Marriott Mountain Resort has relaunched its spa and wellness offering, following a US\$6m resort-wide refurbishment.

Developed and managed by spa operator, Trilogy Spa Holdings, the 8,830sq ft Well & Being centre focuses on comprehensive sports-recovery.

The spa features cryotherapy, vibration therapy and halotherapy (salt therapy), with an illuminated Himalayan salt therapy room.

Treatments can be customised to meet individual recovery needs, such as personalised massages which can



■ The 8,830sq ft spa includes a halotherapy suite

also be complimented with a menu of specialist products including cryopacks and muscle gel for fatigue relief.

David Stoup, Trilogy Spa Holdings chair, said: "Vail is an ideal destination to implement Well & Being's concepts".

[READ MORE ONLINE](#)

GROWTH

WTA reaches growth milestone

The Wellness Tourism Association (WTA) has broken the 100-member barrier, announcing it has partners and members in 21 countries.

Launched in 2018, the WTA is a Colorado-based not-for-profit organisation with a mission to support and further the growth of the wellness tourism industry through networking, education, communication and marketing.

Co-founders include Accor Hotels, Canyon Ranch, Travel to Wellness, the Art of Living Retreat



It's rewarding to see members around the globe support the goals of wellness tourism

Andrew Gibson

Center and the Monaco Government Tourist Office.

"It's rewarding to see members from across the globe join and support the goals of wellness tourism," says chair Andrew Gibson. "Our growth demonstrates there's a desire by industry providers to understand and promote a common set of standards" he said.

Anne Dimon, president and CEO said: "We're thrilled to have reached 100 members and partners".

[READ MORE ONLINE](#)

NEW OPENING

Anantara debuts in Malaysia with 24-carat gold facials

Anantara has debuted in Malaysia, opening Anantara Desaru Coast and Villas in Johor.

The resort features a signature Anantara Spa with six treatment rooms, offering 24-carat gold body wraps and facials developed to deliver anti-ageing benefits. The spa also provides massages, scrubs and traditional Thai and Malay wellness treatments.

Surrounded by tropical gardens, the 108-key resort has 90 rooms housed in traditional low-rise Malay-style buildings with ocean-views. Guests can also stay in



■ Guests can enjoy 24-carat gold facials and body wraps



We're thrilled to be established as an international destination

Thomas Meier

one of 13 stand-alone villas located around a lagoon, five family residences and 15 private beachfront residences, the first by the company.

Thomas Meier, Minor Hotels' senior VP of operations for Asia, said: "The company's thrilled to be part of one of Malaysia's most anticipated new tourism developments and to establish itself as an international luxury destination".

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spa & wellness news

SPA RESORT DESIGN

Gathy behind Four Seasons Bangkok's design

The Four Seasons Hotel Bangkok at Chao Phraya River is due to open in February 2020, with a design by Jean-Michel Gathy inspired by Thai culture and the hotel's riverfront location.

Occupying a 200m (660ft) stretch along the Chao Phraya River, the 299-room hotel's design makes abundant and synergistic use of water.

Flowing streams, waterfalls and pools echo the movement of the river while contributing to a soothing and serene ambience.



“

The overall effect is supremely engaging yet also restful

Jean-Michel Gathy

Gathy said: "Dramatic ceiling alignments, open arches, and the use of parallel exquisite materials within and outside the buildings all contribute to a defining sense of unity amid variety."

"The overall effect is supremely engaging yet also restful."

Four Seasons has also collaborated with GOCO Hospitality to create a 2,000sq m spa with nine single and double treatment rooms.

[READ MORE ONLINE](#)

TREATMENTS

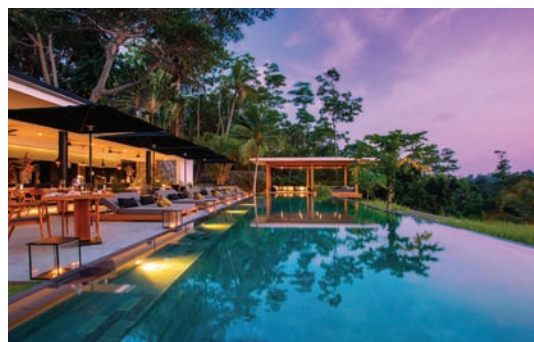
New Sri Lankan spa offers traditional Ayurvedic treatments

A hilltop forest spa has opened in Sri Lanka at the recently launched Haritha Villas + Spa resort.

The two-storey 3,500sq m Jungle Spa specialises in Ayurvedic treatments and has two on-site Ayurvedic Doctors who curate individual holistic wellness programmes.

The in-residence Doctors will also craft individual Ayurvedic menus tailored to meet guests' personal needs.

Nilangi Godellage, Jungle Spa manager, said: "Ayurveda is the ancient healing art of Sri Lanka and is integral to all wellness treatments at the spa".



■ The 3,500sq m hilltop spa covers two storeys



“

Ayurveda is the ancient healing art of Sri Lanka

Nilangi Godellage

The spa has three treatment rooms and offers herbal baths, facials, massages, as well as wraps and scrubs.

Treatments are supplied with natural, locally-sourced products alongside Elemis, Margaret Dabbs London, Ophis and Link Natural.

Additional facilities include a Vichy shower, sauna, steamroom, 24-hour gym and jacuzzi, as well as a yoga pavilion.

[READ MORE ONLINE](#)

23-26 JANUARY 2020

Les Thermalies

**Carrousel du Louvre,
Paris, France**

Water and wellness show with a focus on thermal spas and thalassotherapy. The event markets itself as the essential exhibition to promoting and selling treatments and products to a targeted clientele.

www.thermalies.com

26-29 JANUARY 2020

Green Spa Network Congress

**The Oaks, Ojai,
California, US**

The GSN's signature event, the theme of this year's congress will be "Transformation". The Congress aims to bring spa professionals together from across the industry and around the world to talk about work, business and the future, while creating a positive vision for themselves.

www.greenspanetwork.org

28-30 JANUARY 2020

Spatex 2020

**Ericsson Exhibition
Hall, Ricoh Arena**

SPATEX is the UK's only dedicated pool, spa and wellness show. With 100+ Exhibitors, SPATEX brings together under one roof the country's largest showcase of new products and innovations but it is so much more than just an Exhibition.

www.spatex.co.uk

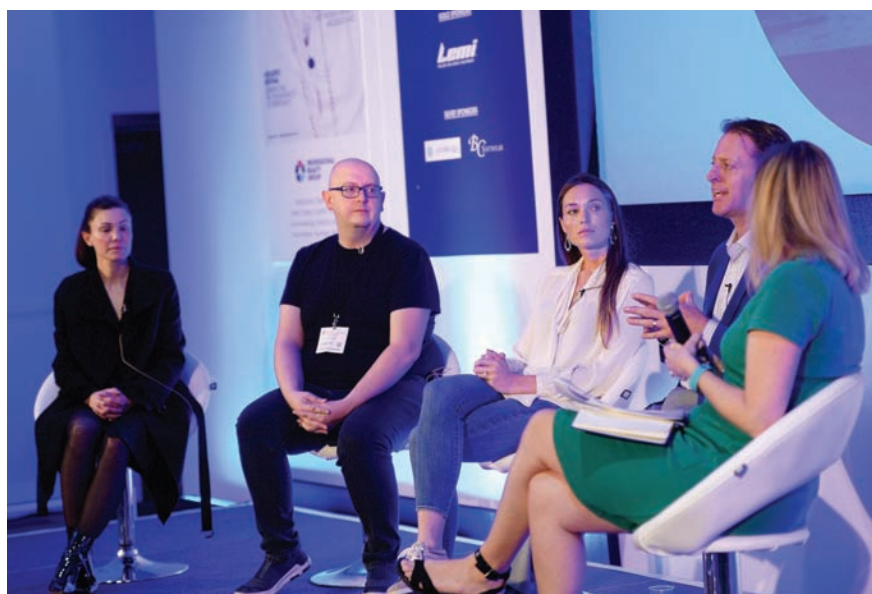
3-4 FEBRUARY 2020

Beautyworld Japan Fukuoka

**Fukuoka Kokusai Center
Fukuoka, Japan**

Beautyworld Japan Fukuoka will be lifting the curtain to welcome all professional buyers, aestheticians, nail artists and beauticians. The event will look to showcase the latest products, techniques and knowledge available in the beauty and wellness industries.

www.beautyworldjapan.com



■ The event involves discussion panels with industry experts

29-30 MARCH 2020

World Spa & Wellness London

**ExCeL London,
London, UK**

The convention is an opportunity for spa and hotel directors to come

together and network to share their experiences of operating successful spas, as well as engaging in panels with leaders from within the industry.

worldspawellness.com/london

Tel: +44 (0) 203 841 7375

16-17 FEBRUARY 2020

World Spa & Wellness Dubai

**Festival Arena, Dubai,
United Arab Emirates**

The World Spa & Wellness Dubai is marketed as the leading networking event for top-tier executives and owners of spas, hotels and wellness centres.

Tel: +44 (0) 207 351 0536

www.worldspawellness.com

19-21 FEBRUARY 2020

ForumPiscine - 12th International Pool & Spa Expo and Congress

Bologna Exhibition Centre, Italy
ForumPiscine is marketed as the only international event in Italy for the pool and spa industry. Now in its 12th year, the three-day event is organised by Editrice Il Campo and features a conference and an exhibition for more than 7,500 delegates.

www.forumpiscine.it

6-8 MARCH 2020

BEAUTY Düsseldorf

**Düsseldorf Exhibition Centre
Düsseldorf, Germany**

An international trade fair for cosmetics, wellness and spa professionals. It attracts around 55,000 trade visitors from 76 countries. The Trade show will see 1,500 exhibitors and brands from 32 countries displaying their products

www.beauty-duesseldorf.com

11-13 MARCH 2020

APSWC Round Table 2020

Naman Resort, Da Nang, Vietnam

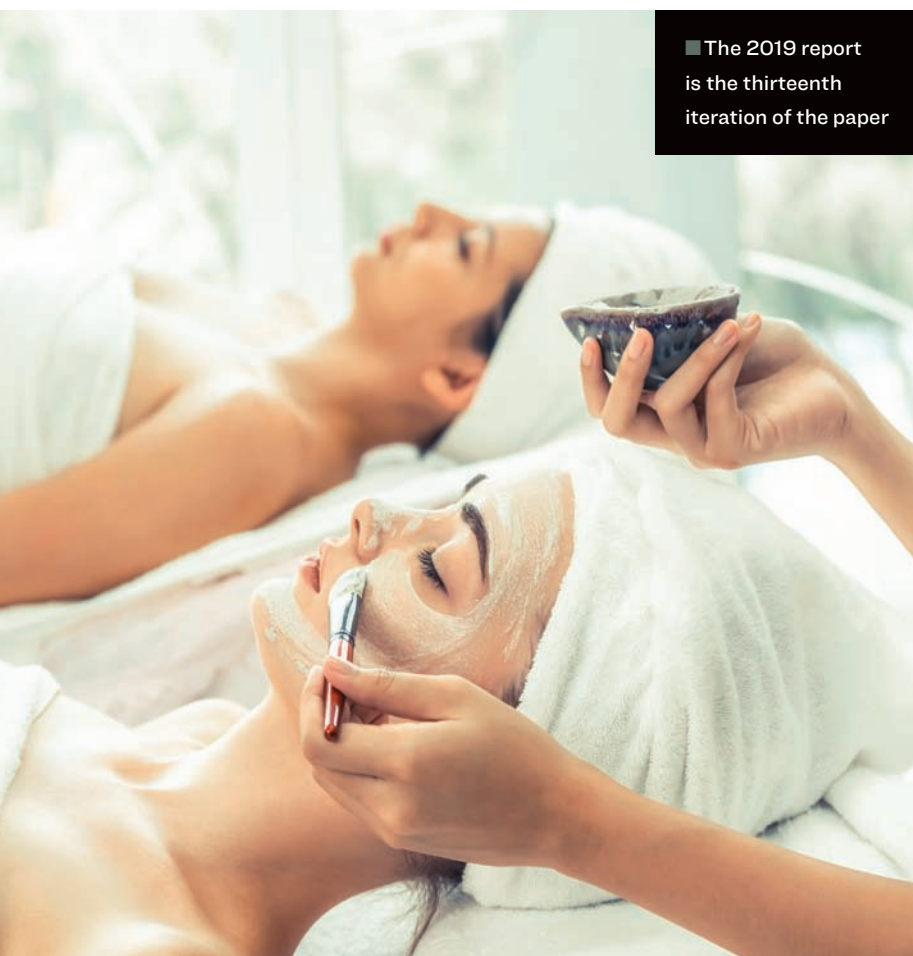
The APSWC's fourth Round Table, with suggested white paper topics focussing on the Rising Stars of Wellness, the Rise (and Fall?) of Traditional Therapies and KPIs in spa and wellness businesses.

Tel: +91 9168278669/70

www.apswc.org

Performance analysis

CBRE has released its annual *Trends in the Hotel Spa Industry* report and revealed that spas are one of the top-performing hotel departments



■ The 2019 report is the thirteenth iteration of the paper

Spa is now one of the top-performing departments within hotels, according to a recent report by hotel consultancy firm CBRE – *2019 Trends in the Hotel Spa Industry*.

The report found that total hotel revenue increased by 3.8 per cent, while spa departments reported increases of 4.8 per cent.

The report is authored by Mark VanStekelenburg, division MD of CBRE Hotels Advisory and Jenna Finkelstein, director at CBRE Hotels Advisory, and features 2018 revenue and expense data from 159 US hotels with spas from 2018. This is the thirteenth iteration of the report.

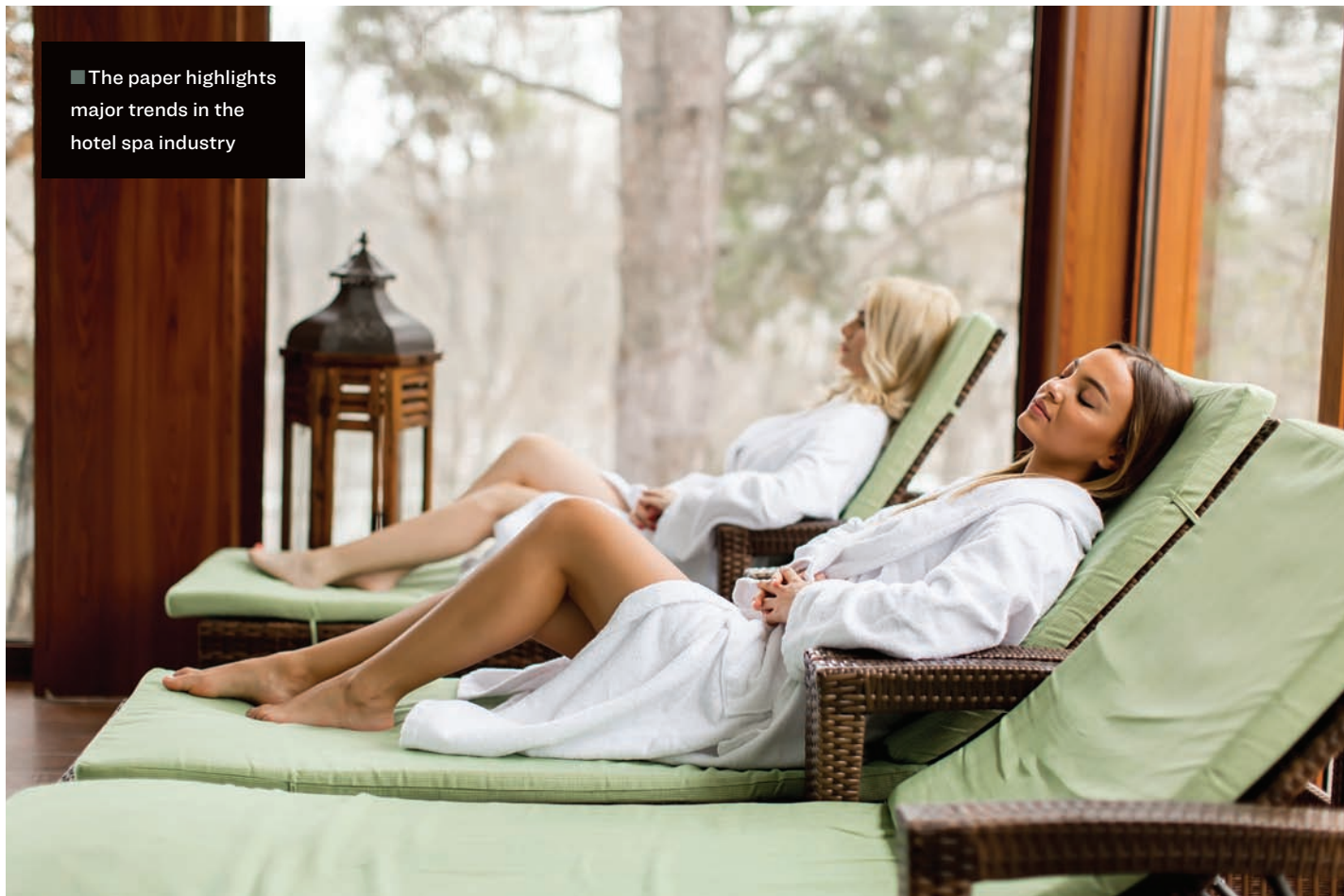
According to the report, revenues and profitability also improved in all hotel spa categories. The greatest increase was reported by hotels with less than 200 rooms, with a jump of 13.3 per cent. Hotels with more than 700 rooms increased spa revenue by 3.6 per cent, while hotels with 200-700 rooms saw the smallest increase in spa department revenue, with just 0.3 per cent, during 2018.

Resort hotels have also shown greater increases in spa department profits than urban properties for the first time in seven years.

In addition, CBRE gives a breakdown of

Hotels will continue to succeed if wellness is seamlessly incorporated throughout the hotel

■ The paper highlights major trends in the hotel spa industry



Despite rising labour costs, decreases in other department operating expenses led to profit gains for all hotel spas

customer segmentation for all hotel spas in 2018, finding it was comprised of 53 per cent hotel guests, four per cent spa members and 43 per cent locals/others.

In urban hotel spas, the percentage of locals is higher at 61 per cent. CBRE says that this indicates an opportunity for hotel owners to provide packages to entice the local community into their spas for different services in order to convert these local patrons into members to provide a steady income stream to all areas of the hotel.

Resort hotels report 62 per cent of customers are hotel guests, 32 per cent are locals/others and six per cent are spa members.

2019 Trends in the Hotel Spa Industry is designed to provide owners and operators with the means to compare their performance against that of similar facilities, or against industry averages, and to identify their level of operating

efficiency and competitiveness.

“As in previous years, despite rising labour costs, decreases in other department operating expenses, along with revenue increases led to profit gains for all hotel spas,” say the authors.

In addition, the paper highlights major trends in the hotel industry, stating that sustainability initiatives have grown in popularity, as well as hotel partnerships with major fitness brands.

“Hotels will continue to succeed if wellness is seamlessly incorporated throughout the hotel”, said Finkelstein. “This includes offering healthy menus, partnering with boutique fitness classes, providing top-of-the-line equipment, and socially responsible sourcing”.

The paper concludes by highlighting the ongoing challenges that hotel spas face, including the rise of social media and review culture as well as a tight labour market.●



■ The paper is authored by CBRE's Mark VanStekelenburg and Jenna Finkelstein (pictured)

■ Set within a 1,000 acre estate, the spa is claimed to feature one of the UK's largest spa gardens



▶ Play Video

Garden setting

Cheshire's Carden Park welcomes a brand new £10m spa with a Bollinger champagne garden bar



■ Spa consultant Nicki Kurran helped create the new spa

Carden Park Hotel in Cheshire, UK, has officially launched a new spa following a £10m construction project.

The Spa at Carden spans 4,500sq m and was created by consultant Nicki Kurran, who worked alongside Barr & Wray Interior Design and HB Architects.

"It's been an absolute pleasure working with the spa team at Cheshire's Carden Park over the past two years" said Kurran speaking to *Spa Opportunities*.

"We've created a truly exclusive experience for our guests with some magnificent show-stopping touchpoints".

The destination spa has 14 treatment rooms, three themed relaxation rooms, two indoor saunas and an ice fountain as well as an outdoor all-weather Bollinger champagne bar. The destination also features experience showers, a salt steamroom and a tepidarium.

Set within the hotel's 1,000-acre grounds, the spa's been developed to provide guests with a wellness reset



■ Barr & Wray are behind The Spa at Carden's interior design, along with the installation of its thermal and hydrotherapy facilities



■ Treatments are inspired by the Five Element Theory which originates from Traditional Chinese Medicine

using nature, and claims to feature one of the UK's largest spa gardens .

The gardens include five heated relaxation pods, fire pits and a garden sauna, as well as three outdoor hot tubs and a vitality pool. The garden is also planted with fresh herbs that are incorporated into treatments.

Guests are offered a range of face and body treatments inspired by TCM's (Traditional Chinese Medicine) Five Element Theory – the belief that everything in life must work in harmony in



We've created a truly exclusive experience for our guests at Carden Park with some showstopping touchpoints

order to achieve perfect equilibrium.

The treatment menu features facials, scrubs, wraps and massages.

Treatments are being supplied by Oskia, Margaret Dabbs London, Made for Life and Elemental Herbology.

Steve Ewing, spa director, said: "The Spa at Carden is truly world-class, bringing together the best facilities, new treatments and the highest level of service."

The spa was officially opened by Steve and Sally Morgan, owners of Carden Park. ●



Rupert Schmid and Pierre-Louis Delapalme

SKIN DEEP

Biologique Recherche has spent the past 40 years developing technology and products to understand the skin on an individual level. Pierre-Louis Delapalme and Rupert Schmid tell us about the Parisian brand's latest innovations



The Skin Instant® Lab is a medical device that analyses, diagnoses and prescribes treatments

Biologique Recherche has built its business on the concept of personalisation. Can you explain how this works?

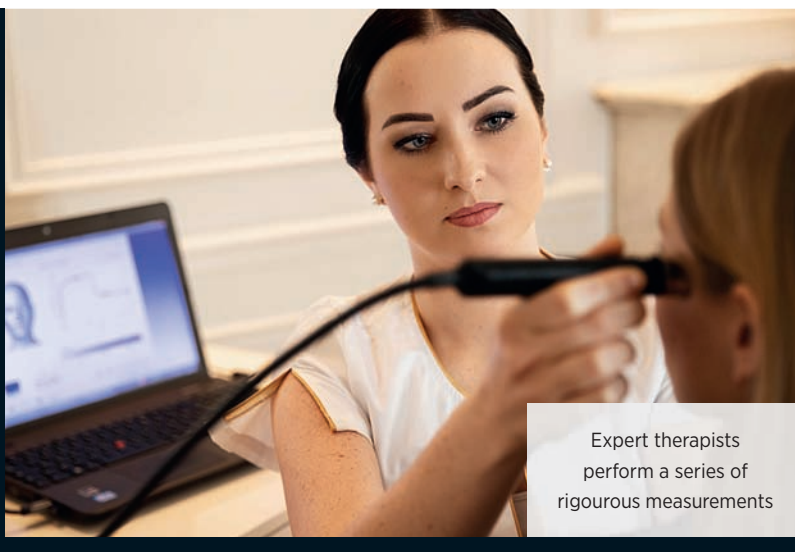
Pierre-Louis Delapalme: Everyone is talking about personalisation today, but we started focussing on personalisation 40 years ago. So for 40 years, we have slowly built a sophisticated methodology, adding new products to make sure that we cover all possible skin issues and problems. When you have 40 years + to develop personalisation, then it gives you the time to reach a certain level of sophistication.

Rupert Schmid: The Skin Instant® Lab, which we've had for five years, was a major breakthrough in the industry. It's a medical device, which analyses, diagnoses and prescribes products and treatments. It's a three-step methodology, which starts with a cosmetological evaluation of the skin by our expert therapists, which is then followed by a series of rigorous measurements using the Skin Instant® Lab. Five probes are connected to a computer, and can measure moisture content, transepidermal water loss, skin elasticity, melanin and sebum content.

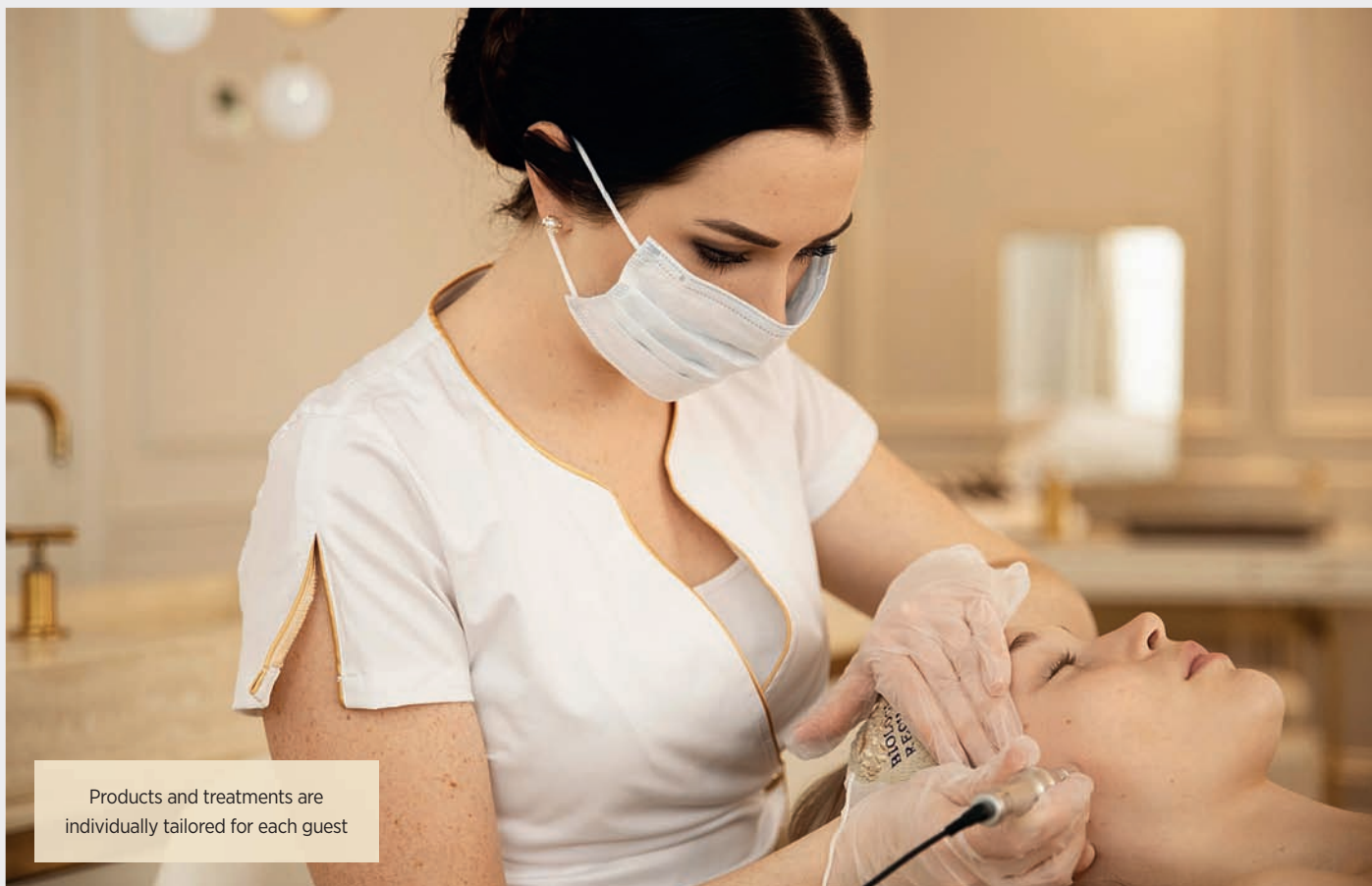
The combination of all these things generates a personalised dermocosmetic file, which will recommend a selection of Biologique Recherche products and treatments specifically tailored for each client. Guests love that we give them the tools to be involved actively in their treatment. Every step, we select the right product for the right diagnosis, so the possibilities are endless. Because of that, we get results.

P-LD: The diagnosis is where we try to innovate – this year we added a visual app, which takes pictures and measures the pores, skin pigmentation, and the length and depth of wrinkles, so it's really another angle on the skin.

Every time the guest comes to us, we assess their skin and identify how it's changed. Your skin will change every time you come back to us, depending



Expert therapists perform a series of rigorous measurements



Products and treatments are individually tailored for each guest

on stress, what you eat, hormonal cycle – there are so many reasons why your skin can change. Biologique Recherche spas keep a personalised history for each guest, monitoring the changes over time so that recommendations can be dynamically adjusted for a long-term treatment programme.

Why is it important to have such a deep level of understanding of the skin?

P-LD: Many people think the cosmetic industry is an ingredient battle – what's new, what's best etc. We work a bit differently, because a main source of inspiration is understanding the skin's functioning. This is very important, because one of the mistakes that can be made is that you only select ingredients to treat the problem, but you might miss the cause of the problem. Our formulations have the highest quality active ingredients, and high concentrations – usually over 20% – of botanical, marine and biological extracts. We try to be as rigorous as possible in getting the full picture, and that's why our formulations are so complex – because we really want to treat not only the symptoms but also the root cause. Treating the root cause is very different, and requires different actives.



Formulations are complex and have the highest quality active ingredients

What we hear from a lot of our customers is that they feel the methodology has really transformed their skin. They see the difference – they see their skin coming back to life. Once they've rediscovered their skin, they're a little bit hooked.

You invest heavily in research and innovation. What are some of the newest things you're offering your customers?

P-LD: We're launching our own DNA testing methodology in January 2020, 'My Beauty DNA', which measures what you cannot see: the skin you are born with. Science used to think that 25% of your skin was controlled by DNA, and 75% by your life conditions; now,

the studies suggest it's more like 50/50, so DNA is actually a big part of skin health. 'My Beauty DNA' is a tool for prevention; if you can identify issues early on, then you can change the skin's condition.

It's a simple saliva test, and the results are sent to the spa, where the therapist can read them and be able to say exactly what the strengths and weaknesses of that person's skin are from their DNA. The therapist combines this information with the testing on our machines and recommends products and treatments specifically for that guest.

RS: This is a programme that is devoted to people who are really involved in understanding the skin. The future of beauty will rely on knowledge and experience. And knowledge and experience is something you do not get overnight – that is why we invest heavily in training and technology. We want our therapists to have the tools and the knowledge to understand the skin and the treatment options. We really believe that we're just at the beginning, and that our experience of the past 40 years, always developing new products and new diagnostic methodology, puts us at the forefront of innovation.

<http://www.biologique-recherche.com/>

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SUPPLIER NEWS

Suppliers tell Spa Opportunities about their latest product, design and technology launches

For the latest supplier news and company information, visit spa-kit.net



■ The Anthénea could be used as a floating spa or treatment room

Jean-Michel Ducancelle launches solar-powered floating pods



■ Jean-Michel Ducancelle

Naval architect Jean-Michel Ducancelle has designed a solar-powered floating hotel suite aimed at offering an eco-friendly and nomadic place for travellers to stay.

The Anthénea pod was conceived as a luxury suite for hoteliers to offer their guests, but could be used as a floating spa or treatment suite.

The 50sq m (540sq ft) pod is divided into three spaces: a day space, a night space and a relaxation area. The day space features a sofa, a minibar, curved furniture and a 3m (10ft) underwater window

allowing guests to watch the sea-life outside. This central well also acts as a natural air conditioning system. In the night space, there's a circular bed and a bathtub, while the roof of the relaxation area can be opened to reveal a solarium for up to 12 people.

All interior features are said to be made entirely from sustainable materials. Optional features include a desalination system and a wood-burning stove.

The Anthénea is equipped with electric motors and its solar panels mean that, in principle, it can remain at sea indefinitely.

It is said to be easily piloted, with stabilising ballasting that helps to minimise the potential for seasickness and to be operable in temperatures ranging from -30°C to +40°C.

Speaking about the pod's eco-credentials, Ducancelle said: "I am passionate about the idea that tomorrow's habitat will absolutely have to be eco-friendly and be put at the heart of our natural environment."

The pod is priced from \$535k (€490k, £434k).

SPA-KIT KEYWORD
ANTHÉNEA

Barbara Cooke debuts SmartKnit linens



■ Barbara Cooke

BC Softwear, a UK-based provider of luxury linens, has launched a new range of SmartKnit towels, as an eco-aware alternative for spas.

Part of the SmartSoft collection, a curated range of products including the SupremeSoft spa linen, the SmartKnit towels are an environmentally-conscious option designed to save energy and reduce water consumption.

Made from an 80:20 blend of natural cotton and polyester, the towels weigh 3.5 per cent less than regular towels and require less water and energy to launder.



■ SmartKnit is an eco-conscious alternative for spas

They are made through a process called reactive dyeing, which uses 60 per cent less water than traditional methods.

The towels are available in a range of colours and sizes, including; hand towel, bath towel and bath sheet.

"BC Softwear can provide sustainable solutions from

the hotel bedroom to the spa treatment couch," said Barbara Cooke, CEO and founder of BC Softwear

"SmartSoft conserves energy and reduces costs right across your business."

SPA-KIT KEYWORD

BC SOFTWARE

The Rocks Push to enter European market, says Chloe Waller

The Rocks Push (TRP), a sustainable swimwear brand based in Australia, has partnered with Drift Distribution, which will act as the brand's exclusive European distributor, to launch its range of eco-friendly swimwear in Europe.

The brand, named after an infamous Sydney gang from the 1800's, creates men's swimwear from repurposed fishing nets and recycled plastic bottles reclaimed from the ocean, with just one kilogram of reclaimed plastic waste making

six pairs of swim shorts, while a tonne can make 6000 pairs.

Once collected, these materials go through a process called polymerisation, where the nets are made into a yarn called Econyl, which is then woven and dyed with limited-edition artwork, before being made into men's swimwear.

"We are passionate about the oceans and doing our part to keep them clean. We wanted to create a brand that's ethical and ecological with a social commitment to the planet," said a spokesperson for TRP

Chloe Waller, director of Drift Distribution, said of the collaboration: "The Rocks Push is a brand that represents ethical, moral and sustainable standards moving into the next generation and future of apparel."



■ Chloe Waller

"The value of sustainability is imperative for both Drift Distribution and The Rocks Push and we look forward to partnering with spas, hotels and retailers that share this core value," she added.

SPA-KIT KEYWORD

DRIFT DISTRIBUTION



■ The Rock's Push makes swimwear from recycled plastic bottles

[comfort zone]

Comfort Zone's new Sublime Skin additions tackle menopausal skin and hyperpigmentation, says **Barbara Gavazzoli**



■ The new facial features empathic touch techniques



■ Barbara Gavazzoli

Throughout life, the skin's demands become more complex. At the point of menopause, women experience accelerated ageing leading to dry, thin and dense-less skin and face the consequences of the build-up of chronic sun exposure which causes dark spots, wrinkles and loss of tone. Italian skincare brand Comfort Zone tackles the effects of both of these with the latest additions to its Sublime Skin range – a facial and four products developed by the internal R&D team with the support of hormone health specialist Dr Alyssa Burns Hill and nutridermatologist Dr Maria Bucci.

Not only do women experience physical symptoms in the menopause, such as mood swings and hot flushes, their skin is also at a unique stage of fragility. Inefficient cellular communication influenced by the drop in oestrogen levels leads to lack of structure and density in the

skin. Slower regeneration of collagen and elastin, in combination with compromised vitamin D synthesis, also means the skin becomes thin and especially delicate. Sublime Skin's 50+ Oil Cream and Oil Serum are formulated with the brand's exclusive Cell-Support Technology™ and rich and nourishing abyssinian seed oil to provide protection and enhance regeneration. For day use, the Oil Cream gives the skin immediate comfort, encourages collagen production and provides a protective barrier. As an overnight treatment, the Oil Serum stimulates cellular regeneration to combat dry, thinning skin.

Uneven complexion and skin tone are one of the main concerns that come with ageing, and although hyperpigmentation can be actualised by many factors, sun exposure is a lifetime foe that marks the skin with dark, sporadic spots. Inflammation is the mechanism that causes melanogenesis, meaning the

skin provides extra melanin as a defence which appears in an accumulation on the skin. To prevent the formulation of spots, it's crucial to integrate a daily SPF into the beauty routine. Sublime Skin Color Perfect is an SPF 50 with a delicate texture that illuminates and restores an even skin tone, acting as a base for makeup.

Meanwhile, Dr Bucci says the Sublime Skin Corrector, with its exclusive Tri-white complex, imitates the Kligman Triad dermatology method to treat spots saying it “acts on several levels, for example the inflammatory part, the exfoliating part and depigmenting part”. Barbara Gavazzoli, Comfort Zone's education and communication director concludes: “We support women in regaining their beauty and confidence with innovative and effective skincare solutions.”

SPA-KIT KEYWORD

COMFORT ZONE



■ A nutridermatologist and hormone health specialist helped develop the products



ATTRACT GREAT TALENT with Seth Mattison

One of the spa industry's greatest challenges is attracting and retaining employees in today's competitive labour market. The demand is high for quality employees as the industry continues to grow.

To help the spa industry solve some of these challenges, the International SPA Association (ISPA) is hosting an inaugural event – and it has an expert on this topic lined up as a keynote speaker to guide ISPA members.

Seth Mattison – an internationally renowned expert and author on workforce trends, generational dynamics and business strategy – will discuss his book *The War on Work* and more at the 2020 ISPA Talent Symposium on 15 April 2020 at The Ritz-Carlton, Bacara in Santa Barbara, California.

The Talent Symposium will be the first of its kind for the spa industry and will focus solely on workforce issues. In this keynote speech, Mattison will provide attendees with insights into how to harness the power of their top talent, tap into the hidden brainpower throughout their entire organisation and learn how to adapt more quickly and proactively to changes in the marketplace.



Mattison is an expert on workforce trends and business strategy

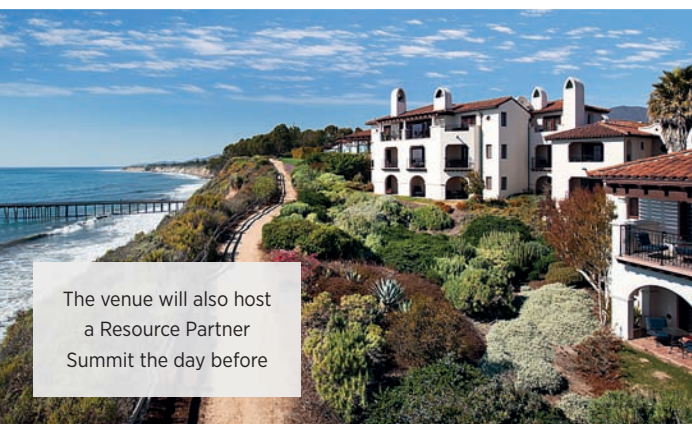
The Talent Symposium will be the first of its kind for the spa industry and will focus solely on workforce issues

“As our industry continues to grow, it's imperative that our leaders cultivate a strong workforce,” says ISPA president Lynne McNees. “Seth Mattison is perfect for our inaugural Talent Symposium as he will empower our attendees to establish an ongoing system to nurture and harvest the best ideas from their employees.”


The event will be held in conjunction with the ISPA Resource Partner Summit on 14 April, 2020, at the same location. The vendors-only Resource Partner Summit will focus on the issues that matter to ISPA's resource partner members, such as the rise of online retailing, how to capture the attention of spa decision-makers and more. In this distinct event, leading spa industry professionals will offer feedback and guided think-tank discussions to emphasize resource partners' voices in the spa industry.

Mattison – the founder and CEO of Luminate Labs – advises leaders on key shifts happening around talent management, change and innovation, leadership and the future of work. His goal is “to help facilitate a shift in consciousness around what work and leadership will mean in the 21st century and the role individuals can play in intentionally leading organisations and legacies that bring deep value to the world.” ●

● To register or learn more about the event, visit experience.ispa.com or contact ispa@ispastaff.com



The venue will also host a Resource Partner Summit the day before



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Meet the Spa Opportunities team



Liz Terry



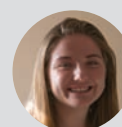
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To apply for this role, click below or scan QR code



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Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcpas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

The Day Spa Association (US)

■ www.dayspaassociation.com

Estonian Spa Association

■ www.estonianspas.eu

European Spas Association

■ www.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

German Spas Association

■ www.deutscher-heilbaederverband.de

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Spa Association (ISPA)

■ www.experienceispa.com

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Serbian Spas & Resorts Association

■ www.serbian spas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa Association of India

■ www.spaassociationofindia.in

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