



US spas hit record \$20bn in revenue

ISPA unveiled its five key US spa industry financial indicators from its *2023 US Spa Industry Study* during its 2023 Conference and Expo.

Known as the "Big Five", these statistics are revealed annually and include total revenue, spa visits, number of spa locations, revenue per visit and total US spa employees.

The most significant finding was that the industry revenues grew 11.1 per cent from US\$18.1bn (€16.5bn, £14.3bn) in 2021 to US\$20.1bn (€18.3bn, £15.9bn).

The figure is an all-time record, outpacing the previous high of US\$19.1bn (€17.4bn, £15.1bn) from 2019.

Continuing the good news, the total number of spas increased by 280 in 2022 over the prior year's figure.

The number of industry employees also continued to rise



Spa visits grew from 173 million in 2021 to 181 million in 2022

SHUTTERSTOCK/PEOPLEIMAGES.COM - YURI A

in 2022, increasing to 360,700, a 4.6 per cent increase over 2021.

"The spa industry is making up for lost time, and revenue growth of 11.1 per cent is the spotlight statistic," said ISPA president Lynne McNees of the numbers from PricewaterhouseCoopers.

MORE >>> http://lei.sr/C7j6J_B



The spa industry is making up for lost time

Lynne McNees

ISPA



PEOPLE

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Barry Goldstein unveils Arch Amenities' new Wage Insights tool

CEO of Arch Amenities Group, Barry Goldstein has introduced, the launch of the company's proprietary survey and salary benchmarking tool, Wage Insights.

The company's new subscription-based service Wage Insights obtains and leverages data from across the hospitality and wellness sectors to enable hotels and wellness centres to better formulate their employee compensation and growth strategies.

The platform is informed by surveys which are conducted, certified and interpreted by secure, third-party partners to capture and collate national, regional and state-level data from across the US hospitality and wellness industries.



The ability to leverage hyper-current survey data to benchmark salaries and wages is a game-changer

Barry Goldstein

The reports include comprehensive visual tools to support the budgeting and forecasting process. Reports are generated as spreadsheets and data fields in PDF format, providing wage benchmarking information specific to job type, category and location.

"With fast-changing economic shifts and the post-pandemic hiring climate, the ability to leverage hyper-current survey data to benchmark salaries and wages is a game-changer for businesses looking to maximise efficiencies for growth," said Goldstein.

Goldstein credited Michael Tompkins, managing director of Hutchinson: An Arch Company, with conceiving the tool.

MORE >>> http://lei.sr/M2S3x_B



Our goal now is to continue accelerating the growth of the business and adding new partners

Simon O'Flynn

Spabreaks.com names Simon O'Flynn managing director

Online spa booking service Spabreaks.com has announced the appointment of a new managing director, Simon O'Flynn, as the company celebrates its fifteenth anniversary.

O'Flynn joins the company having worked with leading leisure and travel businesses both in the UK and internationally – including Virgin, British Airways and TUI – as well as dotcom startups and high-growth operations. He has an extensive background across commercial, product, technology,

marketing and digital. Most recently O'Flynn was a consultant and then director at L+R Hotels.

O'Flynn says: "It's amazing to join a business that has such a strong directive when it comes to supporting its spa partners and the wider wellbeing industry.

"Spabreaks has an incredible track record and our goal now is to continue accelerating the growth of the business, adding new partners and further building a phenomenal team."

MORE >>> http://lei.sr/n8e3z_B



Mii amo



**Mii amo has paved the way for
how we approach wellbeing
for more than 20 years**

Christian Davies

Christian Davies appointed Mii amo general manager

Mii amo, an Arizona destination spa set within Sedona's Boynton Canyon, is under new leadership following the appointment of Christian Davies as general manager.

Davies brings more than two decades of industry experience to the newly revamped property which has also recently become a Relais & Châteaux destination.

Along with managing the day-to-day operations of the resort, Davies oversees the sales and marketing departments, as well as Mii amo's mindfulness team and new team members.

"I'm thrilled to be at the helm of an iconic destination spa that has paved the way for how we approach wellbeing for more than 20 years," he said.

Raised in a family-run hotel in his hometown of Aberystwyth in Wales, Davies' upbringing was rooted in hospitality, eventually serving as the foundation for a long-standing tenure with The Ritz-Carlton Hotel Company.

MORE >>> http://lei.sr/g5n5H_B

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EVENTS

Rudding Park hosts inaugural UK Aufguss Championships

During 25-26 April, the UK's first-ever national Aufguss Championship contest took place at UK hotel and destination spa Rudding Park in North Yorkshire.

After fierce competition, Pavel Poliacek – a sauna master from Galgorm in Northern Ireland – was crowned as the winner of the individual category and the first-ever UK Aufguss Champion. He'll now go on to represent the UK in the Aufguss World Championships at Satama Sauna Resort in Germany from 11-17 September 2023.

The awards ceremony took place in Rudding Park Chapel and the

Rudding Park spa team also had reason to celebrate as its senior spa therapist Jena Robinson placed second in the competition. Robinson will now go on to the next stage of playoffs at Farris Bad in Norway in September.

Sarah Johnson, head of spa at Rudding Park, said: "We were thrilled to host this prestigious event and it was wonderful to see the creativity and passion of all the competitors.

"Together with the British Sauna Society, we're keen to increase awareness of the ritual within the industry and to spa-goers."

MORE >>> http://lei.sr/B9s5N_B



■ Aufguss is on the rise around the globe

RUDDING PARK



It was wonderful to see the creativity and passion of all the competitors

Sarah Johnson

DESIGN

Seneca Polytechnic hub to redefine wellbeing facility design



The hub will offer health and wellbeing services, teaching and learning, sports and fitness facilities and recreational spaces

Seneca Polytechnic in Toronto, Canada, has revealed plans for a multi-million-dollar health and wellness complex based on indigenous design, sustainability and inclusion.

Described as a "transformative destination", the hub will offer health and wellbeing services, teaching and learning, sports and fitness facilities, recreational spaces and a "spiritual connection" with its surroundings.

The project will transform a decades-old Sport Centre at the east end of Seneca Polytechnic's



■ Dialog and Two Row Architects will create the facility

DIALOG

Newnham Campus into a dynamic multi-storey health and wellness complex that includes traditional medicines, counselling, recreation and varsity sports facilities.

The building will have a spherical shape, representing a drum circle.

MORE >>> http://lei.sr/V8W3W_B

MINDFULNESS

Harvard unveils \$25m mindfulness centre

The Harvard T.H. Chan School of Public Health (HSPH) has unveiled the Thich Nhat Hanh Center for Mindfulness in Public Health, following a US\$25m (£22.7m, £19.9m) donation.

The Center's mission is to empower people everywhere to live with purpose and joy through the practice of mindfulness; pursue evidence-based approaches to improve health and wellbeing through mindfulness; and educate the public in mindfulness. Two primary areas of emphasis will be nutrition and the environment.



We're thrilled to host this groundbreaking center at the HSPH

Michelle Williams

"In public health, we aim to reach and uplift entire communities. The Thich Nhat Hanh Center for Mindfulness in Public Health will operate in that spirit," said Michelle A Williams, dean of the faculty.

MORE >>> http://lei.sr/G3d7F_B

RESEARCH

Elite athletes and sports people 'live five years longer'

Top-level sports people and elite athletes can live more than five years longer than the rest of the population.

The finding comes from an in-depth study by the International Longevity Centre UK (ILC).

ILC studied Commonwealth Games competitor records since the inaugural event in 1930 and found that there were large differences in the longevity of medal winners compared to people in the general population that were born in the same year.

Called *Marathon or sprint: Do elite-level athletes live longer than average?*, the report was authored by



The recent study was conducted by ILC

professor Les Mayhew and health and fitness industry specialist Ray Algar.

According to the report, there are also slight differences between activities, when it comes to their effect on longevity.

For men, longevity is boosted most, by 29 per cent, in the case of aquatics, followed by 25 per cent for track and 24 per cent for indoor sport – when compared with the median age of death of a member of the general population.

MORE >>> http://lei.sr/9R3p4_B

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Leading with wisdom

Wisdom Works Group's new study seeks to unearth state of global health and wellbeing leadership



■ The survey quizzed respondents from wellness, healthcare and human potential and development

SHUTTERSTOCK/FIZIKES

Wellbeing industry leaders are reporting that they aren't as internally well-resourced

as they need to be in order to handle the complexities and challenges they face, according to a new survey.

The report – *Leading in the Health & Wellbeing Industry 2023* – was undertaken by US-based social enterprise Wisdom Works Group (WWG) to explore the state of wellbeing leadership.

Answered by 841 leaders across 71 countries, the survey quizzed respondents from three sectors – the global wellness economy, healthcare and human potential and development.

WWG asked each respondent about their experience of their organisation, everyday stressors and two areas – leadership impact and psychological wellbeing – which combine into something WWG calls wellbeing leadership.

“This study brings to light the need for integrating the science and practices of wellbeing into leader development as a strategy for improving leadership, work culture and industry impact,” commented WWG’s Renee Moorefield, CEO, and Kate McIver, study director.

“ This study brings to light the need for integrating the science and practices of wellbeing into leader development **”**





■ WWG is planning to repeat this leadership survey every two years

SHUTTERSTOCK/PZKES

This study is a voice for making thriving a standard of success across the industry

Higher leader wellbeing links to higher impact

Across all three industries, the higher the psychological wellbeing of leaders, the more positive their impact.

This meant that as the leaders' individual wellbeing rose, so did their perceived capacity to positively impact those around them through things such as their perceived ability to energise people, maximise their effectiveness and growth and cultivate a positive work environment.

Potential for growth

Most leaders surveyed agreed there was room for improvement in their wellbeing leadership, concluding that they weren't as internally well-resourced as they could be to handle the complexities and challenges of their life and work.

For this study, WWG categorised health and wellbeing industry leaders

as high, average and low in their reported wellbeing leadership. Of the leaders who scored highly in wellbeing leadership across the industry, the largest group (38 per cent) was from the global wellness economy.

Although wellbeing leadership for these industry leaders was reportedly not as robust as it could be, they did indicate a high degree of job autonomy in making decisions at work – a factor which is shown to be associated with higher wellbeing across organisational and management research.

Middle- and first-line managers need support

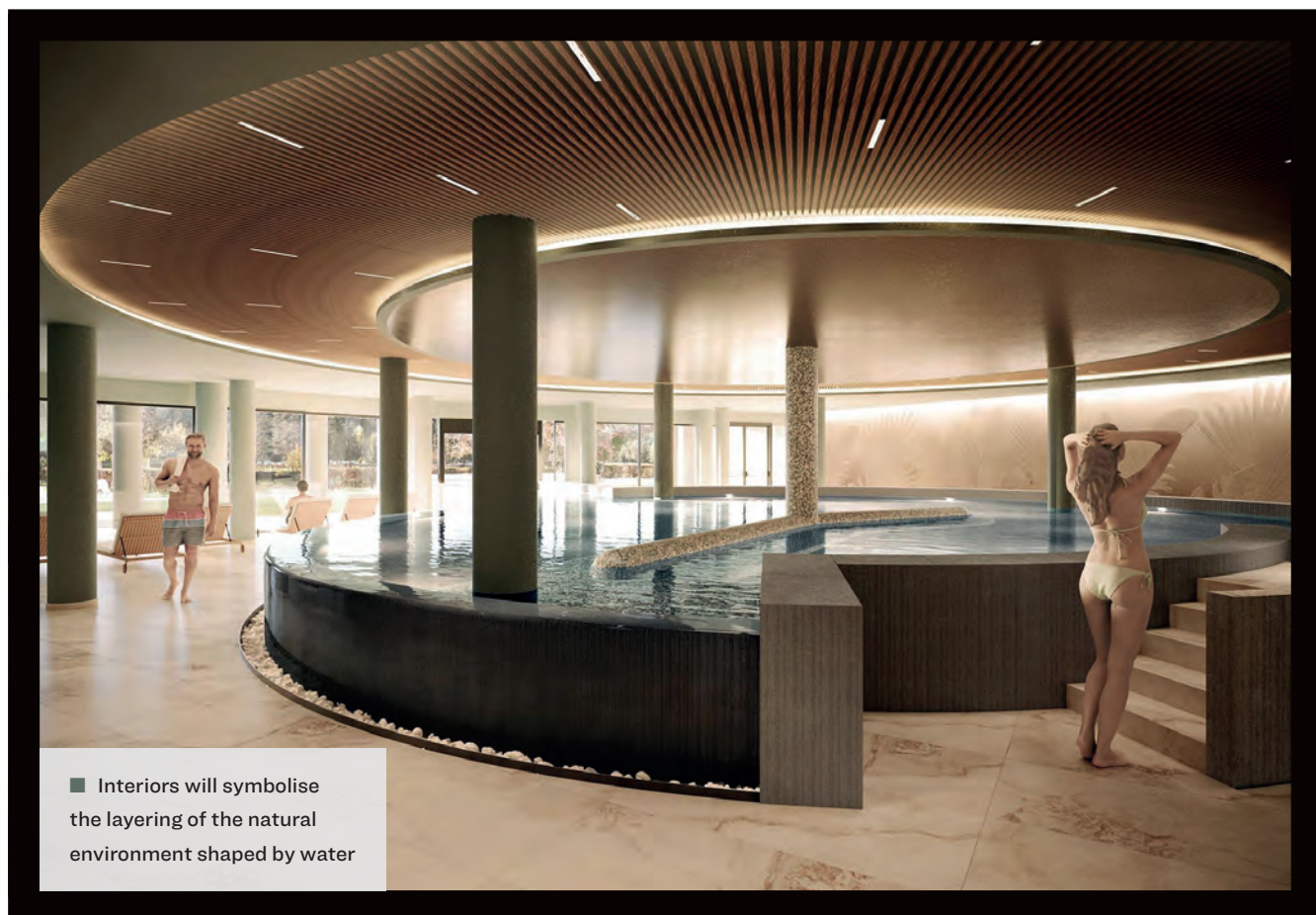
First- and mid-level managers reported lower wellbeing leadership compared to other leadership levels. While they represented 35 per cent of the study sample, these managers were only 28 per cent of those leaders reporting high

wellbeing leadership. This suggests that while mid-level and first-line management generally perceived themselves as able to meet their stresses and demands in life and work, they weren't thriving while doing so.

As this pool of leaders is the future of the industry, WWG says this finding highlights a critical opportunity for retaining and developing top talent by empowering middle- and first-line management to prioritise wellbeing.

McIver said: "This study is not only a clarion call for health and wellbeing industry leaders to prioritise wellbeing for themselves and the people and organisation they serve; it's a voice for making thriving a standard of success across the industry."

To check out more in-depth insights from the report, sign up for the upcoming issue of *Spa Business* (www.spabusiness.com/signup). ●



Thinking thermal

Studio Apostoli is set to breathe new life into the historical Italian thermal spa Terme di Comano

Italian spa and wellness design firm Studio Apostoli has been appointed to help renovate a nature-centric spa complex, Terme di Comano, in Trentino, Italy.

Known since the mid-19th century for its healing mineral water, Terme di Comano is located between the Brenta Dolomites and Lake Garda.

Designed as a retreat in nature, the existing destination sits within a 14-hectare park and is home to a day spa and hotel, Grand Hotel Terme di Comano.

Alberto Apostoli, studio founder, said: "The project aims to preserve its founding values by combining them with a more contemporary philosophy to reinvent it as a place of total wellbeing focused on physical, mental and social health."

The vision

Tasked with redesigning the 11,135sq m complex, Studio Apostoli's vision is to create a seven-floor building dedicated to personal wellbeing with 12 themed areas all anchored by the central theme of water.

Designed to cater to families and individuals, planned therapies include thermal bathing, phototherapy, sensory stimulation and nebulisation.

A water experience area will be flanked by a medical spa, wellness pathways, an outdoor pool, whirlpools, a panoramic sauna and a Thermae Romanae.

A fitness area will also be on offer for visitors and accommodate rehabilitation and recovery treatments, thanks to the use of innovative technologies including virtual reality.



■ The projected opening date for the new-look facility is 2025

A beauty and nutrition-focused area will be juxtaposed with rooms dedicated to spiritual care, mindfulness and meditation – both indoor and outdoor.

Finally, the complex will be completed by a preventive and diagnostic medicine section with an operating theatre and inpatient ward, a retail space, an F&B area with a restaurant bar and event space.

Organic inspiration

The wellness facility's interior concept will symbolise the layering of the natural



We will reinvent Terme di Comano into a place of total wellbeing focused on physical, mental and social health

environment shaped by the element of water – from the riverbed to the mountain peaks – with different levels and gradient colours, enhanced by lighting and the presence of green details, biophilic walls and blended indoor/outdoor areas.

Neutral colours will recall the surrounding landscape and be contrasted with multiple shades of blue.

Studio Apostoli says sustainability, innovation, care for the local area and performance are the pillars underpinning the project. ●



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SUPPLIER NEWS

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

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AROMATHERAPY ASSOCIATES

■ The collection is based on psychodermatology – a field which shows our mind and skin are inextricably linked

Aromatherapy Associates unveils new skincare range

Aromatherapy Associates has launched a brand new 11-piece skincare collection.

Designed to restore balance to both mind and skin, the Aromatherapy Associates Skincare line is a major launch for the B-Corp brand and has taken three years to create.

The range features a balm, mist, serum, mask and exfoliator, as well as four facial oils and two moisturisers.

For Aromatherapy Associates, the line is viewed as an opportunity to demonstrate self-care through nurturing touch.

The brand's global director of education and wellness Christina Salcedas explained that the capsule collection is backed by psychodermatology – a rapidly evolving discipline in psychosomatic medicine, which shows that our mind and skin are inextricably linked.

According to the company, the range can instil calm, and so tame the stress signals the brain sends to the skin. The collection is powered by a proprietary skincare complex, BioActive™.

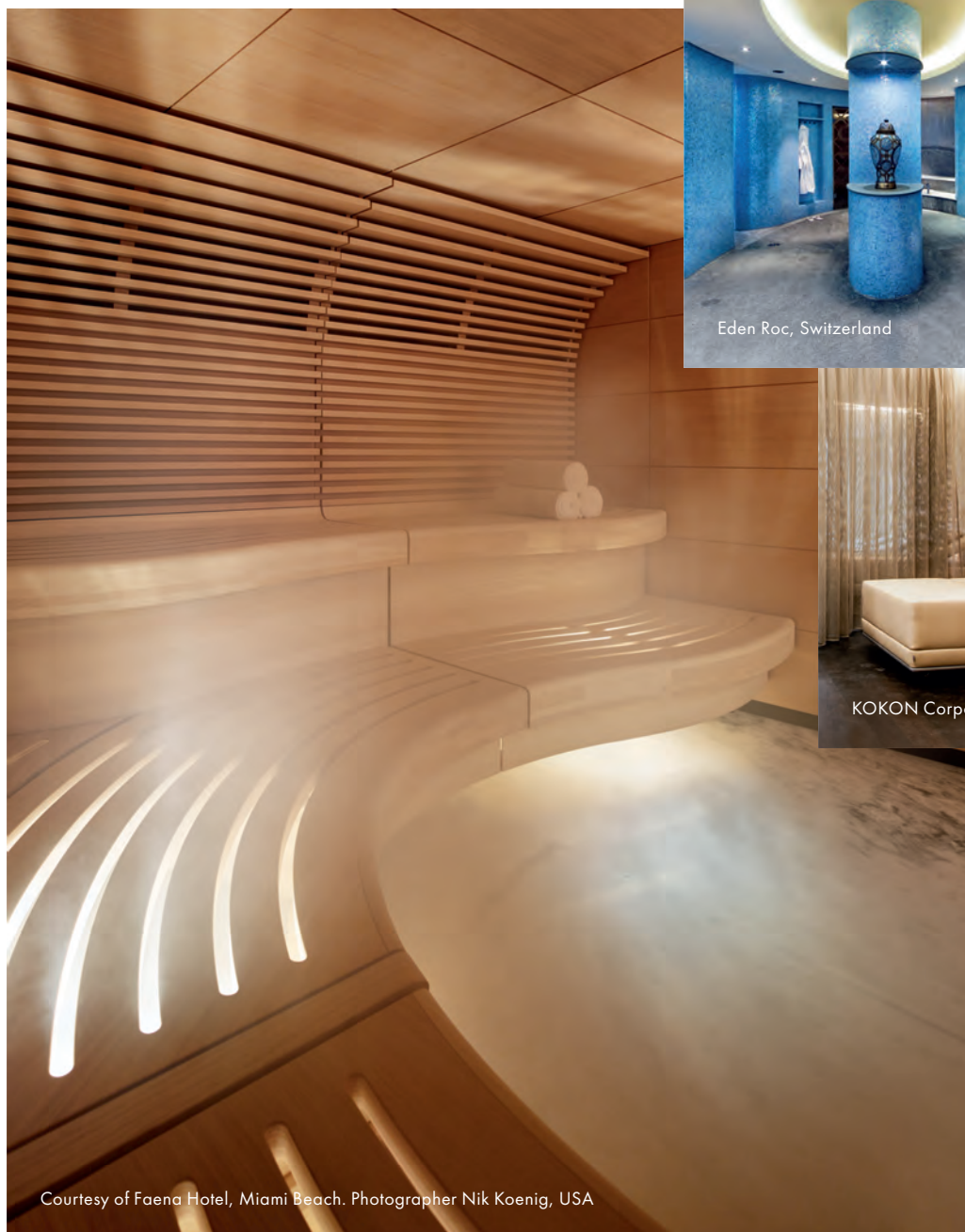
To showcase the new collection, Aromatherapy

Associates has launched three new spa facials designed to support skin, body and mind.

The brand's in-house team of therapists joined forces with a psychodermatologist, dermatologist, award-winning facialist, breath coach and advanced massage therapist to follow in its founders' footsteps to create holistic facials that focus on lowering stress levels in the body and encourage a full reset and repair for mind and skin.

MORE ON spa-kit.net
<http://lei.sr/Q6f7l>

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Courtesy of Faena Hotel, Miami Beach. Photographer Nik Koenig, USA



Eden Roc, Switzerland



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SUPPLIER NEWS

Lemi announces opening of first UK branch in London

Italian spa and wellness equipment supplier Lemi has branched into the UK and opened an office in the nation's capital.

The brand says the London outpost is crucial for business because it sees the UK as one of the most important and fastest-growing areas in the spa market.



■ Matteo Brusafferri,
Lemi GM

According to Lemi, the branch will not only allow the company to be in closer proximity to its British customers but also help provide new insights into the trends and innovations within the local market.

The new HQ will be a reference point for training industry members about Lemi equipment and also help the brand continue to work closely with UK customers by offering after-sales support.

To support the new venture, Lemi has grown its team and appointed Anna Histed as regional sales manager UK and Ireland.

Lemi GM Matteo Brusafferri said: "We're enthusiastic about expanding our operations in this



LEMI

■ Lemi produces treatment tables, chairs and multi-functional equipment

region, with Anna leading the way." Histed will be a point of contact for UK customers and provide support to guide them about which Lemi products will best suit their needs.

MORE ON spa-kit.net
<http://lei.sr/v3g1H>

Klafls develops foam steam bath experience

Sauna, pool and spa manufacturer Klafls has brought the innovative Espuro foam steam bath to market.

Phillip Rock, Klafls MD, said: "With Espuro, spas can create a very special experience that's never been seen before. It will give them a USP that guests will remember with great enthusiasm."

Entering the cabin, guests are greeted with soft light and relaxing music before fragrant foam starts to fill the room to waist height.

Foam bubbles glisten in the light and float in the air, creating childlike bathing fun, and the nourishing lather can be massaged into the body to help cleanse it. Its patented formula has been specially developed for Klafls using natural, plant-based ingredients



KLAFLS

■ The foam bubbles glisten in the light

that are suitable for sensitive skin. During this time, the body is gently warmed and the experience culminates with a lukewarm drizzle from above which washes the body and dissolves the bubbles.

MORE ON spa-kit.net <http://lei.sr/1r3j2>

Gharieni Group forms Strategic Advisory Board

Alina Hernandez, Michael Schummert and Enrico Della Casa have been appointed by Gharieni Group CEO and founder Sammy Gharieni to join him as members of the spa and wellness equipment manufacturer's new Strategic Advisory Board. Neurosonic has unveiled its Gen2 lounge.

Gharieni commented: "We're thrilled to have Alina, Michael and Enrico join our Strategic Advisory Board. They bring an exceptional track record in their respective fields, and we're confident that they'll provide valuable insights and guidance to help us drive our business forward."

Hernandez is an award-winning wellness concept creator who has been collaborating with Gharieni for the past three years. Her appointment to the board sees her position as a de facto advisor to the company become officialised.

Meanwhile, Della Casa is an entrepreneurially skilled professional with an array of international



GHARIENI

■ Gharieni says the board will drive business forward

experience in exclusive brand positioning and development, including Ferrari and Riva Yachts.

Schummert is a highly respected leader in the beauty and wellness industry who served as CEO of Babor for more than a decade.

MORE ON spa-kit.net <http://lei.sr/b1H7q>

Neurosonic announces Gen2 vibration lounge debut

Finnish company Neurosonic has unveiled its Gen2 lounge.

The loungers use low-frequency whole-body vibration to activate the parasympathetic nervous system to help lower heart rate, blood pressure and stress levels. The improved model has been designed with

stronger, more effective vibrations to aid sleep quality and body restoration. While greater muscle stimulation is said to alert nerve pathways to speed up the process.

A new activation programme has been added, complementing those focused on relaxation and recovery, as well as an updated app interface where users track their own data and view recommendations.

CEO Juha Suoniemi says: "We believe it can make a real difference by helping people relax, sleep better and cope with stress in a natural way."



NEUROSONIC

■ Juha Suoniemi, CEO of Neurosonic

MORE ON spa-kit.net
<http://lei.sr/J9v4d>



NEUROSONIC

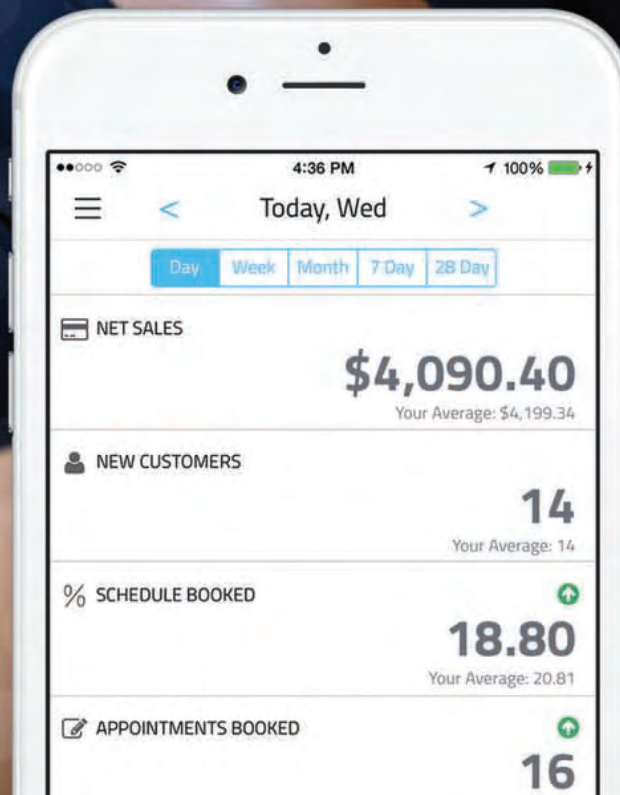
■ The new model has stronger, more effective vibrations



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Our mission is to create products designed not only with aesthetics and brand consistency in mind but also with a strong focus on their specific function and use



PHOTO: BELTRAMI

Cinzia Imberti Beltrami, CEO, Beltrami Linen

PERSONAL TOUCH

Beltrami has over 50 years experience in creating bespoke textile products for spas around the world

Beltrami Linen's approach to the spa world places a strong emphasis on bespoke design, where its close collaboration with customers and their designers is of the utmost importance.

The Italian family-owned business has been manufacturing textiles for over 50 years and it supplies spas all around the world directly from its facilities in northern Italy or via selected local partners.

It provides all the textile products spas need, from tailor-made linen for treatment beds of any shape and size to a varied selection of towels, bathrobes and relaxation blankets.

"Our mission is to create products designed not only with aesthetics and brand consistency in mind but also with a strong focus on their specific function and use," explains company CEO Cinzia Imberti Beltrami.

"Our projects are tailored to our customer's individual needs and often include items designed for specific services and treatments provided at each spa – such as special massage and manicure cushions, body wraps, oshiboris and paraffin gloves."

Most recently, the company has revealed a spa and wellness garment collection – including



PHOTO: BELTRAMI

Linen can be made for any bed of any size



Items can be created for specific services

PHOTO: BELTRAMI

treatment wear, bathrobes and gowns – that combines elegance and comfort.

"All our products are customisable in different fabrics and tested for specific use and heavy laundering," says Beltrami, adding that its signature Autentica Fibra di Legno Beltrami is one of the most innovative yarns available.

She says the wood pulp for the fibre is sustainably sourced from birch trees located in certified forests in northern Europe. The fabric made from it stands out because of its thermoregulation, meaning it feels pleasant on the skin in every season, and its breathability which allows it to absorb moisture.

"We manage the complete production process of all our textiles, from the early stages of design through to weaving and customer service, which gives the highest quality standards," Beltrami concludes. "Our flexible service and specialised assistance start from the very first steps of the project, putting our know-how and expertise to our customers' complete disposal." ●

More: www.beltrami.it/en/contacts

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

Australasian Wellness Association (ASWELL)

■ <https://aswell.au>

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abccspas.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.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

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

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

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

Latin American Spa Association

■ www.spalatinoamerica.com

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

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swafrica.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ www.tspta.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

Wellness Tourism Association

■ www.wellnesstourismassociation.org