



GWJ unveils wellness real estate report

From 2017-2020, the global wellness real estate market expanded from US\$148bn (€126bn, £109bn) to US\$275bn (€235bn, £203bn).

These figures were released in the Global Wellness Institute's (GWI) new study, called *Wellness Real Estate: Looking Beyond COVID-19*.

The report provides market data and growth rates for both 2017-19 and 2019-20 – to capture 'the pandemic effect' – for every global region and the top 20 national markets, as well as forecasting key shifts that will define the market post-COVID.

Key findings included:

- Prior to the pandemic, the global wellness real estate sector grew 22 per cent on average annually between 2017-2019.
- The wellness real estate sector still continued to grow 22 per cent during 2020, despite the pandemic and overall construction shrinking by -2.5 per cent.



PHOTO: SERENBE

■ Serenbe is a sustainable wellness community in Georgia, US

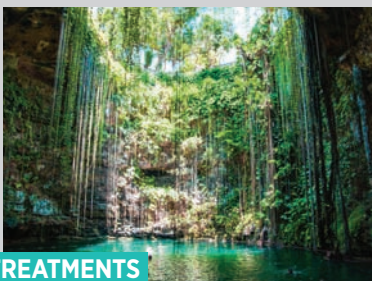
- Wellness real estate is concentrated in North America, Asia-Pacific and Europe.
- The US, China, Australia, UK, Japan, France and Germany account for 82 per cent of the market.

"Three years ago, wellness real estate was a concept not well

understood by consumers, builders, developers or investors, but we predicted demand would soon hit like a tsunami," commented Ophelia Yeung, GWI senior research fellow.

"Now, that moment has arrived."

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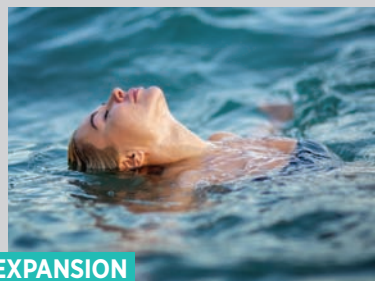
SHUTTERSTOCK/TIAGO FIALHO

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Chablé unveils new couples' retreat to rekindle romance

Programme taps traditional Mayan healing rituals

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SHUTTERSTOCK/NATALIA BURINA

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New bathhouse to revive San Francisco's bathing culture

Plans include 16,000sq ft of open indoor-outdoor space

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PHOTO: THE RED SEA PROJECT

DEVELOPMENT

Secluded desert spa resort to open in Saudi Arabia

Latest project from The Red Sea Development Company

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SNOWROOM

THE COOL DOWN EXPERIENCE WITH FEEL-GOOD FACTOR

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A MODERN AND LUXURIOUS COLD TREATMENT

Today's guests come with high expectations, and it is important to offer innovative treatments. The snow room is the perfect answer to the recent trend for cold treatments which defines a wellness area as one with superior facilities, while giving guests the opportunity to enjoy the health and recreational benefits of the cold.

Neil Palmer announced as Six Senses' new chief operating officer

Neil Palmer has been appointed as Six Senses' chief operating officer (COO) to look after the brand's growing portfolio of hotels, resorts and spas in 20 countries, with a further 34 properties signed into its international development pipeline.

He will also focus on translating Six Senses' vision of reconnection into emblematic resort locations, downtown addresses and new residential offerings.

Palmer has 37 years of global hospitality experience, 25 of which he spent with Starwood Hotels & Resorts.

In his role as senior vice president operations Asia Pacific, he developed the



PHOTO: SIX SENSES

■ Neil Palmer has 37 years of international hospitality experience

With his boundless experience and integrity, Neil is an exciting new protagonist in the Six Senses story

company's hotel portfolio and oversaw the pre-opening hotel pipeline within the region.

Following his tenure with Starwood, he became chief executive officer (CEO) and

co-owner of Per AQUUM Retreats & Resorts.

In recent years, he also held the role of CEO of Elements HSC – a company he co-established specialising in global hospitality consulting and asset management.

"With his boundless experience, energy and integrity, Neil is an exciting new protagonist in the Six Senses story," commented Neil Jacobs, CEO.

A graduate of the UK's Westminster Hotel School in London and a Fellow of the Institute of Hospitality UK, Palmer firmly believes that learning and developing should always be a constant in life.

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Trilogy Spa Holdings appoints Cheryl Sott and purchases spa asset management firm and its proprietary Spa Audit Service



■ Trinity founder and CEO Cheryl Sott is now Trilogy's vice president of asset management

Spa management and operations company Trilogy Spa Holdings has announced the purchase of Trinity Spa Advisors – a boutique spa asset management firm.

This deal also sees Trinity's founder and CEO Cheryl Sott added to Trilogy's team as vice president of asset management.

Sott brings a combination of experience from Wall Street – in particular as an asset manager at Paine Webber (now UBS) – and Main Street as

Trilogy is proud of its role as a disruptor in the hospitality and spa industries

a consultant to the spa and hospitality industry through the companies she founded.

She will oversee the expansion of Trilogy's asset management division, which works with operating partners and onsite management teams in an advisory role to mitigate risk while maximising growth.

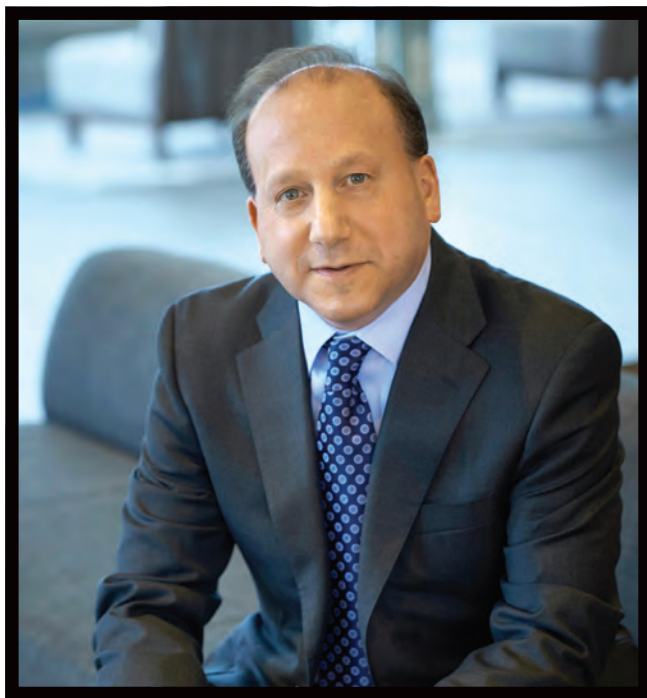
Sott will also spearhead the utilisation of one of Trinity's tool's that attracted Trilogy

to the boutique firm – its patent-pending, proprietary Spa Audit Service.

"We're proud to be a disruptor in the hospitality and spa industries," said John Grunbeck, Trilogy SVP business development.

"Trilogy can help take the Spa Audit to the next level to truly make a difference in the industry."

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■ Barry Goldstein has been appointed WTS International's CEO

WTS is uniquely positioned in the industry with best-in-class hospitality and amenity services

WTS International names Barry Goldstein CEO

Spa consultancy and management firm WTS International has announced the appointment of Barry Goldstein as chief executive officer (CEO).

Goldstein has more than 30 years of executive leadership experience at both Fortune 100 companies and privately-held organisations, in management consulting, consumer packaged goods, information technology and, for the last 17 years, in the hospitality industry.

Between 2019 and 2021, he was chief commercial & marketing officer for Club Quarters Hotels.

Prior to that, he was executive vice president & chief commercial officer for Wyndham Hotels & Resorts, senior vice president and chief revenue & information officer for Dolce Hotels & Resorts and VP of global sales strategy, technology & operations, for Starwood Hotels & Resorts Worldwide.

"WTS International is uniquely positioned in the industry," Goldstein said.

"I look forward to building on the company's value proposition for our loyal existing and prospective customers."

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RESEARCH

UK economy set to receive £3.5bn boost

New research by Barclays Corporate Banking (BCB) reveals that the leisure and hospitality sectors are likely to contribute £3.5bn more to the nation's GDP in 2021 than in 2019.

Based on projected sales figures between April and December 2021 – when the sectors have largely been open again – this equates to £3.5bn more in Gross Value Added than in the same period in 2019.

In a new report called *Leisure Rediscovered*, Barclays' data shows the vast majority of businesses (94 per cent) are confident about their growth prospects for this year following a post-lockdown surge in trade.

Gym and leisure centre managers are most likely to be very confident (45 per cent), with spas and wellness retreats (42 per cent) also especially positive.

Findings show that healthy living choices, already on the increase before COVID-19, have been further boosted as lockdown enabled people to reflect on their physical and mental health.

More than nine in ten (91 per cent) operators are now prioritising 'healthy' products among their portfolios.

On average, consumers are prepared to pay 17.8 per cent more for accommodation that includes wellbeing services, such as a gym or spa.

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SHUTTERSTOCK/JACOB LUND

■ The research reveals how people are accessing hospitality and leisure services



Spa and wellness retreat businesses are feeling confident about their growth prospects

GROWING FOOTPRINT

Canyon Ranch to open first urban wellness club in 2023



PHOTO: CANYON RANCH



We've been helping people find a 'well way of life' for decades

Jeff Kuster

US wellness lifestyle brand Canyon Ranch is curating a members-only urban wellness club concept to help its guests lead healthier happier lives.

The 26,000sq ft spa and fitness location will open within the US\$250m (€213.4m, £183m) mixed-use development Crescent Fort Worth Development, Texas.

Crescent Fort Worth is being developed by Crescent Real Estate, a company owned by John Goff – the chair and owner of Canyon Ranch.

"We've been helping people find a 'well way of life' for decades and are excited to continue that mission

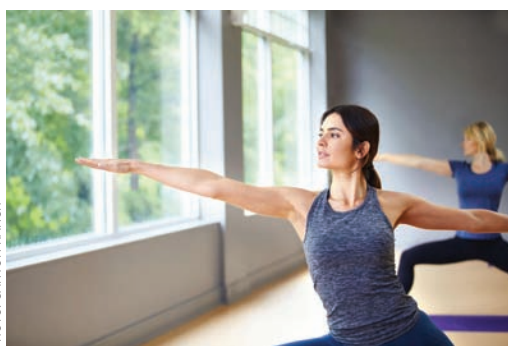


PHOTO: CANYON RANCH

■ The location will open in Texas in 2023

with our new wellness club," said Jeff Kuster, Canyon Ranch CEO.

Launching in 2023, the club will extend the Canyon Ranch experience from its two destination spas in Arizona and Massachusetts, its Las Vegas day spa and its California property, Canyon Ranch Wellness Retreat – Woodside.

[READ MORE ONLINE](#)

CONCEPT DEVELOPMENT

Banyan Tree expands sanctuary concept

Sustainable luxury hotel and spa group Banyan Tree Group has launched its new healthy living concept at its properties in Southern Thailand, including Banyan Tree Samui and Banyan Tree Krabi.

The launch is based on ecotherapy and involves guests staying in a dedicated Wellbeing Sanctuary villa with a set pay rate allowing them access to up to 50 different types of wellness activities a week inspired by the destination, plus a daily massage.



PHOTO: BANYAN TREE GROUP



We consult with guests to help inspire their daily routines

Remko Kroesen

Guests may personalise their stay and pick up new personal practices to sustain even after returning home.

Remko Kroesen, area GM who oversees both hotels:

"We consult with guests and provide suggestions that will help inspire their daily routines."

Banyan's plan moving forward is to roll out the Wellbeing Sanctuary concept at its resorts in Indonesia, Malaysia, Mexico, Morocco, Thailand and Vietnam.

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PROGRAMMING

Chablé launches new couples' retreat to foster reconnection

Luxury Mexican boutique hotel and spa brand Chablé Hotels has curated a wellness journey for couples looking to rekindle the romance in their relationship following a testing 18 months enduring the pandemic.

Rooted in the Mayan healing tradition, couples are invited to take part in sacred rituals designed to help them reconnect at the group's jungle resort location, Chablé Yucatan.

The three-day Blissful Romance journey begins with a private consultation session with the resort's on-property Abuela Ak'be – a



SHUTTERSTOCK/TIAGO FIALHO

■ Cenotes are seen as a healing force in Mayan culture

spiritual guide similar to a Shaman – to understand the couples' needs and goals.

A traditional ceremony, complete with an energy-healing ritual is then performed, followed by a private visit to a Mayan healing well, called a cenote, that contains a natural blend of detoxifying and restorative properties.

Guided by the Abuela, the couple is 'reborn' in the waters of the cenote before

being taken into a traditional Mexican sweat lodge.

Couples then receive a deep Mayan Compress Massage, using a poultice filled with herbs cultivated directly from the resort's garden to undo the body's pains and tensions.

The journey is completed with Acoustic Energy and Cleaning which harnesses the vibrations and tones of healing crystals and ocarinas – a Mayan sacred shell.

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DESIGN

Swan-inspired spa opens in Budapest

Interior architecture and design practice MKV Design has created a 250sq m spa in Budapest,

The facility is housed within Matild Palace – the latest addition to Marriott's Luxury Collection portfolio and its first location in Hungary.

The hotel is the culmination of a five-year project to convert a neglected UNESCO World Heritage Site into a grand European hotel.

Maria Vafiadis, MKV founder and MD of interior architecture and design practice, felt Matild Palace was destined to have its own spa inspired by the local bathing culture and re-interpreted into a soothing sanctuary where the graceful forms of the swans which

inhabit the River Danube are infused within the design.

Vafiadis explained: "The narrative of the spa is of light and dark, alluding to the mysterious depths of the River Danube which flows so near to Matild Palace."

The spa is home to three distinct relaxation rooms, a spacious hammam entirely clad in white marble, as well as a salt room, steamroom and sauna.

Two treatment rooms – one of which is for couples – combine a palette of crisp white shades with blue details.

The spa menu includes a host of rituals supplied by Espa.

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■ The spa's interiors draw on the blue hues of the River Danube

PHOTO: DIMITRIS VLAHOS



“

The spa's narrative focuses on light and darkness

Maria Vafiadis

WELLNESS

GWI unveils initiative to bring wellness into the classroom



“

This is a perfect opportunity to plant the seeds of wellness

Jessica Jesse

The Global Wellness Institute (GWI) has launched a new programme to help educators introduce young school kids to the importance of physical and mental wellness.

It revolves around The Children's Wellness Moonshot Calendar – a colourful hanging mobile to be displayed in classrooms that gives 12 monthly wellness themes for teachers and kids to explore. Themes include Show Love, Explore Nature and Move Joyfully.

The mobile hangs from ceiling to floor, and each theme is designed to become a springboard for new



SHUTTERSTOCK/ESB PROFESSIONAL

■ The programme is first being piloted in US schools

lessons, conversations and games that make wellness fun and tangible.

The concept and design was created by Jessica Jesse, CEO and creative director of BuDhaGirl.

She called the calendar “a perfect opportunity to plant the seeds of wellness for future generations”.

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TRENDS

Leisure shift drives wellness real estate

Hotels with wellness revenues exceeding US\$1m (€852,700, £731,700) generated nearly 75 per cent more in total revenue per available room in 2020, compared to locations with wellness revenues of less than US\$1m.

The figure was revealed in the *Wellness Real Estate Report* from RLA Global – an international consultancy specialising in leisure and wellbeing in real estate.

Findings showed hotels with significant wellness offerings were able to harness pent-up



PHOTO: RLA GLOBAL



Hotels with major wellness offerings were better positioned

Roger Allen

leisure demand to drive both revenues and 65 per cent higher average daily rate, despite restrictions to travel.

Roger Allen, group CEO of RLA Global, said: “Uncertainty and restrictions have meant that tourism now has a domestic leaning, with money being saved on flights and transfers, and reallocated to local hotel, leisure and wellness experiences.

“This meant hotels with major wellness offerings were better positioned.”

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PUBLIC BATHING

New hydro spa to revive San Franciscan bathing culture

Alchemy Springs Communal Bathhouse, a planned hydrothermal spa located in San Francisco's Lower Nob Hill neighbourhood, has announced a vision to revive the city's bathhouse culture and provide a place for community and wellness to intersect through social bathing.

With a target opening of Q3 2024, Alchemy Springs is set to pay homage to San Francisco's iconic oceanfront Sutro Baths.

It will be realised within a renovated masonry and timber warehouse built in 1919. Architect Olle Lundberg

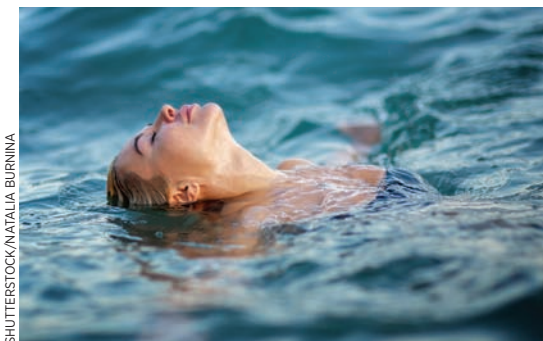
and Lundberg Design are working in partnership with landscape architects Surface Design & Habitat Horticulture to create the new location. Industry figure and consultant Mia Kyricos is also acting as an advisor on the project.

Alchemy Springs will incorporate a modern biophilic design to bring the outdoors indoors and provide a psychological and physical healing space to unplug and immerse in nature.

Plans include 16,000sq ft of open indoor-outdoor space, complete with multiple therapeutic baths including moon, mineral, massage and sun baths, as well as a salt cave, herbal steamroom, treatment rooms, an elixir lounge, café and boutique.

The ultimate vision is that Alchemy Springs becomes a facility that caters to members, day guests and city tourists alike.

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SHUTTERSTOCK/NATALIA BURINA

■ The spa will bring a public bathhouse back to the city

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SUPPORT

UK's temporary insolvency measures end

Temporary measures brought in to support UK businesses from insolvency during the pandemic are being phased out, the government has confirmed.

Businesses facing financial distress – as a result of the pandemic – were given extra protection from creditor action this time last year, as part of the Corporate Insolvency and Governance Act 2020.

Those protections are now being lifted and new “targeted measures” are being introduced to support

PHOTO: HOUSES OF PARLIAMENT



The time is right to lift the insolvency restrictions

Lord Callanan

small businesses and commercial tenants.

The legislation will protect businesses from creditors insisting on repayment of relatively small debts, by temporarily raising the current debt threshold for a winding-up petition to £10,000 or more.

Business Minister Lord Callanan said: “We’re seeing the economy experience a strong rebound and the time is right to lift the insolvency restrictions that were needed during the pandemic.”

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FITNESS

Accor launches new bespoke boutique fitness offering

Hotel giant Accor has launched a new bespoke, premium fitness service for its upmarket Pullman Hotels & Resorts brand.

The new Pullman Fitness Squad will be driven by a group of fitness ambassadors from around the world, who’ve been specially chosen to lead this new wellbeing initiative.

The ambassadors include Anthony Oxford, Maxime Vigeant, Fiona Fransisca, Gary Mulholland, James Thomas and Jojo ZhouRong.

In addition to representing the emerging Pullman Power Fitness brand and overseeing the full range of Pullman X Les



PHOTO: PULLMAN/ACCOR

■ Global fitness ambassadors anchor the new brand



We’re offering a new dynamic workout experience

Emlyn Brown

Mills Live classes, they’ll also deliver on-property bootcamps and other special events.

Emlyn Brown, Accor’s global wellbeing VP, said: “This is a game-changer as we push to evolve the face of hotel fitness. The Pullman Fitness Squad is offering a dynamic workout experience designed to blur the boundaries between a conventional hotel gym and a boutique fitness brand.”

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The Carlton Tower Jumeirah London

Hotel & Spa Linen by



www.rkf.fr

Photo credit: Anthony Parkinson



PHOTO: ALEX FILZ

Divine inspiration

noa* has sensitively transformed a 17th-century monastery into a boutique hotel and wellness haven

Architecture and interior design firm Network of Architecture (noa*) has breathed new life into the former Monastery Serve di Maria Addolorata in Trentino at the northern tip of Italy's Lake Garda.

Named Monastero Arx Vivendi, the 40-room complex and its extensive garden are encompassed by original seven-metre-high walls and date back to the second half of the 17th century. Half of the grand building still hosts a church

and cloister – where nuns continue to live – and has been untouched.

The noa* project consisted of two phases; renovating and converting the monastery into a hotel and adding a new 500sq m spa.

Wellness facilities

Situated in the monastery garden, the spa consists of seven light glass and metal volumes positioned along a stone spine, which look out onto the location's lush green courtyard.

Inside the spa, everything is designed to generate a sense of relaxation, from the milled wood panels that echo the stylised pomegranate symbol of the monastery, to the benches of the bio sauna, which encourage meditation and are reminiscent of a prayer room.

“Monastero Arx Vivendi is a refuge that takes you back in time, closely centred around the history and the particular features of this place,” explains Francesco Padovan, the noa* architect who developed the architectural project.



■ The benches of the bio sauna, are designed to encourage meditation and be reminiscent of a prayer room

“Every construction choice, every material and detail has been studied to draw on the majesty of the pre-existing context, exalting it and giving it new life.”

The new wellness area includes three relaxation areas; one complete with loungers; another facing the Monastery’s biolake – a pool of natural water with dark blue tints; and a third spacious outdoor area in an open gallery in the courtyards.

“When designing the spa, our ultimate aim was to create a dialogue with the



Every detail and material has been studied to draw on the majesty of the pre-existing context, exalting it and giving it new life

surrounding landscape more so than with the monastery,” added Padovan.

The spa is also home to a bio sauna and a Finnish sauna, hammam, two treatment rooms and a thermal cycle that revolves around a large heated dark stone. Spa supplier the Hofer Group helped realise the saunas and steambath.

Noa* finished the wellness area with materials and decor to create a warm and calming atmosphere. Details include warm tones, bleached oak, linen-effect textiles and cotton.●



Desert rock is one of the world's most dramatic desert landscapes, which is why we wanted to use the architecture to honour it

Chad Oppenheim, founder of Oppenheim Architecture



Desert getaway

The Red Sea Development Company has unveiled plans for a new desert mountain resort and spa in Saudi Arabia



PHOTO: THE RED SEA PROJECT

■ The remote desert resort will be home to world-class spa and fitness facilities

The Red Sea Development Company (TRSDC), the developer behind the ambitious regenerative tourism project The Red Sea Project (TRSP) in Western

Saudi Arabia, has revealed plans for the destination's new mountain resort named Desert Rock.

Created by architectural design firm Oppenheim Architecture, Desert Rock is being designed to protect and preserve the environment and will allow guests to connect with the nature and local culture of the region.

The 60-key resort will feature a world-class spa and fitness centre, remote destination dining areas and a feature lagoon oasis.

Guests will enter the resort through a hidden valley nestled between the mountains. From there, they'll find 48

■ 48 villas and 12 hotel rooms will sit within the mountain

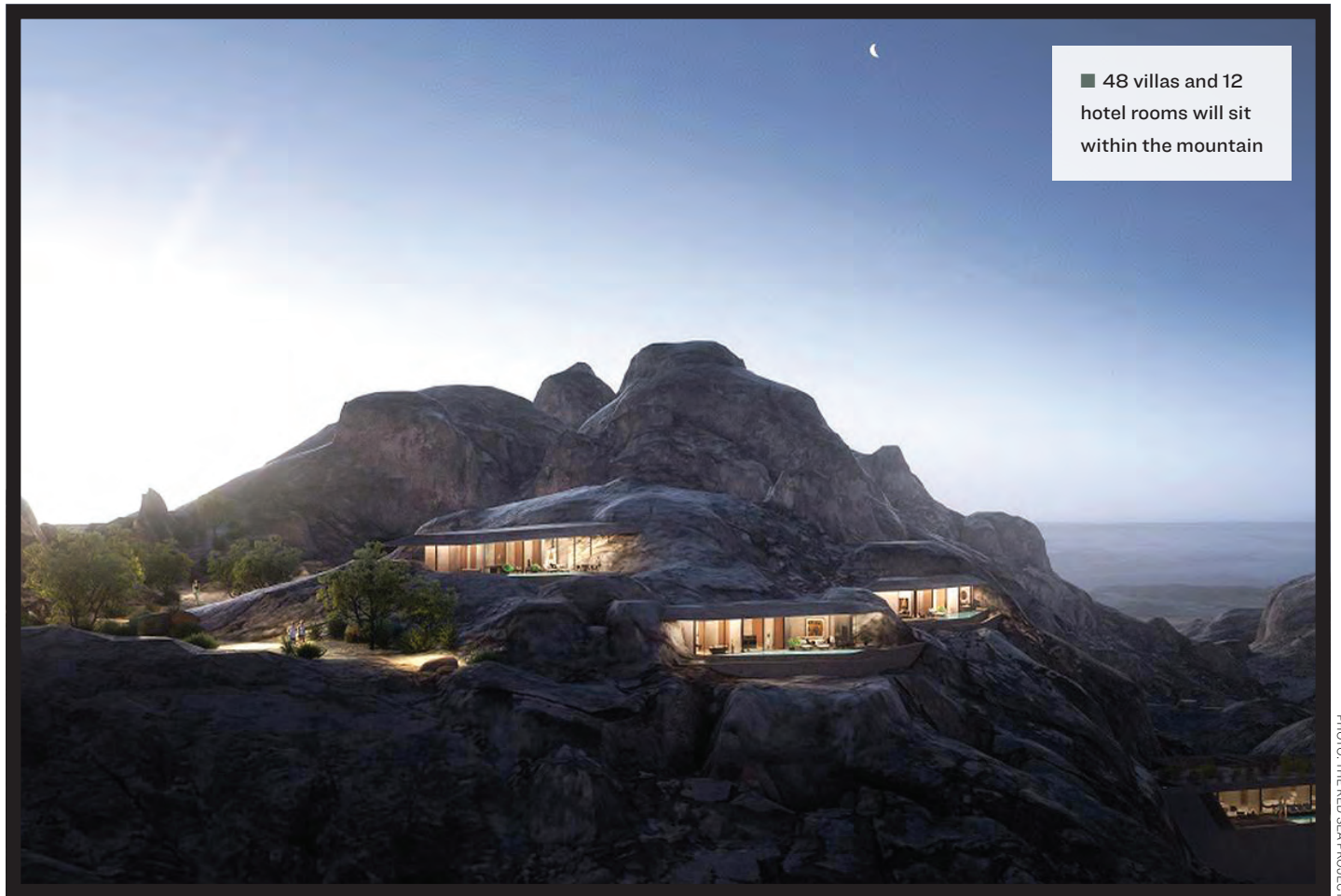


PHOTO: THE RED SEA PROJECT

“ We wanted to create a destination that allows guests to experience Saudi Arabia’s untouched beauty ”

villas and 12 hotel rooms within the mountain, located amongst the vista, with architecture fully integrated into the rock to preserve its striking silhouette.

“We wanted to create a destination that allows guests to experience Saudi Arabia’s untouched beauty,” explained John Pagano, CEO of TRSDC.

To provide undisrupted views across the landscape, most roads leading into the resort will be hidden behind landscape mounds. This will also minimise sound and light pollution, allowing guests to fully absorb the desert landscape.

Design

Materials excavated from the site will be used to create the infrastructure.

Stone will be used for interior and exterior walls and floors, while ground stone and existing sand will be used for

concrete aggregate, which is the main building material for all the architecture.

Chad Oppenheim, founder of Oppenheim Architecture, said: “Desert rock is one of the most dramatic desert landscapes in the world, which is why we wanted to use the architecture as a way to honour and respect it.”

Progress

Site preparation works have commenced, and construction began in July. TRSP is on track to welcome the first guests by the end of 2022.

Phase one, which includes 16 hotels – including Desert Rock, will complete by 2023.

Upon completion in 2030, the destination will comprise 50 resorts, up to 8,000 hotel rooms and more than 1,000 residential properties across 22 islands and six inland sites. ●



PHOTO: THE RED SEA PROJECT

■ Construction began on the project in July 2021



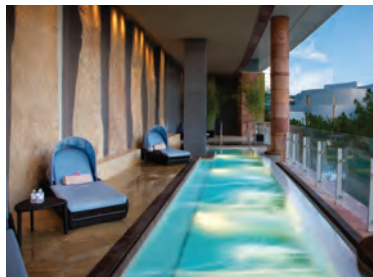
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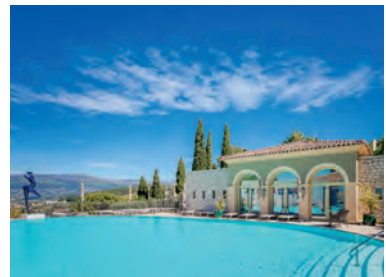
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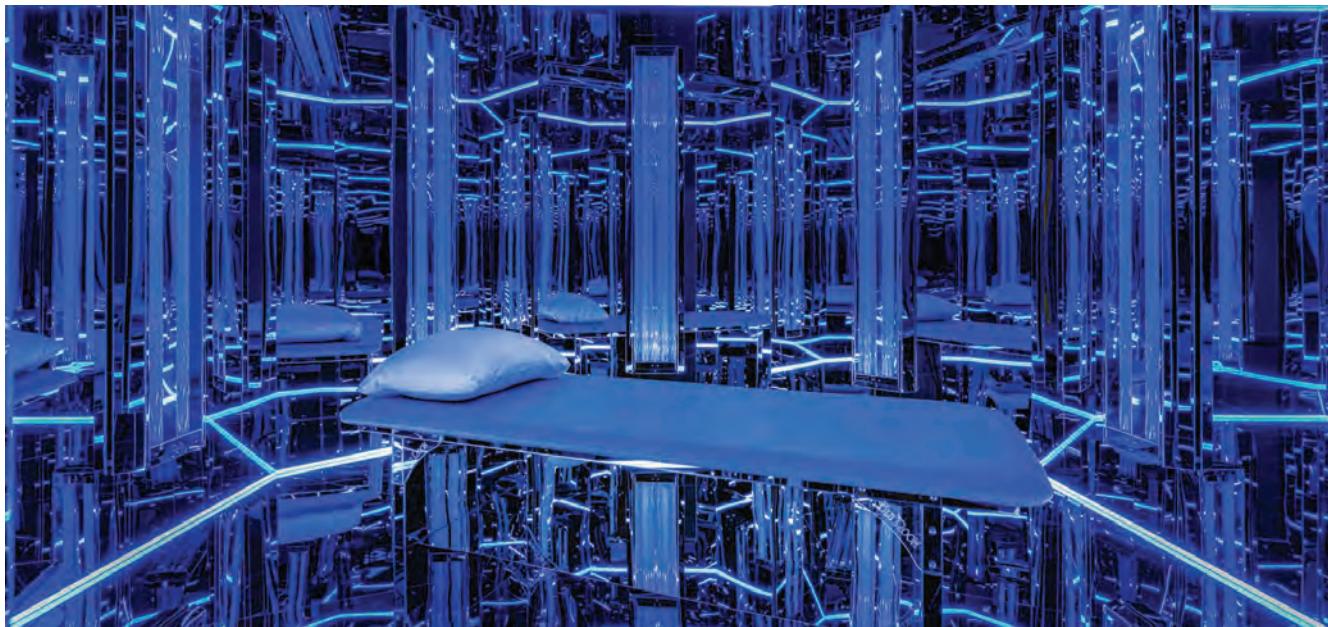
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*As evaluated by the reduction in UV induced reactive oxygen species (ROS) in human ex vivo skin after 3 hour application with a sunscreen product (versus applying a sunscreen product alone). Premature signs of skin aging can be attributed to ROS (a type of free radical).

SUPPLIER NEWS

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

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■ Sessions consist of 20 minutes of deep relaxation, music and vibrations inside a futuristic octagon bathed in blue and UVB light

Virginia's **Warrenton Wellness** facility taps UVB light sensory-deprivation spaces to provide sanctuary during pandemic



■ Sarah Shores, owner of Warrenton Wellness

Virginia's Warrenton Wellness facility is offering guests a sensory deprivation experience provided by Blu Room, to give them a calming and healing experience for guests as they continue to live through the pandemic.

The Blu Room is a patented technology that shields users from the outside world and wraps them in a soothing atmosphere of soft blue and ultraviolet (UVB) light so the mind is free to relax.

The Blu Room is designed for anyone who wants to step out of the daily routine including young adults, adults, and seniors.

Sessions consist of 20 minutes of deep relaxation, music and vibrations inside a futuristic octagon bathed in blue and UVB light.

Proposed benefits include deepened focus, a faster healing process, greater self-awareness, pain relief, alleviating stress and anxiety, as well as overall improved health.

Sarah Shores, owner of Warrenton Wellness, launched the facility in August 2020 and is celebrating its effectiveness and popularity on its one-year anniversary.

"I knew this would be a stressful time and that people

needed a calming and healing experience – a safe one too. Plus, UVB light and viruses don't get along," she said.

There are 43 operational Blu Room locations across the globe with nine additional locations currently under construction.

Countries with Blu Room services include Argentina, Australia, Austria, Canada, Colombia, Germany, Italy, Japan, Mexico, New Zealand, Romania, Spain, Switzerland, Taiwan and the US.

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Fabio Alemanno creates spa experiences with semi-precious stones

Fabio Alemanno Design has expanded its collection with semi-precious stones to enhance spas, wellness facilities, hotels and private residences.

The company is working with a host of semi-precious stones varying in colour, depth and texture, all of which can be complemented with delicate gold and silver details. Clients can choose from stones such as quartz, jasper, labradorite, malachite, lapis lazuli, aventurine, amethyst and more.

Fabio Alemanno, CEO, explained that the stones can be integrated into spas within feature walls, flooring, pools, hammam tables, heated

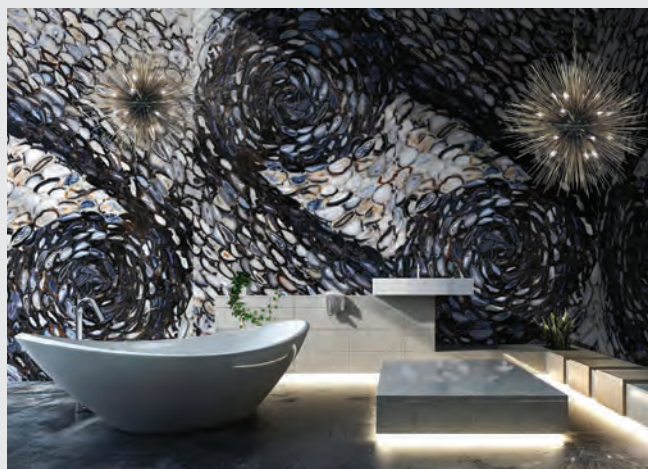


PHOTO: FABIO ALEMANNO DESIGN



■ Alemanno believes the stones are well-placed in the spa environment

loungers and bathrooms to enhance the destination's overall design and atmosphere.

"Semi-precious stones express the essence of elegance, class and beauty and are the perfect

touch for any interior, from classic to modern or from romantic to contemporary," he told *Spa Business*.

"The stones are also appreciated for their extraordinary metaphysical

and medical properties, which can help to positively support the state of both our physical and mental health."

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Budapest's oldest thermal bath partners with Thalion



■ Rodolphe Gagnepain, Thalion's export manager

French marine skincare and spa brand Thalion has partnered with Budapest's first and largest thermal bath facility to supply spa guests with its signature spa rituals.

Founded in 1913, The Széchenyi Thermal Baths are inspired by Roman, Greek and Eastern styles of bathing and is one of the largest bathing complexes in Europe.

The facility has tapped Thalion's expertise to complement its mineral-rich hydrotherapy experiences with the detoxifying powers of its seaweed-powered spa treatments.

Home to 21 baths, 10 saunas, hammams and several



■ Széchenyi Baths' waters are sourced 1,246-metres underground

treatment rooms, the Széchenyi Thermal Baths' medicinal waters are sourced from a depth of 1,246 metres with a soothing temperature of 76°C.

Rodolphe Gagnepain, Thalion's export manager, commented: "Széchenyi Thermal Baths was looking for a brand who could provide

efficiency, sensuality and naturality. A brand that could offer new experiences while expanding the baths' services with a mix of medical and wellness treatments. This is exactly what Thalion could offer."

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Aromatherapy Associates partners with The Laundress



■ Anna Teal, Aromatherapy Associates CEO

Aromatherapy Associates has collaborated with premium fabric and home-care brand The Laundress to launch a selection of new laundry and cleaning products infused with its 100 per cent pure essential oil blends.

The range incorporates three of Aromatherapy Associates' iconic blends – Deep Relax, Forest Therapy and Support Breathe – and includes the following:

- Deep Relax Signature Detergent
- Forest Therapy Signature Detergent



■ The homecare range is designed to enrich consumer's daily lives

- Support Breathe Dish Soap
- Support Breathe Surface Cleanser.

Anna Teal, Aromatherapy Associates CEO, explained that the collection has been conceived to enrich consumer's daily lives with vital moments of rest.

"Our new home collection marries our expertise in

pure, natural wellbeing with our understanding of how consumers are looking for new ways to incorporate wellbeing into their lives.

"With its potent essential oils, our collection allows you to layer our powerful blends to create a truly multi-sensory experience."

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BC Softwear launches post-swimming towelling poncho

BC Softwear has introduced its brand new SwimSoft Towelling Poncho for spas and hotels offering outdoor wellness and hydrotherapy activities.

The ponchos are made with SupremeSoft fabric for fast drying and energy-saving properties, alongside paired lightweight plushness on the outside and absorbent towelling for a cosy feel on the inside.

Made in a generous, roomie fit, the robes are designed to give full coverage – with a hood for added warmth – and feature underarm slits and side slits for easy changing on the beach or by the pool.

As with all our products, our inspiration always stems from initial customer interest,"



PHOTO: BC SOFTWEAR/THAMES LIDO, READING, BERKSHIRE



■ BC Softwear has created sizes for both adults and children.

said Barbara Cooke, BC Softwear founder and CEO.

"The SwimSoft Towelling Poncho was inspired by an early morning wild swim in Cornwall before Spa Fest 2019 when a group of spa industry friends took a morning

dip and observed how nice it would've been to have a bespoke designed post-swim robe. The pandemic also kickstarted an interest in wild swimming and outdoor river, lake and beach activities which an increasing number of

spa and hotel operators have begun to offer to guests."

The ponchos can be embroidered are available in both adult and children's sizes.

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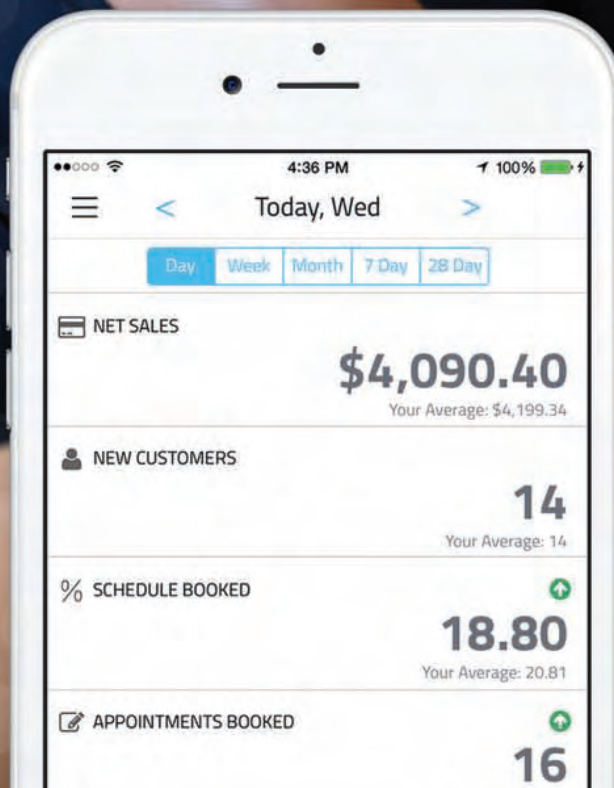
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Asia-Pacific Spa & Wellness Coalition (APSWC)

■ 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.abcs spas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

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

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

Green Spa Network (GSN)

■ www.greenspanetwork.org

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

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 and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

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