

spa business insider

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Expect 'spa boom' after lockdown

The Good Spa Guide has revealed the results of its online survey which asked 5,000 UK spa-goers about their habits and approach to spas in the age of COVID-19.

The survey reported that just over 80 per cent of respondents said they'll go back to a spa, with 48 per cent saying they'll do so 'straight away' and 36 per cent saying they'll visit 'a couple of months' after spas reopen.

Sixty-five per cent cited 'just relaxing in a spa environment' as the main reason for returning, while 6 per cent said they plan to visit more regularly than before.

Speaking to *Spa Business Insider* Daphne Metland, *The Good Spa Guide* director and behavioural scientist, said: "Expect a spa boom once lockdown eases, people haven't been able to treat themselves for a long time and now more than ever we're reminded that we must look after our own wellbeing.

"After 9/11, spa bookings increased dramatically. Many people who thought



■ 65 per cent of respondents cited 'just relaxing in a spa' as the main reason for returning

they would get around to booking a spa trip 'some time' suddenly realised the future was uncertain. We'll experience the same effect here and will see spa bookings increase later in the year."

MORE: http://lei.sr/8R5u5_B



Over 80 per cent of spa-goers say they'll return after lockdown

Daphne Metland



NEWS

Global Wellness Day 2020 reaches millions

The event was hosted via a 24-hour livestream

p6



DEVELOPMENT

Construction of US\$5bn resort nears completion

First construction phase set for completion in 2020 Q4

p8



INSIGHT

Thai wellness community on track for 2022 opening

The Tri Vananda wellness destination in Phuket

p12

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EXCLUSIVE

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COVID-19 has kickstarted a consumer focus on self-care, says **Anna Bjurstam**

The spa and wellness industry is set to witness a renewed interest in self-care, according to Anna Bjurstam, Six Senses wellness pioneer.

Bjurstam spoke to *Spa Business insider* to assess the impact of the global pandemic on the industry and discuss what's next.

"At Six Senses we think the future focus is going to be on self-responsibility, as people are realising the importance of taking care of their own health," she said. "They won't just want a massage, they'll want to learn about it.

"In anticipation of this, we created and launched our At Home With Six Senses portal. The platform's has been



■ Anna Bjurstam, Six Senses wellness pioneer

We think the future will focus on self-responsibility, as people realise the importance of their own health

designed to offer proactive and pragmatic ways for people to care for themselves."

Six Senses launched the portal to help consumers remain solution-oriented,

by supporting their physical and mental wellbeing and resilience during the coronavirus lockdown.

The digital content is structured around the brand's key wellness pillars – Mindfulness, Eat, Sleep, Move, Live Naturally and Connect.

"The portal offers advice around our brand values – on how to reduce anxiety and loneliness, for example," explained Bjurstam, "as well as tips on everything from working at home to getting into good sleep routines.

"It's been hugely successful in enabling us to communicate with customers and they're giving feedback daily on what they do and don't like."

MORE: http://lei.sr/Y6P9W_B

Michael Wallace launches new book 'to inspire next generation of spa managers'



■ Michael Wallace co-authored the book with Melanie Smith

Industry figure and medical spa and hot spring specialist consultant, Michael Wallace, has co-authored and launched a book called *The Spa Manager's Essential Guide*.

With 20 years' experience in operational management in the spa and fitness industry, Wallace co-wrote the book with Melanie Smith, associate professor at Budapest Metropolitan University, Hungary, and an international health tourism researcher, consultant and speaker.

The book focuses on areas that industry leaders have identified as critical

According to Wallace: "This book contains all the basic day-to-day information on how to run a wellness, beauty or thermal spa operation successfully, it focuses on those areas that industry leaders have identified as critical and missing in today's spa leaders."

Wallace and Smith have included a range of topics such as customer care,

leadership, selling and marketing a spa effectively, finance, experience design and developing spa concepts.

The 12-chapter book features advice and opinions from over 50 international spa CEOs, managers, consultants, doctors, journalists and trainers and has been endorsed by the European Spa Association.

MORE: http://lei.sr/P5s7A_B



■ Barry White runs a spa management consultancy called White

Time will allow customers more choice to enhance their wellbeing in a place and time of their choosing

Barry White unveils online community of wellbeing

Industry figure and consultant, Barry White, has launched a collaborative spa and wellness platform and aromatherapy product line.

Called Time, the organisation is designed to be a centralised resource of retail brands, wellness experts, treatments and physical wellness locations for consumers in Hong Kong and Macau.

Speaking to *Spa Business insider*, White revealed the platform's launch will be phased, with stage one consisting of the product launch and the following phases, including a rollout

of services such as digital wellness tutorials, treatments, and spa management consultancy services, provided by White's own consultancy – called White.

"I created Time to give customers more choice to enhance their wellbeing in a place and time of their choosing, with specialist care, locations and products they can trust," he said.

Spa and wellness brands Subtle Energies and Vinoble Cosmetics are partnered with Time and will gradually roll out retail products and treatments on the online platform.

MORE: http://lei.sr/5v8h4_B

04

People

COVID-19 has kickstarted a consumer focus on self-care, says Anna Bjurstam, Michael Wallace launches new book 'to inspire the next generation of spa managers' and Barry White unveils online community of wellbeing

06

News

Global Wellness Day held via 24-hour feed, Chiva-Som wellness resort welcomes back guests, Made For Life inks Amazon deal and Anantara offers private resort hire

08

News

Construction of US\$5bn resort nears completion, Fairmont reopens flagship Chateau Lake Louise Spa, SHA Wellness Clinic reopening in July and Mandarin Oriental debuts staff mental wellness programme

12

Spa insights

ISPA kicks off first session of its Town Hall Meeting series and Montara Hospitality Group invests US\$209m into Thai wellness project specialising in cognitive health

23

Supplier news

The latest in products and innovations in the spa kit world

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EVENT

Global Wellness Day held via 24-hour feed

On 13 June 2020, the ninth annual Global Wellness Day was hosted using a 24-hour live stream.

The event focused on mental health, stress, immunity, nutrition, indoor exercise, love and compassion, with the motto; "One day can change your whole life".

With participants from six continents, Global Wellness Day featured a range of educational and complimentary presentations, ranging from wingsuit base jumping and nutrition to Muay Thai exercises and plant-based cooking classes.

Content was streamed through the event's official YouTube, Facebook, Twitter

and Instagram accounts. International operators, such as Mandarin Oriental, also joined in with the celebrations and hosted their own livestreams.

Belgin Aksoy founded Global Wellness Day in 2012 and it has since been celebrated annually on the second Saturday of June with free wellness activities across the globe.

According to Aksoy, "Once again because of Global Wellness Day, millions of people said "yes" to wellness across the globe.

"We made history celebrating Global Wellness Day with its very first 24-hour livestream broadcast."

MORE: http://lei.sr/t6q8z_B



■ Global Wellness Day has been celebrated annually since 2012



Millions of people said 'yes' to wellness across the globe

Belgin Aksoy

REOPENING

Chiva-Som wellness resort welcomes back guests



The world will never be the same, but wellness is here to stay

Krip Rojanastien

Luxury Thai wellness resort Chiva-Som in Hua Hin, Thailand reopened its doors on 12 June 2020, following closure due to the global pandemic.

As Thailand gradually eases its lockdown, the resort is making preparations for operations to resume, in accordance with local government guidelines and advice.

"We're reopening with a mission to enhance our services further, at a time when it is essential to feel safe. Staying well is the key to combating future viral attacks. The world will never be the same, but wellness is here to stay,"



■ The resort reopened to guests on 12 June

said Krip Rojanastien, chair and CEO of Chiva-Som. "We always make the wellness of our guests our priority."

The resort is reopening with heightened hygiene measures to protect both staff and guests such as mandatory PPE, temperature checks, deep-cleaning and social-distancing.

MORE: http://lei.sr/z4W9J_B

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STRATEGY

Made for Life inks Amazon deal

In response to the COVID-19 pandemic, skincare brand Made for Life Organics has signed a deal to sell its products via Amazon while spas are closed. The move was motivated by a desire to expand the organic beauty business' reach and ultimately provide a window to a wider audience and community of wellness fans. Made for Life founder, Amanda Winwood said: "Partnering

with Amazon was a natural step forward and is an essential part of the business strategy moving forward. "At Made for Life, we believe this will benefit spas when they reopen, as new customers will have already discovered the benefits of our products during lockdown and want to experience these in a spa setting," concluded Winwood.

MORE: http://lei.sr/T6T7D_B



■ Guests can privately hire Anantara Kihavah in the Maldives

RETREAT PACKAGE

Anantara offers private resort hire

Anantara Hotels, Resorts and Spas is offering resort-hire packages at its island destinations in Mozambique, the Maldives and the UAE.

The experience allows guests to take over resorts with exclusive access to spas, restaurants and resort facilities. Developed in response to COVID-19, the offer provides guests with a private luxury travel experience which removes

the risk of being exposed to the virus from other guests.

Resorts involved include Anantara Medjumbe Island Resort in Mozambique, Sir Bani Yas Island by Anantara in the UAE as well as Anantara Kihavah Maldives Villas and Anantara Dhigu Resort in the Maldives.

All resorts, except the Mozambique destination, will provide wellness offerings.

MORE: http://lei.sr/w3f6J_B

DEVELOPMENT

Construction of US\$5bn resort is 'on track'

Austrian developer Josef Kleindienst's US\$5bn mega-resort project, The Heart of Europe, in Dubai is on track to complete phase one of construction, despite COVID-19.

The Heart of Europe is claimed to feature the world's first floating underwater spa as well as 15 unique hotels and resorts spread across six islands designed to showcase European culture, heritage and lifestyle experiences, such as the world's first climate-controlled rainy street.

The project was announced in 2014 by The Kleindienst Group and has been under construction ever since.

Each of Kleindienst's hotels will be themed on an

individual European country and feature appropriate leisure opportunities.

Accommodation options will include three-level floating seahorse villas, Germany Island, Sweden Island, Switzerland Island, Côte D'Azur Resort (with four hotels), Portofino Hotel, Honeymoon Island and The Floating Venice Island – the resort which is home to the underwater spa.

The Portofino Hotel will also double up as a wellness hub and feature a women-only wellness centre inspired by Italian luxury.

"Our aim is to deliver a new iconic experience," commented Kleindienst.

MORE: http://lei.sr/E2g2w_B



■ The mega-resort includes 15 unique hotels and resorts



Our aim is to deliver a new iconic experience

Josef Kleindienst

REOPENING

Fairmont reopens flagship Chateau Lake Louise spa



We're working to a phased approach and being extremely careful

Daniel Poulin

Accor-owned luxury hotel group Fairmont Hotels and Resorts has reopened four hotel and spa destinations in Canada.

Fairmont's flagship resort, Chateau Lake Louise, is offering limited spa services and treatments, while Fairmont Jasper Park Lodge, Fairmont Banff Springs and Fairmont Chateau Whistler spas are limited to hair salon appointments and retail services.

Accor's director of spa and fitness for North and Central America, Daniel Poulin, said the company is remaining cautious yet flexible in its reopening approach. "We want to offer the best experience



■ Chateau Lake Louise is Fairmont's flagship destination in Canada

we can, so we're working to a phased approach and being extremely careful.

"Accor is providing strong basic guidelines to start with – then we're going to gradually encourage spa directors to add in state-specific regulations depending on their location."

MORE: http://lei.sr/D5Y7j_B

REOPENING

SHA Wellness Clinic partners with NASA

Integrative medi-wellness facility, SHA Wellness Clinic, will be welcoming guests from 22 July 2020 with new programmes and treatments co-developed with NASA and Harvard.

Upon reopening, the clinic in Alicante, Spain, will launch a dedicated immune-boosting regime to be conducted during its signature seven-day Rebalance programme, in response to the COVID-19 pandemic.

Through a combination of medical treatments and



We've implemented changes to ensure staff and guests' safety

Alejandro Bataller

natural therapies, SHA's booster is designed to restore and stimulate the body's natural immunity, with the goal of enabling the body to be in the best condition for defeating threats to health and wellbeing.

Alejandro Bataller, SHA VP, told *Spa Business insider*: "We've implemented these changes with the help of our medical team. It's an ambitious plan to ensure that our beloved guests and staff are kept safe in our facilities."

MORE: http://lei.sr/C3C7B_B

MENTAL WELLBEING

Mandarin Oriental debuts staff mental health programme

Mandarin Oriental Hotel Group is launching a mental wellness course as its staff gradually return to its reopened hotel and spa destinations.

The company is creating a four-week course for colleagues – called Inner Strength Outer Strength – to encourage new habits which instil physical vitality, mindfulness, emotional resilience and positive psychology, and to help them come back to work even stronger.

"This course is designed to help our colleagues stay strong, both physically and emotionally, to support them



PHOTO: MANDARIN ORIENTAL

■ The course teaches staff emotional resilience



The course will help our colleagues to be emotionally strong

Jeremy McCarthy

during the pandemic and to help them to come back to work being at their best," said Jeremy McCarthy, speaking to *Spa Business insider*.

The course is split into four modules: body, mind and character, managing stress mindfully, self-compassion and loving-kindness and bringing strength to personal missions.

Mandarin has announced that it will also offer a similar course for guests.

MORE: http://lei.sr/X3A3h_B

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DIGITAL WELLNESS

Healing Hotels launches virtual retreat

Anne Biging and Elisabeth Ixmeier, co-founders of Healing Hotels of the World, have partnered with five healing specialists to co-host a digital retreat during lockdown.

The two-day event is designed to guide participants to develop a renewed sense of self-awareness and positivity, despite the current world circumstances.

The schedule will include shamanic healing sessions, meditation and movement classes and intention-setting sessions, as well as cooking



This retreat will transform participant's surroundings into a digital temple

Anne Biging

and mindful eating advice and Q&A sessions for participants to reflect and share what they learned during the retreat.

"This retreat will transform participant's surroundings into a digital temple for two days," said Biging. They'll find a place of peace and contentment,

Biging and Ixmeier want the retreat to enable people to better understand and connect with their body and discover how to use movement as a means to refresh it.

[MORE: http://lei.sr/Q7Q2X_B](http://lei.sr/Q7Q2X_B)

PRODUCTS

Anantara launches immune-boosting massage oil

Anantara Hotels, Resorts and Spas' spa and wellness facilities will re-open with a host of immune-boosting initiatives.

Anantara Spa has marked the occasion by unveiling an all-new signature massage oil dedicated to supporting the body's natural defence system.

The oil contains clove oil, citrus aurantium peel extract, eucalyptus oil and rosemary – all ingredients known for their immune-boosting properties. Both clove oil and citrus aurantium peel extract are claimed to protect against a wide range



■ The product contains a blend of pure essential oils



We hope our new massage oil will give guests peace of mind

Zoe Wall

of bacteria, fungi and viruses, while eucalyptus oil and rosemary oil have natural anti-inflammatory properties and are thought to act as immune system boosters.

Zoe Wall, group director of MSpa, the corporate division of spa and wellness for Anantara, said: "We hope our new signature massage oil will give guests peace of mind knowing they're in safe hands."

[MORE: http://lei.sr/W5Q3Q_B](http://lei.sr/W5Q3Q_B)

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Kittisak Pattamasaevi Montara Hospitality Group CEO



Community wellness

In 2022, Thailand is set to welcome its largest and most comprehensive wellness destination – Tri Vananda



■ The vision for the project is strongly influenced by spirituality and Buddhism – Tri Vananda will regularly accommodate visiting monks

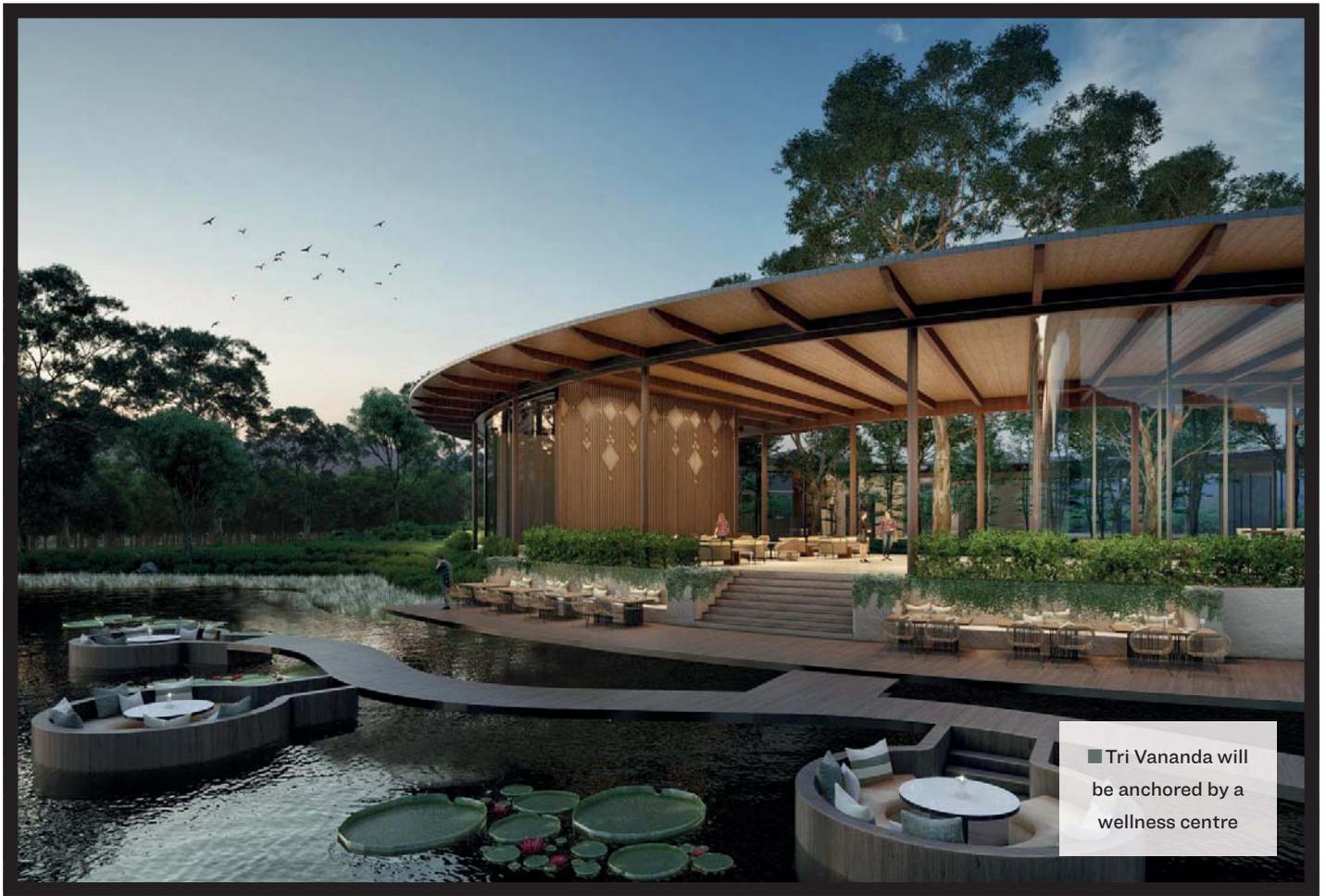
Bangkok-based developer Montara Hospitality Group (MHG) is investing THB6,600bn (US\$209m, £165m) into Asia's upcoming most comprehensive

wellness destination and residential community, Tri Vananda, in Thailand.

Scheduled for completion in 2022, the project is being developed with the help of industry figures Sue Harmsworth and Amy McDonald.

McDonald's wellness consultancy, Under a Tree, has been commissioned to provide wellness for conceptual and technical pre-opening services, while Harmsworth is acting as wellness advisor to MHG.

Spread across 230 acres in a hillside setting, the community will be surrounded by lakes and anchored by a wellness resort specialising in cognitive



■ Tri Vananda will be anchored by a wellness centre

“ The community will focus on the importance of cognitive health, the gut microbiome, immunity and respiratory health ”

wellbeing and integrative and functional medicine, with a focus on blending the best of medical and holistic wellness.

Although the project has been ongoing for 15 months and is awaiting construction, the team recently reviewed final plans following the global pandemic to ensure the project is designed to suit the needs of future guests in a post-COVID-19 world.

Tri Vananda’s health and wellness amenities have been planned to include a health centre with consultation rooms for medical and preventative treatments and traditional Thai medicine therapies, a cognitive health centre, and facilities for functional health diagnostics, aimed at treating residents and guests with tailored programmes.

The destination is going to focus, in particular, on the importance of cognitive health, the gut microbiome,

respiratory health and building a strong immune system.

In addition, guests will be able to visit a 30-treatment-room spa with separate-sex thermal rooms, relaxation spaces, a hammam and sauna as well as a lakeside fitness centre.

The destination has been conceptualised to welcome all ages to experience wellness and will include a dedicated club for young visitors aged 8-13 years, designed to help foster a wellness-led lifestyle.

The vision for Tri Vananda is also heavily influenced by spirituality which motivated the inclusion of a dedicated mindfulness centre with visiting monks and outdoor areas for meditation.

“All of our residents and guests will enjoy access to proven health and wellness therapies and programmes,” said MHG CEO Kittisak Pattamasaevi. ●



■ Tri Vananda will be a residential community and wellness destination for visiting guests

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INSIDER KNOWLEDGE

ISPA has begun its Town Hall Meeting series to share insights and observations of spa leaders who've reopened businesses as lockdown eases

SPA has kicked off its Town Hall Meeting series to share learnings from industry leaders as spas reopen across the globe.

The first event on 3 June saw 500 people sign in to hear an expert panel tackle

issues from pricing to managing challenging customers.

The panel, including spa directors Tracy Harper, from Sun Valley; Dawn MacLellan, St. Andrews Country Club; Accor's Daniel Poulin, Garrett Mersberger, ISPA chair; Daisy Tepper from Post Oak and Landry; was moderated by Patrick Huey from Montage Hotels and Resorts.

PPE breaks

The leaders unanimously agreed that spas must give therapists breaks from PPE, to support their wellbeing and also to allow for thorough cleaning to be carried out.

MacLellan and Tepper said breaks – ranging from 15 to 30 minutes – are a

'non-negotiable' aspect of reopening.

Mersberger explained that his spa is assigning two treatment rooms to each therapist, so they can rest from PPE after treatments and conduct back-to-back treatments if needed.

The conversation continued with Tepper stating that her employees must wear masks and gloves at all times.

However, this is a matter the industry needs to address, to establish if customers want to be massaged in this way – Tepper said in her experience, 99 per cent of guests say they don't want therapists to deliver massage treatments using gloves.

How much to charge?

Huey next asked whether anyone planned on changing prices. The general consensus was that these would remain the same, but Tepper revealed she's planning to raise them in a month.

"Price isn't an issue," she said, "we're not planning on dropping our prices because people need us more

than ever and they're willing to pay."

Poulin agreed: "There's no problem with price, as the phone is ringing off the hook. People want 90-minute treatments and they're ordering multiple treatments at a time. Maybe it's the first wave and we'll have to adjust in future, but at the moment people are craving our offering so we've no need to lower prices."

"Be smart about your pricing," said Huey, "being mindful of your price integrity will be key to the success of your business."

Learnings from reopening

Huey then asked panellists what they'd do in hindsight, having reopened their facilities.

He kicked off saying: "Montage's experience shows spas should prepare for very high call volumes and should dedicate a portion of their budget to having someone answer the phones".

Harper recommended ordering and securing supplies of PPE and signage well in advance of re-opening while MacLellan wished she'd implemented a 'COVID fee' on top of treatment to help cover costs for PPE.

The group mentioned the importance and popularity of retail in reopened spas. Poulin said that retailed products

PPE breaks for staff are a non-negotiable aspect of reopening after the pandemic



■ Demand is high following spa reopenings

“We’re not planning on dropping our prices because people need us more than ever and they’re willing to pay”

are already flying off the shelves, with customers keen to buy, and that spas must be prepared for this demand.

What if guests won't comply?

Huey then asked how they're handling difficulties with guests accepting new rules, panellists all agreed that preparing and communicating new SOPs and hygiene practices with staff is crucial in the reopening process, as it helps empower therapists and makes them more comfortable dealing with potential questions and pushback from guests.

Poulin added: “Compliance with the rules by customers is what's going to take time. Don't underestimate the commitment you need from your people, identify the non-negotiables for them and guests and create a private space where they can explain

why something is non-negotiable. The last thing you need is bad press.”

Huey added that having a private space with social-distancing in place is also useful if it's ever necessary to conduct a discreet secondary screening process for customers with abnormal temperature readings.

Multiple panellists also suggested preparing a commitment document to send to guests before they arrive to provide peace of mind and prepare them in terms of what to expect.

Some panellists have updated their intake forms with COVID-appropriate questions and Harper and Poulin said all of their clients are asked to sign an online waiver before agreeing to a treatment.

Changing the menu

Next, the question was posed about whether panellists were still offering

body treatments such as scrubs and wraps. Although Mersberger shared that his spa is offering a smaller menu than usual, each respondent unanimously said they're still offering body treatments, with therapists equipped with PPE. The only exception being Vichy showers, which are not yet back on stream.

No panellist has yet opened their wet, steam or sauna areas – Poulin explained: “This is because it's hard to social distance and wear masks in these spaces.”

The conversation shifted to back of house and touched on whether anyone had made modifications for reopening. Changes mentioned included controlling occupancy levels, introducing clear signage, offering hand sanitiser and marking out social distancing guidelines on the floor. ●

Creating a seamless journey



With 60 years of experience, Barr and Wray has long been known for excellence in technical design for wellness. Design director Graeme Banks explains the company also offers interior design services

Barr and Wray offers the full package in spa design,” stated Banks, “we provide both interior and technical design and have been creating spa designs for 60 years, so we’ve got knowledge and experience in abundance and fully understand the process of designing a spa.”

The company provides a complete service, starting from concept design to construction documentation and post-contract supervision. Its service encompasses the entire spa, including wet areas, receptions, relaxation areas, changing rooms, treatment rooms and more.

“As a company, our most important design goal is that the flow of the spa must work,” he continued, “the final product should be a seamless journey transitioning the guests through the different zones and experiences of the spa.”

As Barr and Wray see it, it’s crucial the engineering and operational aspects are consistently integrated and thoroughly thought through during the design planning process.

“We appreciate a spa project is a complex and specialist endeavour which requires a specialist consultant. It’s no good having a great looking spa if all the engineering and



The One Spa, Edinburgh

Our most important design goal is that the flow of the spa must work

operations don’t work,” said Banks. “We make sure all aspects are designed and integrated to create a cohesive final product.”

The company’s most recent design project was unveiled at the recently opened Jumeirah Talise Spa in Abu Dhabi, a 2,200sq m standalone spa with 15 treatment rooms situated in a modern building within the grounds of the Jumeirah Saadiyat Island Resort.

Barr and Wray produced a spa with separate-sex changing facilities, individual male and female wet lounges, a vitality pool, plunge pool, sauna, salt room and steamroom, as well as a rasul, ice fountain and experience showers and hammam with private scrub rooms.

Looking ahead, Banks believes spas and wellness facilities will be crucial in continuing the support of and emphasis on health and wellbeing in a post-pandemic world.

“I think this virus has brought into perspective the need to stay healthy in both body and mind, and in my opinion, a spa can only help you to achieve this.”

● www.barrandwray.com



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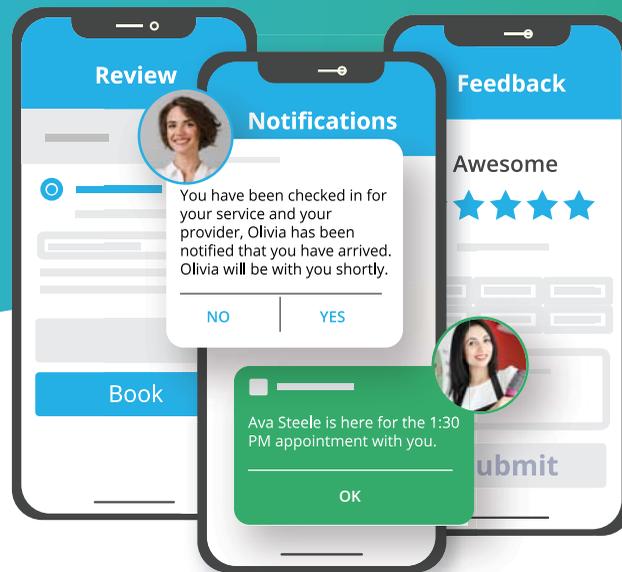
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■ The treatment is designed for one client and is completed with a meditation session

Himalayan Source responds to COVID-19 with launch of private halotherapy experience



■ Ann Brown, Himalayan Source

Halotherapy equipment supplier Himalayan Source has announced it's diversified to offer private salt therapy treatments in response to COVID-19.

Halotherapy has been suggested as a complementary therapy when treating COVID-19 because salt therapy has anti-bacterial properties and studies have proved it can relieve symptoms of upper and lower respiratory conditions.

Himalayan Source has developed a concept that uses multiple treatment modalities, which require minimal human contact.

The treatment is designed for one client and features a glowing Himalayan salt wall, a halogenerator which produces pharmaceutical-grade particles of salt and a far-infrared heat therapy mat to be laid on treatment tables.

During the treatment, spa clients will relax on a massage table that provides far-infrared heat therapy, combined with gemstones, pulsed electromagnetic field therapy (PEMF) and LED light therapy, while they enjoy a soothing view of a glowing Himalayan salt wall.

As guests relax on the spa bed, they will breathe in

salt particles created by the halogenerator which is claimed to support clients' respiratory health. Guided meditation rounds out the experience to restore body, mind and spirit.

"We designed this private halotherapy experience to help clients feel comfortable returning to spas," said Ann Brown, co-founder of Himalayan Source.

"During this time of high anxiety it's crucial we support both guest health and wellness in our community."

[SPA-KIT HIMALAYAN SOURCE](http://spa-kit.net)

http://lei.sr/J9k7H_B

Barr + Wray to launch space saving hammam concept



■ Graeme Banks, Barr + Wray

Smaller footprint. Maximum theatre. Those are the two main features of a new hammam concept being developed by wet spa specialists Barr + Wray.

“A lot of clients would like the impact of a traditional, large-domed hammam, but don't have the luxury of space and don't want to compromise by just offering something like a scrub room,” says design director, Graeme Banks.

It's not unusual for traditional hammams to cover 100sq m



■ Light shines through a chandelier to create a feeling of movement

and have domes up to six metres high. In comparison, Barr + Wray's suggested model requires a minimum of 40sq m and this includes a steamroom and tepidarium flowing from the main chamber, plus a dome around four metres high.

Clever design adds a sense of drama. Light shines through a striking central chandelier,

casting shadows around the room and reflecting off glass mosaics on the floor to create a feeling of movement. The steamroom and tepidarium also use colour effects, while indirect and backlighting add to the overall atmosphere.

SPA-KIT BARR + WRAY

<http://lei.sr/L6a0I>

Kemitron develops multi-surface disinfectant to support spas reopening after lockdown

German spa and wellness hygiene specialist, Kemitron, has developed a versatile surface disinfectant called Desino, in response to the growing number of spa operators preparing new hygiene standards in anticipation of re-opening as lockdown eases.

Desino is effective against the Coronavirus and also protects against other viruses, as well as bacteria, fungi and algae.

As a disinfectant, it can be applied directly without dilution to a range of surfaces including plastic, leather, wood, stainless steel and metals.



■ Stephan Mayer-Klenk, Kemitron

Stephan Mayer-Klenk, Kemitron MD, said: “We've been active in the industry for many decades and we've learned about the worries that the closure of spa and wellness facilities has brought with it.

“We try to deal with these concerns thoroughly and find uncomplicated solutions,

so we quickly adapted our formula. After all, one of the requirements after restrictions are lifted will be extensive and thorough disinfection. Fortunately, we've been able to maintain our supply chains so that we can still reach our customers quickly.”

The company has also announced it's developing a re-opening checklist to provide support and guidance for spas and wellness businesses as lockdown measures are eased.

Kemitron was originally founded in 1977 and began by producing and distributing products for cleaning, water care and disinfection.

SPA-KIT KEMITRON

<http://lei.sr/b4u8V>



■ Desino can disinfect plastic, leather, wood, and stainless steel

There's a growing understanding by consumers that wellness is driven from the inside out, as well as from the outside in

MARK AND KIRA WALTON

Why is VOYA expanding into supplements?

The launch of the Sea Ór range of supplements was driven by science.

There's no plant on the planet which has such a varied level of minerals, vitamins and active compounds as seaweed.

At VOYA, our knowledge of this power is transferable – there are many synergies between skincare and supplements, and they marry well from a commercial perspective for operators.

There's a growing understanding by consumers that wellness is driven from the inside out, as well as from the outside in and that high-end supplementation can underpin health.

What was the inspiration for the new brand?

We've been heavily involved in seaweed R&D for a long time.

We work regularly with three universities isolating skincare compounds that are functional and beneficial.

Rather serendipitously, in developing our skincare line, we've also uncovered a lot of useful information that's been beneficial in developing our range of supplements.

With whom did you work on the formulations?

A number of technical partners – in particular the University of Ulster in Ireland which performed our double-blind user trials.

Tell us about the Sea Ór supplements

They offer extremely high levels of active ingredients, such as vitamins A, B, C and E, as well as probiotics, to give the maximum health benefits to the consumer.

One Sea Ór supplement might negate taking two or three other brand supplements.

Each is tailored to give different results. For example, our Orplex Body supplement will support the immune system, has anti-inflammatory

and antioxidant properties, supports a healthy digestive system and reduces fatigue.

Our Hair, Skin and Nails supplement supports collagen formation for healthy skin repair, while protecting against oxidative stress and promoting the growth of healthy nails and hair.

What's the Orplex™ complex?

Our patented Orplex blend forms the basis of the supplements.

It contains a mixture of super ingredients and is unique to Sea Ór.

The exact breakdown is a closely guarded secret, but it includes health 'superheroes' such as fucus serratus and laminaria digitata seaweeds, coenzyme Q10 and zinc.

What is the ethos of the Sea Ór brand?

Functional, functional, functional. Sea Ór is very similar to VOYA, but also distinct. We're a sustainable and environmentally-friendly brand that's carbon neutral and uses responsible packaging.

Sea Ór has been developed to offer consumers highly effective nutritional support using organic ingredients, underpinned by science.

VOYA's Sea Ór supplements are available online now at voya.ie and will be available in VOYA spas and retail outlets soon.

VOYA

www.voya.ie



Kira and Mark Walton have built their business around the power of seaweed

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spateam@leisuremedia.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

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 Historic Thermal Towns Association

■ www.ehtta.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

Irish Spa Association

■ www.irishspaassociation.ie

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.serbianspas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa Association of India

■ www.spaassociationofindia.in

Spa & Wellness International Council

■ www.iswic.ru

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

