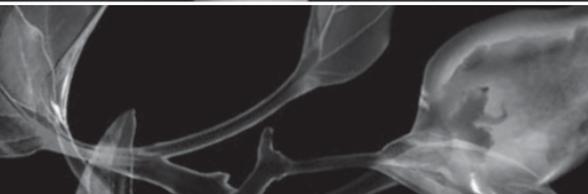


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Historic Hot
Springs Loop

A portrait of Nicolas Ronco, a man with a beard and glasses, wearing a dark suit jacket over a light blue shirt. He is looking slightly to the left of the camera with a slight smile.

NICOLAS RONCO

ON SLEEP, CITIES AND FRANCHISING YELOSPA



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Healthy celebrations

The tide is turning on excess, with more and more consumers interested in marking high days and holidays with wellbeing rather than indulgence. The rapid growth of veganuary and dryjanuary are just early indicators of this awakening and we must back this trend

Celebrating life is a fundamental part of being well and happy. Whatever our culture and wherever we live, our years are measured out by the cadence of high points and festivities.

But although these celebrations bring joy, time with family and friends, time to reboot and reflect and a rest from work, they also – too often – bring ill health and upset.

The reason is clear, we've allowed our cycle of festivals to be taken over by the food industry, which commits vast budgets to pushing rich food and drink via endless seductive advertising.

In short, the wellness industry is being completely outgunned in the battle for the consumer at these important times of year and the health impacts are clear to see.

The traditional year-end and new year celebrations are a case in point. For many, they mean sitting indoors overloading the body.

Couple this with a lack of exercise and fresh air and, in some cases vitamin D, and you have a perfect formula for unwellness – the antithesis of everything our industry is aiming to achieve.

As the winter recedes and we head into spring in the northern parts of the world, there's time to reflect on just how shocking this effect has been through the winter of 2017-18. Flu has wreaked havoc with many people's health, leaving record numbers hospitalised and post-viral.

Viruses are around all the time. The only thing that changes is our ability to fight them. When we live well, we win, when we live badly, we create a breeding ground for them and they thrive. It's a matter of survival of the fittest at its most fundamental. It's us versus them.

So how should we read this? On the one hand, it's pure proof that bad lifestyle makes you sick and can do so very, very fast – it's as though a huge, real-time experiment is being conducted on whole societies, with vast sample sizes.



ALEX F. MANUEL / KOCH / GETTY IMAGES

Health, happiness and vitality are the goals

“A little of what you fancy does you good, says the old adage. It's simply not true. A little of what you fancy – in too many cases – makes you sick”

On the other hand, we must champion the alternative – good lifestyle underpins health and we have the knowledge to help people achieve it.

The time is right for new initiatives – it's no coincidence dryjanuary and veganuary have taken off so fast: people are looking for these solutions.

Let's start a movement to make all festive seasons times of wellness. Let's stand our ground against the food industry and make our case. We have it within our remit to make a difference.

Liz Terry, editorial director @elizterry

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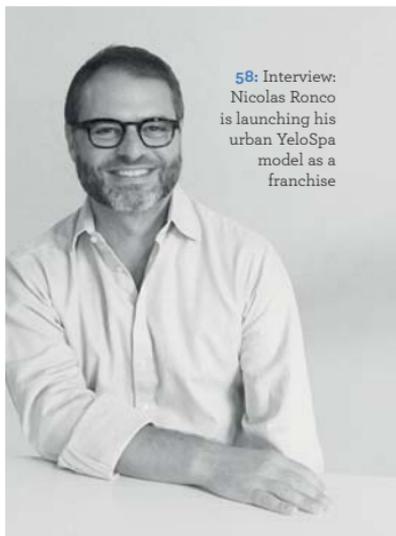
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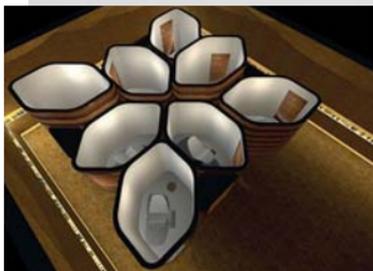


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We are distinct as a five-star chain offering a cohesive approach to Indian wellbeing

Andrew Saldanha, ITC Hotels



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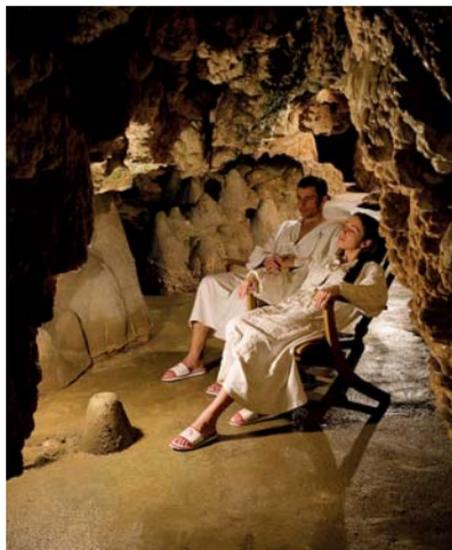
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Spa Business is published four a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 5DL UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertek Ltd. Printed by The Manson Group Limited. Distributed by Royal Mail Group Ltd and Wincot Ltd in the UK and Royal Mail Ltd globally. UK Cybertek Ltd 2017 ISSN 14767920. To subscribe to Spa Business log on to www.leisuremedia.co.uk or email: sales@leisuremedia.co.uk or call +44 1462 471930. Annual subscription rates are UK £31, Europe £42 rest of world £42, students £20 £20

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Letters

Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you.

Email your letters, thoughts and suggestions to theteam@spabusiness.com



Kneipp baths are commonplace in many European spas

Cold therapies in Europe

Mike Wallace, hot springs and medical spa consultant

It's interesting to read how cold therapies are all the rage (see SB17/4 pages 44-46), but in fact they are nothing new. European spas were based on the belief that exposure to water – in particular contrasting hot and cold water – could effectively treat disease. In the 19th century, at the height of the hydrotherapy revolution, spas even promoted themselves as being able to cure tuberculosis and syphilis!

Kick-started by Vincenz Priessnitz and Sebastian Kneipp, the concept of applying hot and cold water onto the body has left us with treatments that are still around today. Kneipp baths – walking barefoot in shallow hot and cold foot baths filled with pebbles – are commonplace in European spas. There is also the 'Scottish spray', where high-powered jets of water are fired at your naked body from a distance of 3 to 4 meters, first at the deceptively comfortable temperature of 38°C, then after 30 seconds, a sinister lever is pulled and the temperature drops to 16°C for 10 seconds. This is repeated several times – and is not for the fainthearted.

So why has cold-water therapy stood the test of time? In heat, the blood vessels dilate and the blood pressure reduces. If



Cold therapies are now coming into vogue in spas; however, in Europe they never went away

the body is then exposed to extreme cold, these vessels react with an aggressive constriction that pushes out the blood to the 'twig ends' of the blood vessels (the extremities of the capillaries) – hence that wonderful tingling sensation you feel after jumping into a plunge pool after a sauna, which is a natural circulation boost.

Cold therapies are now coming into vogue in spas; however, in Europe they never went away. I regularly use the old Turkish thermal baths in Budapest, first the unbearably hot pool at 42°C for as long as I can stand, then I drift off after in the cool 32°C pool feeling as if I have been tranquilized – unbeatable!

Wellness will become healing

Anne Biging, founder, Healing Hotels of the World and the Healing Summit

Does anyone remember the world before the word 'wellness' existed? One could almost say that wellness is the more modern and softer version of the European system of 'cure' - and now healing is the evolution of wellness. In this evolutionary process, people become more and more aware of their true needs. Healing implies change and learning, whereas wellness is more about pampering your status quo.

Healing is an active process to change for better health and a better life. For true healing, you have to learn what is necessary to improve your state of wellbeing, both physically and mentally. It is the learning that makes healing sustainable.

Many hotels offering healing can cater for specific health



For true healing, you have to learn what is necessary to improve your state of wellbeing, both physically and mentally

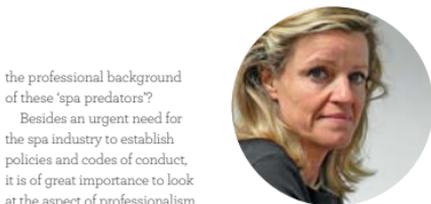
Healing holidays include mental and spiritual growth

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issues, as long as they are not severe medical problems. In many cases, their offerings in the realm of alternative, natural and ancient medicine can be more effective than allopathic medicine - especially in the case of lifestyle-related diseases.

Today there are many non-invasive and highly effective diagnostic tools available, so the healing journey can begin with a thorough diagnosis as a foundation for

a personalised consultancy. This leads to a tailor-made healing plan, which can include nutrition, movement, therapeutic treatments, and more. At the end of a healing holiday, there is a perceptible improvement of one's health - a mental and spiritual growth that comes from learning and understanding how to live a better, more purposeful and meaningful life. Find out more: healingsummit.org



A disturbing reality in spa

Jannita Mossel, founder, SpaTree

With great interest I have read Liz Terry's article on the existential threat in the world of spa, dealing with allegations of sexual abuse of customers by spa therapists (see SB17/4).

These recent revelations from spa visitors about their abuse have been shocking and chilling. How on earth could this happen? How could these 'therapists' be allowed to go on and stay in the business? More importantly, what is

the professional background of these 'spa predators'?

Besides an urgent need for the spa industry to establish policies and codes of conduct, it is of great importance to look at the aspect of professionalism in the spa market.

Are spa owners willing to invest in well-educated therapists who study hard and have gone through strict exams? Or is money the first factor in decision-making?

There are many ambitious spa students who invest in their future - both financially and by studying hard. The spa market, however, sees them as expensive labour. This results in attracting people who jump into the market without a professional background or a formal spa diploma.

The spa industry needs to see the importance of educated students - and to pay them well

I don't have insight into the background of the accused spa therapists, but regardless, the spa industry needs to see the importance of educated students with an accredited diploma - and to pay them well. And before appointing a therapist, background screening is mandatory in such a sensitive market as spa.



Background screening is mandatory before hiring therapists

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spa people

“We see ourselves as creators of spaces where wellness can be provided at both theoretical and experiential levels

Charles Davidson owner,
Peninsula Hot Springs



Australia's Peninsula Hot Springs (PHS) is significantly expanding its offerings, adding in an educational building, new sauna rooms, a deep therapy pool, a Fire & Ice hot and cold bathing area, a 'Food Bowl' area with on-site agriculture and picnic areas where guests are invited to "eat [themselves] to good health," and an arts and culture area with an open-air amphitheatre with seven pools and seated terraces for up to 700 people. Plans are also underway to

add 126 rooms of accommodation, a first for the hot springs.

"The purpose of our business is to create experiences where our visitors can relax in nature and connect with the deep well of their being," says founder Charles Davidson. "Many of our experiences are story-driven - we want them to be places where guests can be engaged in the experience."

Food Bowl

The first stage of the Food Bowl area - a 3-acre (1.2 hectare)

terraced garden - was completed in December, and is used for growing vegetables, herbs, teas, mushrooms and medicinal plants.

"Visitors will be able to walk the gardens and talk to the horticulturist," says Davidson. "The chefs in the wood-fired pizza oven area will walk with groups to collect fresh tomatoes, capsicums and other vegetables, and use for toppings on pizzas."

The Food Bowl will ultimately have seven terraces, with a lake at the bottom and a stage that will host performances.

Arts and culture

Additionally, a new arts and culture area will include seven pools with underwater speakers, allowing 70 people to float in the water and listen to talks and music while they look up at the sky. The amphitheatre has seated terraces that provide space for up to 580 people to watch plays, talks and concerts, while another 120 can listen from in the pools.

"These are two unique, open-air spaces for arts,



Guests will be able to sit on the terraces or float in pools and watch performances on the stage



The Fire & Ice area will include ice caves for contrast bathing



culture, relaxation, health and wellbeing," says Davidson.

Overnight facilities

The hot springs is also building 126 rooms of overnight accommodation, including 22 private lodges with access to their own private thermal hot spring pool, as well as condominiums and a glamping area with luxury tents. These will be introduced in a staged rollout from July 2018 through November 2020, and thermal heat from the hot spring water will be used to hydroponically heat the buildings.

Education

A new building designed for education has also been added. "We see ourselves as creators of spaces where wellness can be provided at both theoretical and experiential levels," says Davidson.

Finding time to relax and be with friends in a natural setting is at the core of the hot springs experience



Saunas that enable groups of 20 to 30 people to be in the space at once are being added so that sauna masters can train classes. Two new sauna rooms will provide a variety of temperatures and humidities and will enable a class to be held on one side while the public can enjoy the facility on the other.

A new deep therapy pool will allow guests to experience floating treatments such as watsu, and is large enough for three treatments at one time so that it can be used for education. PHS's hammam also has a capacity of 24, as does the new Clay Ridge area, which features a programme where guests can paint mineral-rich mud on their skin before washing it off.

Davidson said he's also developing training modules for various global bathing modalities, with the intention of creating a Global Bathing Masters

programme. The programme will include training in hammam, sauna, hydrotherapy, floating water therapies, clays, contrast therapies, Kneipp therapy and more.

Fire & Ice

A Fire & Ice area will include cold baths, ice baths and an ice cave for guests to experience contrast bathing - spending time in saunas and hot springs pools, followed by plunging into cold and ice experiences. The size and styles of the pools are specifically designed for social bathing experiences.

"Finding time to relax and be with friends or yourself in a natural setting is at the core of the hot springs bathing experience," says Davidson. "There is a lot of fun and laughter to be had with friends when going in and out of what could be considered extreme bathing experiences."

6 Through the power of our programming and content, we will take a moral stance and catalyse productive, positive change

Katherine Lo founder, Eaton Workshop

When Katherine Lo's father, Langham Hospitality Group chair Ka Shui Lo, tasked her with remaking the group's Eaton brand to appeal to a millennial audience, she used her background in activism, anthropology and film to create a space that merges hospitality with social change.

Lo's new hotel brand, Eaton Workshop, has four distinct parts: hotel, house, media and wellness. The first location is set to open in Washington, DC, early this year, with more to follow in Hong Kong, San Francisco and Seattle. "The brand is the manifestation of me 'following my bliss' so others can follow theirs," says Lo. "Beyond the eco-minded design and community-oriented offerings, through the power of our programming and content, we will take a moral stance and catalyse productive, positive change through dialoguing."

Wellness programming at Eaton Workshop is inspired by new age practices and experiential learning traditions, with

Lo is the daughter of Langham Hospitality chair Ka Shui Lo



The first Eaton Workshop will open in Washington, DC

a holistic approach built on the mind-body connection. This includes classes like yoga and meditation, alternative therapies like reiki and acupuncture, and sensory experiences including infrared saunas and sound baths.

"Vegetable-forward" and detox food and beverage menus will be offered, and the locations will host guest speakers in the health and wellness industry.

Leong Leong and Kengo Kuma and Associates have been brought on for the design architecture, and Gachot Studios, Parts and Labor Design and Avroko for interior design.

The brand plans a serious focus on sustainability,



creating partnerships with organic bath products and organic mattress companies, installing rooftop organic gardens and wind turbines, and practicing aerobic food waste decomposition.

Taking cues from political and countercultural movements from the Beatniks to last year's Women's March, the 209-bedroom Eaton DC will include a wellness centre with yoga, meditation and alternative treatments, as well as an event space, coworking club, rooftop bar, restaurant and 50-person cinema.

"Recent political events make our first hotel in DC that much more trenchant," says Lo. "The Eaton we are creating will be a safe space and sanctuary for all: international, people of colour, LGBTQ and more."

The Eaton Hong Kong will follow later this year, and will open in the emerging Kowloon neighbourhood.

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6 Our aim is to develop an ecosystem that harmoniously ties in hospitality environments, living communities and digital platforms

Joshua Luckow founder, SolaVieve

As a former executive director of US destination spa Canyon Ranch, Joshua Luckow had the rare opportunity to work in every key area of the business while overseeing the company's complicated operations and jointly running the flagship property in Arizona.

Now, he wants to use his experience to bring a similar type of wellness destination to Europe and beyond. Working with several other former Canyon Ranch employees, Luckow has started a new venture, SolaVieve, which will design, develop, acquire and operate holistic, immersive wellness properties.

"This is the dawn of a consumer-led revolution within the booming wellness market," says Luckow. "Vacationing is moving from indulgence to purpose; hospitality from conventional to experiential. At the same time, healthcare is shifting from sick care to optimal living, while spa is moving



Luckow is the former executive director of Canyon Ranch and hopes to bring a similar model to Europe and beyond

from a glamorous extravagance to a meaningful pursuit."

Joining him is Jerry Cohen, who co-founded Canyon Ranch and was the long-standing CEO, and will serve as SolaVieve's executive chairman; and Natalie Rushton, who was senior operations manager for Canyon Ranch's At Sea SpaClub division, and who is the vice president of operations.



Natalie Rushton and Jerry Cohen (right) will join Luckow in the new company

We are not about momentary detoxification or mere escapism, but nurturing one's lifestyle

Natalie Rushton

Luckow says SolaVieve, which is headquartered in Geneva, Switzerland, is focused on generating a sustainable triple-bottom-line return — people, planet, and profit. Key to the model is bringing on expert staff who engage guests at a transformational level in health and wellbeing. "We are not about momentary detoxification or mere escapism, but nurturing one's lifestyle," says Rushton.

Programming falls under one of six divisions: Health & Healing, Fitness & Movement, Spiritual & Creative, Rest & Relaxation, Food & Nutrition, and Personal Growth. The business model will bring an all-inclusive concept, in order to "minimise the transactional costs that might prevent someone from pursuing their passion, curiosity, or recommended health action," says Luckow.

Plans are underway for the first SolaVieve, but Luckow is keeping specifics under wraps for now. He hopes to have three locations within the next five years. ●



Guests will be engaged on a transformational level

Heritage property in Singapore will be home to Six Senses' first city hotel

Luxury wellness hotel operator Six Senses will open its first city hotel in Singapore this year as part of a restoration of two buildings in the heart of the city-state's Chinatown.

Six Senses Singapore is split across two buildings within walking distance of each other, Six Senses Duxton and Six Senses Maxwell, and will celebrate local Singapore culture and history.

The buildings feature a mix of Chinese, Malay and European elements, including neo-classical lion head motifs, Chinese porcelain-chip friezes co-existing with Malay timber fretwork, French windows, Portuguese shutters and Corinthian pilasters. Six Senses Duxton is due to open in April 2018, followed by Six Senses Maxwell three months later.

"Such unique properties do not come to market often, and we are delighted to be working with Satinder Garcha and Harpreet Bedi of Garcha Hotels on this



Designer Anoushka Hempel is transforming the Six Senses Duxton Road location



Duxton Road features a restored row of houses



“It’s all about community and being part of the rich, local culture of Singapore”

Neil Jacobs

project,” says Neil Jacobs, Six Senses CEO.

“The buildings will be the last heritage hotels of this quality to be developed in Singapore. Each building has its own distinct personality, but what makes Six Senses Singapore so special is that guests can enjoy all the offerings of both locations plus the neighbourhood when staying with us. It’s all about community and being part of the rich, local culture of Singapore.”

Six Senses Duxton Road will have a traditional Chinese doctor offering readings, health recommendations and a medicinal herbal dispensary, while the Maxwell location will have a Six Senses Spa. **More:** http://lei.sr?a=r9m5Y_B

Garrett Mersberger named ISPA chair

The International SPA Association (ISPA) has announced the election of Garrett Mersberger, director of wellness and Kohler Waters Spas at Kohler Co., as chair of the ISPA board of directors.

Previous ISPA chair Todd Shaw has accepted the position of national manager – country club for Technogym, creating a change in his ISPA membership category from a spa to a resource partner. With

this change, because of the association’s bylaws, he will no longer be able to serve as chair. Mersberger previously served in the secretary/treasurer role.

Shaw will now serve in the role of immediate past chairman and the role of secretary/treasurer will be voted on at the next ISPA board meeting on 31 May.

“I am honoured to have the opportunity to serve as chairman of the ISPA board of



directors,” says Mersberger. “I am grateful for the confidence the board has shown in me and am privileged to serve our members in a greater capacity.”

The 2018 slate of candidates for the ISPA board of directors will be announced to the membership at the upcoming 2018 ISPA Conference & Expo at the Phoenix Convention Center in Arizona from 24-26 September.

More: http://lei.sr?a=b5z5N_B

Canadian spirit to shine at upcoming Nordic spa

The newly renovated Kananaskis Delta Lodge in Canada will soon be home to a Nordic spa with a Canadian spin. Set to open in February and spanning 50,000sq ft (4,645sq m), the Kananaskis Nordic Spa will be set deep in Alberta's Kananaskis County, surrounded by forest and mountains, and is designed as a Canadian perspective on the wellbeing lifestyle of Scandinavia.

The spa will feature a relaxation lodge, five outdoor pools, six sauna and steam cabins, an exfoliation room, saltwater float pool, outdoor heated hammocks, a meditation labyrinth, heated lounge chairs with music stations, a dream lounge, 30-person yoga studio with silk yoga



The three-storey spa lodge will offer treatments



The outdoor spa will have spaces for hydrotherapy, meditation and socialisation

hammocks, eight treatment rooms, and a bistro.

"We wanted the spa to feel Canadian from its core," says Jennifer Buckler, vice president of spa and development.

"We've taken the philosophy and practices of Nordic wellness and created an original design out of it. This is a space that reflects not only our location, but the Canadian way of life; it's a different take on the increasingly popular Nordic Spa style of repair, relaxation and rejuvenation. The Canadian attitude, combined with



"We wanted the spa to feel Canadian from its core"

Jennifer Buckler

our extensive knowledge of the health and wellness industries, has shaped the Kananaskis Nordic Spa experience – right down to the little details."

Examples include social campfire settings within the outdoor woodland design and a tartan spa robe featuring a 1964 maple leaf print by David Weiser.

A modern-rustic, three-storey spa lodge will offer a minimalist treatment

menu, and will be surrounded by a series of hot, saltwater and cold plunge pools.

More: http://lei.sr?a=a7u2f_B

Gharieni makes two senior appointments

Ally Chong and Thorsten Lipfert have joined spa equipment supplier Gharieni Group in business development roles.

Chong has been named operations manager for Asia Pacific, while Lipfert is international business development manager for the brand.

"While Thorsten will focus on the European market, Ally will manage operations for the Asia Pacific market," says Sammy Gharieni, founder and CEO of Gharieni Group.

Based in Hong Kong, Chong has more than 14 years' experience in hotel operations and spa development, and has worked for the corporate teams at Dream Cruises and Mandarin Oriental Hotel Group.

Lipfert began his career as a spa director in Portugal, and worked for six years at the Kempinski Marbella before taking over as ESPA spa director at the Fairmont Baku Azerbaijan.

Based in Marbella, Spain, and fluent in Spanish,

German and English, Lipfert will give particular focus to overseeing the growth of Gharieni in Spain and Latin America. He is trained as a physical therapist, and will also support Gharieni's training programmes for the Gharieni Quartz Table and the Wellness Massage 4D.

"I'm very excited to take over this new role," says

Lipfert. "With my expertise in hotel and spa operations, I'm looking forward to supporting Gharieni clients and helping them achieve the most success with their products."

More: http://lei.sr?a=C3H8a_B



Ally Chong



Thorsten Lipfert



Bjurstam says wellness is growing

Raison d'Etre launches wellness think tank

Global spa consultancy Raison d'Etre has launched a Think Tank for Wellness to provide tools and resources for businesses to grow through wellbeing. The think tank offers creative services to anyone who wants to understand how wellness concepts and wellbeing awareness can be integrated into a lifestyle, service or business.

"We see wellness and wellbeing being part of circles of discussions, such as governments, insurance companies, the medical system, as well as corporations in the form of workplace wellness," says Anna Bjurstam, managing partner of Raison d'Etre. "Spa consultancy has ventured more and more into wellness consultancy, and to do only spa is no longer enough. The real value is in the content creation – everyone is looking for content that will enrich the guest experience."

More: http://lei.sr?a=7v4A8_B



GOCO will develop a 50-key Retreat over the next 12 months

GOCO Spa, Retreat to open on Crete

GOCO Hospitality is opening a GOCO Spa at the Daios Cove Luxury Resort on the Greek island of Crete in April this year, and will also develop a separate GOCO Retreat on the property in late 2018.

"GOCO Spa Daios Cove and, ultimately, GOCO Retreat Daios Cove will bring a modern and sophisticated wellness experience to the Greek tourism offering," says Ingo Schweder, GOCO Hospitality CEO.

The Resort includes 305 bedrooms, and the 2,500sq m (26,909sq ft) spa will include eight treatment rooms, a movement studio, two indoor pools, and a thermal spa suite with Finnish sauna, soft sauna, Mediterraneo (combined sauna with steam bath) and Nimfea reaction showers. The spa will offer yoga and meditation classes, Thai massage and treatments in waterside spa cabanas.



“It’s a stunning location, with incredible design and architecture”

Ingo Schweder

Over the coming 12 months, GOCO will develop the 50-key GOCO Retreat Daios Cove, which will act as a wellness resort within a resort, and will introduce health diagnostics, personal consultations, wellness programming, and a regular series of workshops.

More: http://lei.sr?a=g4s2t_B

UK government appoints minister to tackle growing problem of loneliness

UK prime minister Theresa May has appointed Tracey Crouch, minister for sport and civil society, to a newly created position as minister for loneliness.

Research shows that more than nine million people in the UK are "always or often feel lonely" and that around 200,000 older adults have not had a conversation with a friend or relative in more than a month.

"For far too many people, loneliness is the sad reality of modern life," says May. "I want to confront this challenge for our society



Tracey Crouch is also minister for sport and civil society

and for all of us to take action to address the loneliness endured by the elderly, by carers, by those who have lost loved ones – people who have no one to talk to or share their thoughts and experiences with."

A fund will be established so the government can work with charitable trusts, foundations and others to find solutions, provide funding for communities to develop activities for people to connect, and scale-up existing projects that offer support to lonely people.

More: http://lei.sr?a=8x9T3_B

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spa business uniting the world of wellness



Carol Stratford, Michael Tompkins and Kristine Huffman will lead the team

New leadership for Hutchinson Consulting

Michael Tompkins will head up a new leadership team at Hutchinson Consulting after Bill Hutchinson announced his retirement following 25 years in hospitality recruitment. Hutchinson is handing over the reins to partners Tompkins, Kristine Huffman and Carol Stratford.

Founded in 1993 by Hutchinson's late wife, Lori Hutchinson, Hutchinson Consulting specialises in hotel, spa and restaurant talent recruitment.

"After 25 years of serving an industry I love, this is a bittersweet moment," says Hutchinson. "Michael Tompkins joined us in 2016 and has brought new levels of expertise to the business. While I move on to new ventures, I know Lori's vision is being realised and I'm thrilled about the new partners and the team's ongoing growth of Hutchinson Consulting."

More: http://lei.sr?a=D7f7z_B



The Cloud Twelve Club is situated over three floors and has a holistic spa

Wellness-focused lifestyle club to debut in London's Notting Hill neighbourhood

Architecture firm Melt Design Hub have created what they describe as a 'third space between home and work' – a lifestyle club in London's Notting Hill neighbourhood, which will be the first in line for a series of global concept openings.

Set to open in March 2018, Cloud Twelve Club is situated over three floors and 1,000sq m (10,764sq ft) and includes a holistic spa, beauty therapies and an alternative medicine clinic, as well as a children's indoor playground and programmes.

Lisa Barden has been the spa and wellness consultant for the project.



"We wanted to create a 'haven in the city'"
Lisa Barden

"We wanted to create a 'haven in the city', centred around creating precious family moments, mindfulness,

luxury and somewhere to provide a smart blend of both holistic and scientific treatments taking the best of both Western and Asian philosophies," says Barden.

The building is comprised of five environments, with spaces brought together through a series of changing scenes or experiences.

More: http://lei.sr?a=M7p4X_B

Miraval Group appoints eight key executives to lead brand growth



Simon Marxer is director of spas

Eight executives have been appointed to key leadership positions within Miraval Group to oversee the growth and development of the brand.

Simon Marxer joins Miraval Group as director of spas, and will oversee all spas and create new treatments and services. Marxer previously worked at beauty brand Red Flower as vice president of business development, and before that was the spa director at Miraval Arizona.

Carl Pratt has been appointed vice president of programming, and oversees

"Marxer will use his expertise to oversee all spas and create new treatments and services"

the development of Miraval experiences, classes, workshops and lectures.

Additionally, Cecil Hopper has been named director of revenue optimisation, Jill Harlow has been named director of brand and marketing, Jorah Anderson has joined as director of sales, Karen Rieker has been named director of finance and administration, Marisa Galdi has been named director of talent and culture, and Philippe Brenot has been named director of retail procurement.
More: http://lei.sr?a=R3T5U_B



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DIARY DATES

25-26 February 2018

World Spa & Wellness Convention**ExCel, London, UK**

International spa figures convene for

two days of talks and networking, along with an industry conference.

www.worldspawellness.com

5-6 March 2018

Healing Summit**Berlin, Germany**

Inspirational talks for like-hearted professionals organised by the Healing Hotels of the World.

www.healingsummit.org

6 March 2018

Women in Wellness**Leadership Conference****New York, US**Organised by *American Spa*

magazine, this event is being held for the first time and is designed for women who aspire to leadership in the wellness industry.

<http://lei.sr?a=y6M5n.com>

9-11 March 2018

Beauty Düsseldorf**Düsseldorf, Germany**

Showcases the latest wellness trends and beauty products, and attracts international visitors.

www.beauty-duesseldorf.com

11-14 March 2018

Green Spa Congress**Carmel Valley Ranch, California**

The 10th anniversary of this event for eco-minded spa professionals.

www.greenspanetwork.org

15-18 March 2018

Cosmoprof Worldwide**Bologna, Italy**

One of the biggest beauty trade fairs; includes a two-day spa symposium.

www.cosmoprof.com

25-27 April 2018

Intercharm Professional**Moscow, Russia**

More than 2,500 cosmetic and equipment suppliers exhibit at this trade show for the Russian beauty and salon sector.

www.intercharm.ru

The report is based on insights from delegates at the GWS

GWS identifies 'Eight Wellness Trends for 2018'

Experts from the Global Wellness Summit have identified eight future directions in wellness in a new report, *'Eight Wellness Trends for 2018'*. The report is based on the insight of the more than 600 delegates from more than 40 countries who attended the Global Wellness Summit in October, as well as the perspectives of economists, medical and wellness professionals, academics, and leaders across all sectors of the wellness industry.



“Every one of this year’s trends pushes the health and wellness envelope in unexpected ways”
Susie Ellis, GWS chair and CEO

The eight trends highlighted in the report are:

1 Mushrooms emerge from underground

More people will explore the medicine that mushrooms provide, including 'magic mushrooms' as treatment for anxiety, depression and addiction, and regular mushrooms as inflammation fighters.

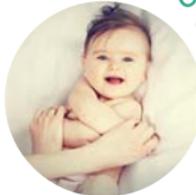


5 Getting our "Clean Air Act" together

As the gravity of toxic air becomes clearer, people will monitor indoor air quality using sensors and apps, invest in air purifying devices, adopt pollution-fighting beauty regimes, embrace salt therapy and breathwork training, or choose "lung-cleansing" travel destinations.

2 A new era of transformative wellness travel

Travel that challenges people on a personal level, especially through storytelling, performance, music and art will increasingly get served up with wellness.



3 Reframing the first 1,000 days

Preconception and paternity will enter the health equation, with a focus on the role of epigenetics, and treatments such as yoga, massage, and mindfulness will be used to treat babies and children.

4 The Wellness Kitchen

A new model of "Wellness Kitchen" will store fresh fruits and vegetables as opposed to processed foods, and designs will celebrate uncluttered, well-ventilated spaces.

6 Extreme wellness

Hacking our way to better brains, bodies and wellbeing is on the rise, with a surge in brain-optimising nootropics, and a hyper-personalised view of health and wellness, thanks to tests using DNA, epigenetics and microbiome testing.

7 Wellness meets happiness

The wellness world needs to focus on happiness – and on driving social connection and technology disconnection.

8 A new feminist wellness

From a surge in women-only wellness clubs and co-working spaces to a storm of FemTech "solving" for women's bodies, a new feminist wellness is on the horizon.

©Global Wellness Institute

Full report: http://lei.sr?a=b525N_B



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“ We want to elevate standards and give credibility to the industry ”



Andrew Gibson



Anne Dimon



Thomas Klein

Travelling well

A group of industry veterans has come together to create a not-for-profit business to help define the wellness sector, market it to tour operators, and create networking, education and marketing opportunities for those in the industry.

Headed up by chair Andrew Gibson – who is Accor Hotels’ vice president of wellbeing – the Wellness Tourism Association (WTA) aims to create a network for destination marketing organisations, hotels and resorts, tour operators and travel agencies that have an interest in the growing wellness tourism industry.

“As an association, it is crucial that we work together to help define our industry, as well as to educate the public so they can recognise legitimate and credible wellness suppliers and operators,” says Gibson.

Gibson is joined by founding members Anne Dimon, CEO of Travel to Wellness, who serves as the WTA’s president; Thomas Klein, president and COO of US

The Wellness Tourism Association is a new initiative that hopes to be the voice of the industry. Jane Kitchen talks to the people behind the organisation.



destination spa Canyon Ranch, who is the organisation’s treasurer; Madeleine Marentette, founder of Canada’s Grail Springs Retreat Center for Wellbeing; and Niledu Srivastava, managing director of The Art of Living Retreat Center in North Carolina, US. Cindy Hoddeson of the Monaco Government Tourist Office is the association’s first tourism board member.

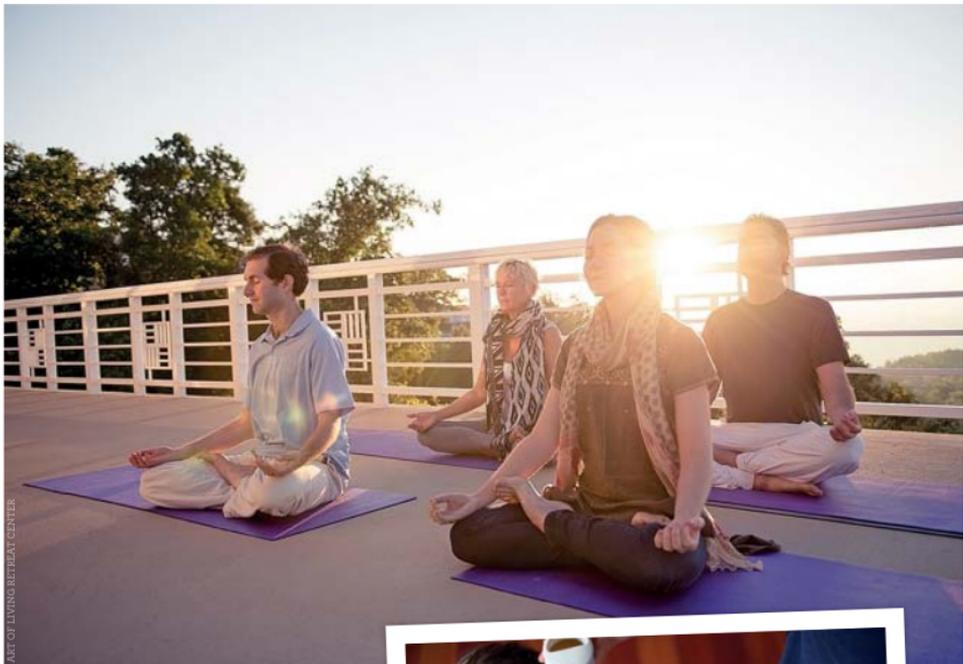
Defining the industry

The WTA’s goals are to create a common set of standards and definitions of wellness travel categories; educate and increase awareness of wellness tourism, especially among tour operators and travel agents; and to provide a networking platform for those involved in the industry. “The WTA will define the industry and

unite all the various categories that fall under the umbrella of wellness tourism for a common purpose – which is the benefit and sustainability of the industry for the ultimate good of all, including the consumer,” says Dimon.

But the first step is to create the industry definitions for various terms within the sector. As Gibson explains: “We want to elevate standards and give credibility to the industry. There’s so much vagueness, so much lack of clarity – when we get the industry speaking with a unified voice, then we can go to the consumer with it.”

That includes defining a destination spa versus a resort spa, for instance, and looking at defining wellness retreats, wellness travel and wellness vacations.



ART OF LIVING RETREAT CENTER

● The Wellness Tourism Association hopes to unite the categories that fall under the umbrella of wellness tourism, and to market the sector

Growing consumer demand

"The wellness tourism market is working overtime to keep up with the growing consumer demand, and that includes Canyon Ranch," says Klein. "Wellness tourism – travel engaged for the purpose of enriching or sustaining the state of wellness – will continue to evolve, and as a trailblazer in the integrative wellness industry, it's crucial that we are at the centre of the discussion and movement, working with the industry to define and develop this booming travel sector, along with the immersive wellness experience."

Klein said when Canyon Ranch first opened 40 years ago, most travellers didn't even know what wellness or wellbeing meant; today, the wellness tourism sector is a US\$563bn industry, and is growing faster than the tourism industry itself.

"We're experiencing a phenomenon where health is creeping into all aspects of consumer life and experience," he explains. "This association is needed now, more than ever, to provide those connected to or interested in any

aspect of wellness tourism with an opportunity to have a voice in this industry, and to help shape its future."

Membership

The WTA made its official debut in late January at the Travel & Adventure Show in Washington, DC, and will also have a presence at three other Travel & Adventure Shows in 2018. Qualifying hotels, resorts, retreats, destination spas, tour operators and wellness travel companies may join as members, and organisations with a specific interest in the sector may join as partners. Membership packages range from US\$300 (€242, £214) for travel advisors to

US\$2,000 (€1,615, £1,425) for hotels and destination spas and US\$3,500 (€2,826, £2,495) for tourism boards and DMOs.

"If an organisation has a true interest and investment in the travel sector, they will want to be part of this industry-focused collective," says Dimon.

Networking opportunities will begin straight away; WTA is planning an annual meeting. The WTA also plans to collaborate with the Global Wellness Summit's Wellness Tourism Initiative.

Gibson is bullish on the organisation's future. "This is going to be a collective effort to be part of shaping what is to be," he says. ●
Details: wellnesstourismassociation.org





● ITC's Grand Bharat houses the brand's flagship spa

TOP TEAM ITC Hotels

India's greenest luxury hotel chain launched its first spa 10 years ago and now has 40 hotels in the pipeline.

Neena Dhillon meets the people behind the burgeoning hospitality group to talk wellness, expansion and sustainability



Encompassing more than 100 properties in 70-plus destinations, ITC Hotels is one of the fastest-growing Indian hospitality chains. Backed by the might of a multi-dimensional corporation, it forms one of 13 businesses comprising ITC Limited, an enterprise rated among the top three private-sector contributors to the national exchequer, with a turnover exceeding US\$8bn. Feeding into a company-wide ethos of 'Putting India First', the hotels division has 40 properties in the pipeline across four brands. All but one will open in India.

ITC Hotels entered the business in 1975 through a partnership with Sheraton in Chennai, and has since evolved into a chain with a strategic emphasis on promoting India's rich cultural heritage. Its long-term approach involves building assets in multiple destinations in order to generate demand – eschewing a supply focus – thereby attracting visitors to different parts of the country. Acquisitions and management partnerships are also options as the group grows and creates value for tomorrow's India.



The hotels division has 40 properties in the pipeline across four brands. All but one will open in India.

In addition to constructing hotels that have won architectural accolades, ITC's brands include culinary concepts based on the varied gastronomy of India. Each of these dining experiences is aligned to ITC Hotels in relevant regions.

Fueled by a desire to introduce an indigenous spa brand that would leverage Indian wellness philosophies and compete at an international level, the chain launched Kaya Kalp in 2008. The first spa, at ITC Mughal in Agra, made a splash as the biggest Indian facility at the time, measuring 9,200 sq m (92,000sq ft). Today, each of the 11 luxury ITC Hotels has a Kaya Kalp, with the 12th to be unveiled this year. A scaled-down version – K by Kaya Kalp – can be found in eight WelcomHotels, including the new Coimbatore property.

We talk to the people behind the hotel chain and spa brand to find out more.

Neena Dhillon writes about spas, hotels and travel trends around the world, and is a regular contributor to *Spa Business*.
email: ndhillon@spabusiness.com



Dipak Haksar chief executive,
ITC Hotels & WelcomHotels

What's the ethos of ITC Hotels and how does the business differentiate itself?

We are a brand with an Indian soul. In a country as diverse as ours, there's no single destination that defines our culture, so we endeavour to showcase each region through indigenous architecture, interiors, art and cuisine, as well as wellness experiences and service designed to convey local traditions. This is what we mean by 'Hotels that Define the Destination.' Having said that, all our hotel operations are underscored by a 'Responsible Luxury' ethos, which favours ecologically sensitive products, services and suppliers.

Can you demonstrate some of those green credentials?

All hotels in our luxury collection are certified as LEED Platinum, and the US Green Building Council presented us with a 2017 Greenbuild Leadership Award. ITC Limited has been carbon-positive, water-positive and solid-waste-recycling-positive for over a decade. Moreover, we work beyond typical green boundaries to establish deep connections to local communities, whether by forging relationships with farmers, promoting sustainable agricultural practices, bringing education to rural women or developing conservation programmes.

“We wanted to champion the wellness and healing knowledge that has long existed in our boundaries”

ITC Hotels: a snapshot

Today: 9,000 rooms across 4 brands

In the pipeline: 5,000 additional rooms slated by 2021

- **ITC Hotels:** 11-strong luxury collection entirely owned and operated by the chain; all are additionally part of Marriott International's The Luxury Collection under a partnership agreement.
- **WelcomHotels:** 14 five-star properties, either owned or managed.
- **Fortune:** 40-plus upscale to mid-market hotels, mostly managed.
- **WelcomHeritage:** 40+ leisure properties, including small palaces, havelis and forts. Independent ownership, five-star services provided on a consultancy basis.



How do you select locations for expansion?

Investment in the flagship luxury hotel portfolio is driven by the objective of enhancing India's tourism landscape. Debuting next in Hyderabad'sHITEC city, a sprawling technology hub, ITC Kohinoor brings our luxury collection to 12, with a design inspired by the 13th-century Kohinoor diamond, thought to have been found in a local mine. We are already mid-construction with WelcomHotels in Guntur

● Spas have a hands-on approach, favouring natural treatments, including ayurveda

and Bhubaneswar. Having a four-tier brand architecture helps us to penetrate different regions. While we believe in organic growth in India, we are making our first overseas foray with a development in Colombo because there is strong tourist inflow to India from Sri Lanka and vice versa.

Can you tell us about the evolution of the Kaya Kalp brand?

Its inception came about because we wanted to champion the wellness and healing knowledge that has long existed in our culture.

Since we launched the brand, our spas have become known for an array of holistic therapies, quality environments and highly qualified professionals.

We have a hands-on approach, favouring natural treatments, organic products and touch therapy. We recognise the shift from pampering towards preventative and curative measures and we work to identify therapies – from stress relievers to muscle rejuvenators, chakra balancing to detoxification – suited to the wellbeing of the individual.

● Dipak Haksar says ITC is a 'brand with an Indian soul'





Andrew Saldanha divisional wellbeing manager, ITC Hotels

Every ITC Hotel has a Kaya Kalp – The Spa, but how do you determine its size and design?

We have an internal committee that specifies salient features of architecture, service infrastructure and the scale of facilities required whenever a new hotel is built.

International design firms are then selected; for instance, Malaysia's DesignWilkes is involved in Hyderabad, while Denver's Archiventure Group PC oversaw ITC Grand Bharat.

Space is earmarked in keeping with the expected demand, so our resort properties have more elaborate spas than hotels in business hubs. For example, Kaya Kalp – The Royal Spa, which opened



● **Saldanha says integrating ayurvedic rituals is important**

at our first all-suite retreat, ITC Grand Bharat, takes up an entire floor of the hotel at 3,251 sq m (34,993sq ft).

We generally have the hotel architect design the

◀ Each spa is themed around the pomegranate, considered a symbolic fruit of life and abundance and introduced to India by the Mughals ▶

spa to ensure consistency of language across the property. Designers are familiarised with the theme and look of existing spas so that key design elements are harmonious across the brand.

What's the theme?

Each spa is themed around the pomegranate, considered a symbolic fruit of life and abundance and introduced to India by the Mughals.

This is not to say our spas are cookie cutter; signature colours of red and white as well as opulent tranquil spaces are common to interiors, but in each location the theme is interpreted differently.

How does the concept appeal to today's spa-goers?

Ayurveda was a part of everyone's life in India at one time, but modern lifestyles have eroded these traditions.



● The relaxation room at the ITC Mughal includes rich, opulent decor, creating a tranquil space



● Signature colours of the spa are white and red, but each location is different

On the march: 15 ITC Hotels by 2020

- **ITC Kohenu, Hyderabad:**
272 rooms + Kaya Kalp – The Spa. Debuts in second quarter 2018
- **ITC Royal Bengal, Kolkata:**
456 rooms + Kaya Kalp

- **ITC Narmada, Ahmedabad:**
294 rooms + Kaya Kalp. Projected 2019 opening
- **ITC One, Colombo:**
300 rooms + Kaya Kalp. Projected 2020 opening, international debut

This knowledge has largely been forgotten, even among Indians to some extent, but we've been seeing renewed, meaningful and sometimes spiritual interest in it.

We integrate ayurvedic rituals and philosophies into our menu, as well as exotic body treatments, such as the pomegranate scrub, or herbal pouches which are made by therapists with local ingredients. Guided yoga and meditation are also available, while each location has unique therapies amalgamating wisdom that once would have been common to the region.

There are international

treatments too from Ila and Comfort Zone, which arouse the curiosity of Indian guests.

While there are individual hotels with an ayurvedic focus, we are distinct as a five-star chain in offering a cohesive approach to Indian wellbeing, combined with consistency of standards and protocols.

Demand from Indian residents has seen us trialling spa membership at ITC Hotels in Mumbai and Kolkata.

How else does ITC Hotels promote wellbeing?

Nearly a decade ago, we initiated research into how we could enhance sleep for guests,

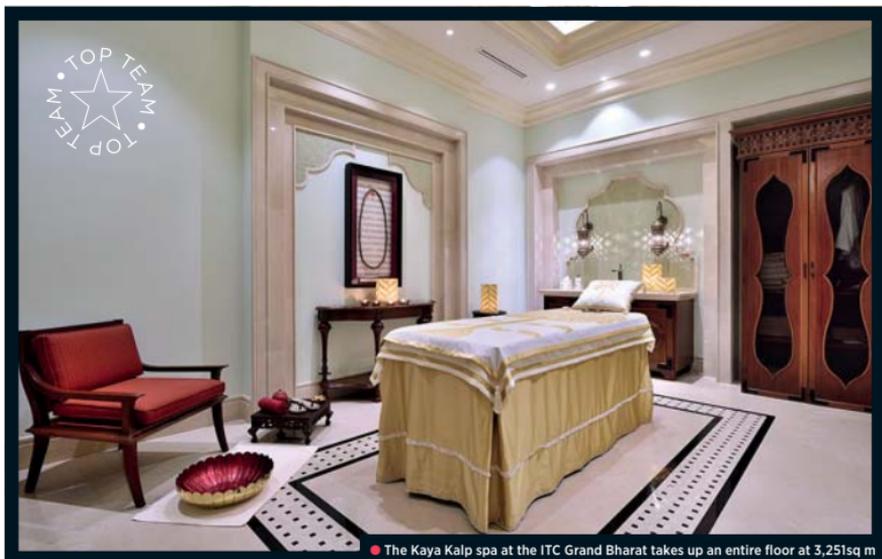


● Ayurvedic rituals are a speciality at Kaya Kalp

particularly those travelling from different time zones.

Our Sleep menu shares pointers on meditations that can aid sleep; pillow mists and stress reliever sprays are offered in-room; 20-minute therapies including

acupressure can be booked before bedtime; and herbal beverages are available through in-room dining. We find that consuming the right nutrients and balancing all five senses can have a deep impact on quality of sleep. ▶



● The Kaya Kalp spa at the ITC Grand Bharat takes up an entire floor at 3,251sq m

Ritu Srivastava spa manager, ITC Grand Bharat

Your spa is a flagship within the chain. How many visitors to ITC Grand Bharat take a treatment?

On average, 40 per cent. For travellers who have been touring the Golden Triangle, there is typically little respite from activity, so we offer an opportunity to add a sojourn to this itinerary on our verdant 1.2 sq km estate in Gurgaon.

Other guests select our retreat especially for the wellness packages, such as the seven-night Vedic Weight Management or Ayurvedic Detox, popular among overseas visitors, or the three-night stress management package, favoured by domestic guests.

The modern idea of wellness is relatively new to Indians, who are starting to learn to invest in themselves. But more people are understanding the importance of holistic wellbeing in countering today's pace of life.

More people are starting to understand the importance of holistic wellbeing

Can spas really give people an insight into the system of ayurveda?

Of course, if you are only here for two nights, we can only provide a window into traditions such as ayurveda or yoga.

A treatment like Shirodhara gives you an experience, but for its full preventative or curative benefits, you need more than one session.

At our retreat hotels, we have resident ayurvedic doctors who undertake consultations with guests to recommend therapies based on their body types (doshas).



● Ritu Srivastava manages the hotel chain's flagship spa

What other wellness trends are you responding to?

Personalised nutrition is a growing trend. Here we provide Swasthya cuisine, integrated into our wellness packages and prepared by our chefs following a consultation with the ayurvedic doctor and based on his recommended list of foods.

Again, the aim is to balance the doshas of the individual by combining specific ingredients

to satiate, restore and energise the body and create balance.

We've also introduced a Visiting Masters Series, where renowned holistic healers reside here for a couple of weeks, and offer personalised sessions as part of packages.

What are the major challenges facing spa managers in India?

We train therapists in both ayurvedic and international treatments, although you do need specialists for therapies such as Abhyanga massage.

Retaining highly qualified staff can be challenging because there's so much demand for them in the five-star sector.

Academies teach the basics, but we have our own three-month programme that therapists complete on-site, followed by ongoing training.

In our growing industry, these therapists are of high value. ●

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spa business uniting the world of wellness

The nature of the job means therapists are alone with guests

Ask an expert

How can spas protect guests and therapists from sexual assault?

Allegations late last year of sexual assaults at US franchisor Massage Envy locations put the industry in the media spotlight. We ask the experts what can be done

ate last year, reports of sexual assaults at Massage Envy locations were made public as part of an investigative report by online news outlet *BuzzFeed*. The story was widely publicised by US media outlets, and includes allegations from more than 180 women who have filed lawsuits, police reports and state board complaints saying they were sexually assaulted at Massage Envy franchised spas.

Massage Envy responded by launching a six-step plan called 'A Commitment to Safety', which includes a partnership with an anti-sexual violence organisation and clearer steps for responding to sexual assault claims. The company is

“This is a reminder that it's not just our guests who can be victims of assault, but also our therapists,”

mandating updated background screening for all therapists on an annual basis and launching a third-party 'Universal Background Check Screening'. A list of third-party resources is being created to help franchisees in their investigations of sexual assault claims, and Massage Envy has formed a Safety Advisory Council.

In the wake of this news many spa owners and managers may be wondering

what they can do to ensure the safety of their customers – and what precautions they can take to ensure they don't wind up in a similar position. But these reports have also served to remind our industry that it's not just our guests who can be victims of assault, but also our therapists.

So what is the best way to protect both guests and therapists? Are there simple solutions that can give spa owners peace of mind? How can spa managers create a culture of respect and tolerance, and what can they do to educate both their staff and guests on the subject – without frightening people away? And what will the ramifications of this unwelcome publicity be for our industry? We ask the experts...

Lynne McNeas president, International Spa Association (ISPA)

I can't help but reflect on what the recent news of alleged sexual abuse of guests by therapists could mean for the industry. Spas should be places where customers experience relaxation and invest in their health. We have to work together as a spa community to ensure consumers and therapists consistently feel safe and respected within all spas. Building and maintaining confidence are top priorities.

The ISPA leadership believes that proactive training, active promotion of the ISPA Code of Conduct and a zero-tolerance policy should be adopted by spas of all types. Misconduct should be addressed on the first day of an employee's training and everyone should be given the tools to manage



difficult situations immediately. Therapists should also be proactive with their clients. At the beginning of sessions, therapists should remind the client to let them know if anything is making them uncomfortable, encouraging the guest speak up and feel comfortable doing so.

I've had countless conversations with members

Misconduct should be addressed on the first day of an employee's training

about their policies relating to this topic and one recent conversation stood out as an example worthy of noting. A respected spa leader shared that she has a very strict zero-tolerance policy at her spa. If a complaint is made about a therapist, he or she is removed from the room immediately and is not allowed to see any clients until the matter is completely resolved. If it is determined the therapist was in the wrong, they are banned from the spa - one strike and you're out. Proper authorities are notified as warranted. And the same goes for guests. While the

recent news has been all about therapists taking advantage of clients, our members sometimes get complaints from therapists about clients making inappropriate advances. Customers who cross the line are also banned from her spa - zero tolerance.

While this is obviously a challenge for our industry, I hope it makes us take a look in the mirror and closely evaluate our policies and procedures. The spa industry is an incredibly strong community, and there is no doubt in my mind that we will emerge even stronger and better than before.

Trent Munday vice president, Steiner Spa Consulting

The recent sex scandal involving Massage Envy franchises is a wake-up call for us all.

We, the spa industry, have been putting our collective heads in the sand when it comes to sexual harassment. So what can we learn from these events?

The first step is always education. Not just training. Education. Everyone in your spa needs to be educated about the issue, how to recognise it, how to respond to it and how to cope with the after-effects. It seems obvious, and it is, but so many spas have chosen to not speak about it and hope nothing happens.

Your clients, customers and guests also need to be



educated too. They need to know what is acceptable and what is not. The only way this can really be done at the spa level is by spelling out the policy for all to see. Maybe it's a rules and regulations poster on the wall, or maybe it's a line or two on the client waiver form they sign during the consultation. Ultimately, you

We've been putting our heads in the sand when it comes to sexual harassment

need to find a level of comfort with getting the message through to your clients.

It's also vital to establish a set of very clear procedures and policies around the issue for both therapists and clients. The standard operating procedures (SOPs) need to cover as many scenarios as possible; otherwise, you leave the door open for someone to say their situation was a bit different from the SOP so they didn't know what they should do.

Victims often don't know where to turn - especially if the spa manager or owner

dismisses their claims. Filing a police report seems like the obvious answer, but many clients are too embarrassed or worry they won't be taken seriously.

Everyone needs to be clear on what steps they can take when sexual harassment or assault occurs. For big companies, an anonymous customer complaint hotline might be the answer. If you are a small owner/operator, that hotline number may have to be your cell phone. Make sure everyone knows you take this very seriously and you're there to help.

Julie Pankey founder, JM Pankey Partners

The ramifications for our industry of the Massage Envy sexual abuse claims can potentially set our new customer conversions back; the non-spa goer is looking to feel comfortable and reassured as they enter the uncharted spa territory, and these claims certainly don't help.

The majority of spas have good policies and procedures in place to make sure that sexual abuse does not happen. This type of experience is not the norm - not even close. The spas I work with have done everything that they can to prevent any misconduct.

The most important policy for spas to have in place is that if either party feels uncomfortable in any way, at



any time, or for any reason, they are encouraged and fully supported to terminate the service. Both staff and clients need to know that their wellbeing is the number one priority and that the management of a spa is 100 per cent supportive of this. There are several ways to make sure this is clearly known.

It's our job as leaders in the spa industry to ensure that everyone knows the rules

Training for staff is critical and a "training" of sorts for clients is also critical. On the spa's website it is important to address possible concerns clients may have such as draping, male/female therapist requests, customisation, comfort and professionalism. We write this into our treatment menus as an effective way to reassure potential clients that their safety and comfort is important to us.

Spa managers must also have the difficult conversations with their teams. At staff meetings I encourage open dialogue,

role-playing and the review of policies. Work to button-up all protocols so everyone feels comfortable. The fastest and easiest way to address these issues with the team is to be open, start conversations and hold ongoing training.

My philosophy has always been to over-communicate rather than under-communicate. It's our job as leaders in the spa industry to ensure that everyone - clients and staff alike - knows the rules.

Amy McDonald owner and CEO, Under a Tree Health and Wellness Consulting

Ensuring that both guests and therapists are safe from sexual harassment and abuse starts with two things: building and maintaining a culture of zero tolerance, and strong hiring policies. It's critical that spas have strong human resources and ownership support so that both of these start at the top.

Management and staff need to know they're supported, and that a foundation for zero tolerance of any harassment - whether it's towards staff or a guest - is fiercely in place.

Spa managers and owners need to invest time in their hiring practices, and hire experienced therapists. Always do background checks, call references, and ask the right questions. Interview therapists both in person and on the table,



and have them do more than one service back-to-back, with both male and female clients.

Include education about your policies on sexual abuse and harassment in all of your new hire orientations, and host ongoing training and meetings about it. Make it part of the culture, and make sure all staff understand the ramifications and their responsibility to tell someone if they suspect

Always do background checks, call references, and ask the right questions

there may be an issue with another staff member.

It's also worth investing in an ongoing secret shopper programme - and making sure that all staff are aware of it. Staff need to know that their company takes this seriously.

Having an ongoing discussion that reinforces a culture of respect and non-violence is important so that everyone feels safe to come forward and speak about a situation.

Spas should be open with guests about what they do to train, bring awareness and minimise situations. The main message should be: if someone

is uncomfortable - whether on the table or offering a service - they need to stop the treatment and leave the room. They need to know that there is support and help close by at the front desk and with management.

The Massage Envy sexual abuse story was all over the news last year, but like so much news, the rest of the world has moved on. But this is our world, and I encourage us all to take this opportunity to learn and implement more policies, cultivate stronger cultures and be more vigilant to ensure the integrity and longevity of our industry and our role in the global community. ●



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Living *with* Wellness

KATHERINE JOHNSTON



New research from the Global Wellness Institute values wellness real estate at US\$134bn in 2017 – and it's growing quickly. Research authors Katherine Johnston and Ophelia Yeung outline the findings of this first-ever study

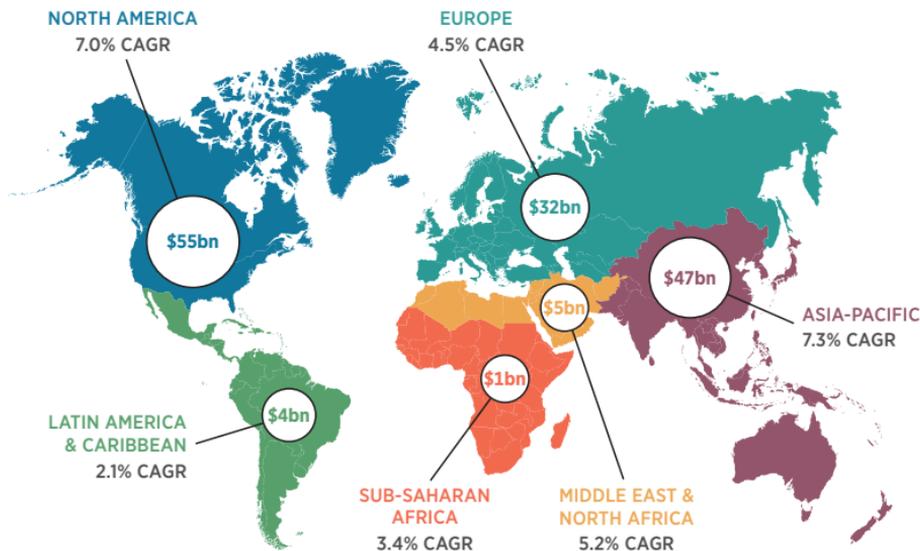
OPHELIA YEUNG



● ReGen Village in The Netherlands is one of more than 740 wellness communities being built

PHOTO: JEFFREY WATKINS

Wellness real estate value and growth in 2017



Wellness is a US\$3.7tn industry, growing faster than the global economy. The Global Wellness Institute (GWI) sees residential real estate as the next frontier to transform the wellness movement. Our homes, communities and surrounding environment directly affect our daily behaviours and lifestyles, which together determine between 80 and 90 per cent of our health outcomes, so it's only logical that consumers should increasingly want to invest in health and wellbeing there.

Why now

The way our homes have been built in the last century is reinforcing lifestyles that make us sick, stressed, alienated and unhappy. Our modern environment has created new health risks – sedentary lifestyles, lack of physical activity, poor diet, stress, social isolation and environmental degradation. Our built environment favours driving over biking, sitting over walking, riding in

elevators over using the stairs, texting over face-to-face conversations, and screen time over outdoor recreation. Even as we live longer, more of us are living lonely, unhealthy and unhappy lives. We cannot address the global crisis of rising chronic disease and unsustainable health costs without committing to a dramatic transformation in where and how we live.

Defining wellness real estate

Wellness is not just about physical health; it is multi-dimensional, encompassing the physical, social, mental, emotional, spiritual and other dimensions of our selves. All aspects of a person – mind, body and spirit – need to work in harmony for that person to be truly well.

Wellness lifestyle real estate includes homes that are proactively designed and built to support the holistic health of their residents, while a wellness community is a group of people living in close proximity who share common

Wellness real estate is a **US\$134bn** global industry in 2017

goals, interests and experiences in proactively pursuing wellness. The power of wellness lifestyle real estate lies in its potential to foster wellness communities, but the connection between the two is not automatic, and requires a shift. This includes moving from not just preventing

“sick buildings”, but building homes that enhance health and wellbeing; shifting from passive to active wellness; complementing bricks and mortar with policies, management and programming that build social connections and nurture healthy behaviours; and creating awareness that our individual health and wellbeing is intrinsically linked to our broader environment and the people around us – a shift from “me” to “we”.

Wellness lifestyle real estate is a nascent industry that recognises – and has the potential to meet – today's immense health challenges. It represents a shift that explicitly puts people's wellness at the centre of the conception, design, creation ▶



● People are looking for neighbourhoods that support a healthy lifestyle

Top 25 countries for wellness real estate 2017

Country	Market Size US\$ millions
United States	\$52,481
China	\$19,940
Australia	\$9,471
United Kingdom	\$9,016
Germany	\$6,440
India	\$6,088
France	\$5,815
South Korea	\$4,195
Canada	\$2,355
Japan	\$2,246
Netherlands	\$1,851
Switzerland	\$1,607
Norway	\$1,217
Sweden	\$1,140
Austria	\$1,099
Italy	\$1,001
Malaysia	\$917
Singapore	\$819
New Zealand	\$803
Taiwan	\$652
Finland	\$651
Denmark	\$640
Indonesia	\$571
Vietnam	\$482
United Arab Emirates	\$446

Source: Global Wellness Institute

► and redevelopment of our homes and neighbourhoods.

A growing market

Wellness real estate was a US\$134bn industry in 2017, growing by 6.4 per cent annually since 2015, and making up about 1.5 per cent of the total annual global construction market. The GWI projects that the wellness real estate sector will expand by 6 per cent annually in the next several years, growing to US\$180bn by 2022. The GWI's wellness real estate figures capture the construction of residential and commercial or institutional (office, hospitality, mixed-use/multi-family, medical, leisure) properties that incorporate intentional wellness elements in their design, materials and building, as well as their amenities, services and/or programming.

The US, along with China, Australia, India, the UK and Germany, accounts for three-quarters of the global wellness real estate market, with the biggest growth occurring in the US (7 per cent), Asia-Pacific (7.3 per cent) and Europe (4.5 per cent). As recently as the 1990s and early 2000s, a relatively small number of wellness lifestyle real estate or community projects were under construction or in development – we estimate fewer than 50 projects globally. Contrast that with today, where more

Wellness real estate makes up about **1.5%** of the total annual global construction market

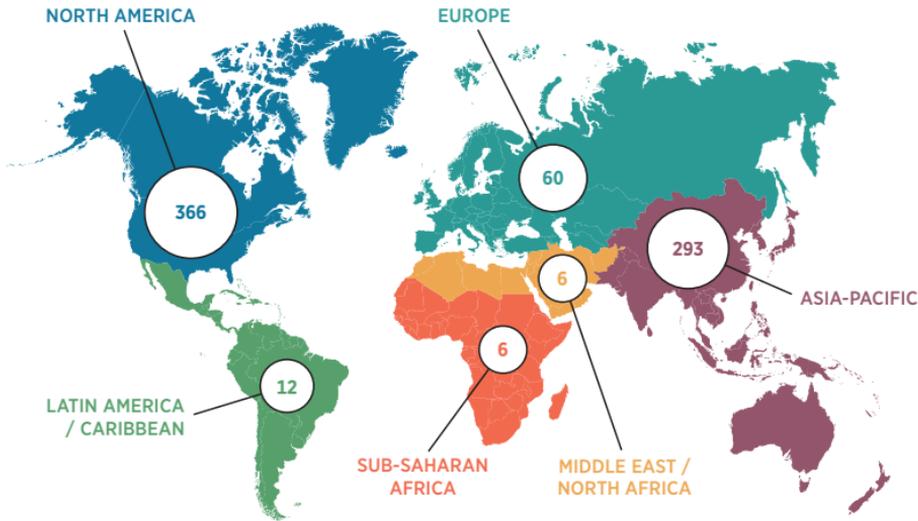
than 740 wellness lifestyle real estate and community developments are being built in the world, across 34 countries – and this number is growing daily.

These developments include masterplanned communities, multi-family housing, urban districts, mixed-use projects, and resort/spa-based real estate. Increasingly they are undertaken by larger, professional development companies with portfolios of multiple properties, some of which have codified a set of core principles focused on human health and wellbeing to shape their community design and marketing approaches. Additionally, many destination spas and wellness resorts are adding a wellness component for customers looking for a second home or vacation properties – or even to live a full-time wellness lifestyle. We estimate that there are more than 1.5m units either already built or planned to be built out over the next several decades, which will house more than 4.1m people.

Increasing consumer demand

The demand for wellness lifestyle real estate and communities is rapidly accelerating, as consumers are seeking out healthy places to live – and are ready to pay for them. Industry leaders are pioneering innovative ways to meet

Wellness real estate pipeline: Over 740 projects across 34 countries



consumer lifestyle needs, and governments are beginning to support these efforts. Standards, guidelines and design principles are emerging to facilitate them. The confluence of these developments means that wellness lifestyle real estate is poised to go from niche to mainstream; eventually, building for wellness will become the norm.

Buyers have demonstrated that they're willing to pay more for healthier built environments; wellness lifestyle real estate developments positioned at the middle and upper ends of the market are achieving home sales price premiums averaging 10 to 25 per cent, and up to 55 per cent. One reason is that there is not enough supply to meet demand; there are an estimated 1.3m potential buyers in the US alone for wellness-infused homes and communities. Projects with a greater level of differentiation, a more unique community environment, higher-quality residences and/or more extensive amenities and services typically earn

Residences are commanding price premiums of **10-55%**

higher sales price premiums. In the case of Serenbe, Georgia – one of the pioneers in wellness communities, having broken ground on its first house in 2004 – residences are commanding price premiums of 30 to 55 per cent versus comparable homes in the Atlanta metro area.

Upscale residential properties around the world are adding wellness components to appeal to higher-income consumers, including enhanced indoor air, water and lighting; fitness centres and spas; health food restaurants; classes and other programming; and even on-site, full-time wellness professionals. Demand is also coming from middle-income consumers, who are looking for homes and neighbourhoods that support a healthy lifestyle, through features such as bike paths and dog parks, community gardens and farmers' markets, and walkability and mass-transit access. Even in the affordable housing segment, builders are incorporating wellness design features to address the public health needs of these



● Features such as bike paths and community gardens are key

populations, and they are increasingly encouraged to do so through public policy initiatives. All these segments are expected to grow within the wellness lifestyle real estate sector going forward.

Differentiation

There is enormous potential in wellness lifestyle real estate for differentiation based on market needs, target audiences and unique site characteristics. In global megacities, buyers may be most

concerned about air and water quality, noise pollution, restful sleep and access to green space or wellness amenities. In suburban US, UK or Australia, buyers may be seeking better walkability and mass transit options, bike paths, and more social interaction with neighbours. A project aiming to appeal to consumers interested in healthy eating may incorporate organic farming, a CSA, a farmer's market, edible landscaping or farm-to-table restaurants.

Other projects may prioritise environmental sustainability, wellness and fitness amenities and programming, the importance of the arts, or living in harmony with nature. Some aim to appeal to the specific needs of particular demographic groups, while developers also have opportunities to create unique wellness living concepts by leveraging local characteristics, such as mountains, woodlands, thermal and mineral springs, mud or salt caves, or farmland.

Looking to the future

At the GWI, we've identified several emerging wellness living concepts that we predict will soon drive the future development and growth of wellness lifestyle real estate and will push the design of healthy living environments to the next level.

Blurring the lines between home, work and leisure means strategic colocation and integration of homes, coworking facilities and ample wellness amenities and programming in response to the rapid rise of remote work, the sharing



● Many people today are searching for a sense of community

economy and the travails of loneliness and attempts to find work-life balance.

Bringing back multigenerational and diverse neighbourhoods will cater to people seeking communities with a greater mix of ages, life stages, backgrounds and social classes, recognising the growing evidence that social connections in the physical realm are essential for our health and wellbeing, our society and our economy. Developers are also collaborating with governments to target lower-income and vulnerable populations,

Wellness real estate is projected to grow to **US\$180bn** by 2022

who are at the highest risk for many health conditions.

Building wellness communities by combining medical industry companies, research organisations, hospitals, clinics and health services with holistically designed wellness-infused homes and neighbourhoods – such as in Lake Nona in Florida or the Destination Medical Center in Rochester, Minnesota – will also be key to growth.

We also see a move from green to regenerative living – where communities will produce their own healthy food and renewable energy, clean the air, recycle their own water and be net-positive for people and planet. Harnessing future technologies will also help bring on-demand wellness into the design of homes, neighbourhoods and cities. And we see hot springs as a wellness living anchor as people rediscover the therapeutic properties and benefits of communal bathing, and historic spa towns around the world are redeveloped as holistic wellness living communities.

Perhaps most importantly, we expect new metrics that will capture Return on Wellness, or ROW, and a deeper exploration of the relationships between physical and virtual communities, and between our individual, personal wellness and the wellness of our community – and planet. ●



● This unnamed project in Vietnam will focus on both education and health

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Kemitron, is manufacturer of high-quality products for the spa-, sauna-, and wellness market (technology, fragrances, cleaners, cosmetic). The company's focus is on best quality and workmanship. All items are "made in Germany".

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/skin
regimen/



Dr Davide Bollati

De-stressing city skin

Why did you decide to relaunch the Skin Regimen brand?

In 2010, we had a strong intuition supported by science-based evidence from our company's multi-disciplinary Scientific Committee. We realised that given the new expectations in lifespan and the impact of epigenetics, skincare and lifestyle had to be combined when it comes to health and beauty to stay younger for longer.

After almost 10 years, new studies on urban living and its unavoidable effects brought us to further innovate and make our approach more targeted.

What's your new offer?

The pressures of city living take a toll on our bodies and minds; with the new Skin Regimen, we offer skin-concern-specific solutions to city dwellers so they can cope with stress, the effects of pollution

Comfort Zone's chairman, Dr Davide Bollati, explains

how the reformulated, rebranded Skin Regimen

range is tackling the ageing effects of urban living

and lifestyle ageing. At launch, we will release *Fast Living, Slow Aging*, the brand's new lifestyle guide, developed in collaboration with neuroscientist Dr Claudia Aguirre. She's also supported us in upgrading our Longevity Complex™ to reduce the impact of cortisol on the skin.

Who are your customers?

Urbanites, in particular early adopters and millennials, who have a fast-paced lifestyle, love the metropolitan stimuli and are conscious that self-care is important.

We consider our solution genderless rather than unisex. Men and women's skin is different, but there is more to it. We're all unique because of our story and life habits: for this reason, the new Skin Regimen facial, as well as the home care selection, are customisable.

Do you have all new formulations?

They're all completely new. Our totally functional approach is called Modern Plant Chemistry™. We've removed all silicones and synthetic fragrance. We only use a natural aroma which is a refined selection of essential oils with a reinvigorating effect on the mind. Our textures are cooling and massageable to counterbalance the heating effects of stress.

Is your packaging 'green'?

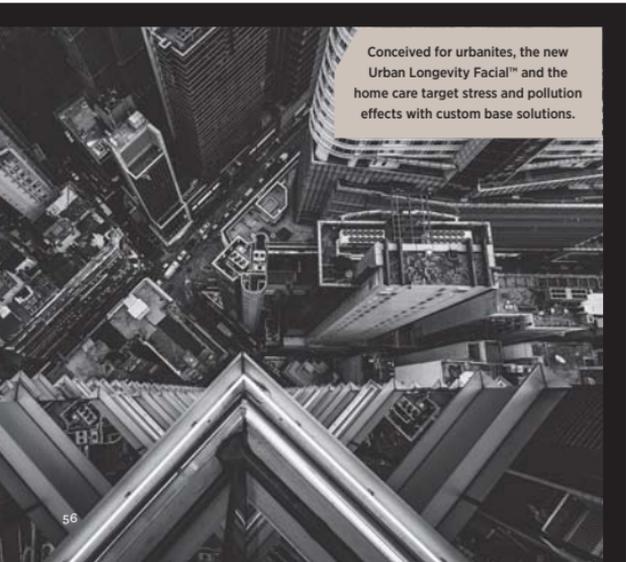
Yes, it is totally sustainable, 100 per cent recyclable and CO2-neutral. We've used dark stained glass, safety-certified aluminium and a sugarcane-derived green plastic.

What are your star ingredients?

Our new Longevity Complex™ is the 'star' component in all the formulas. Organic superfood extracts, maqui berry, spinach, wild indigo and carnosine – a high-tech molecule – are effective on inflammation, glycation, oxydation and methylation.

Can you tell us about the new techniques you've introduced for spa treatments?

Qigong has inspired our welcoming massage, which is energetic and yet deeply de-stressing. It acts on the upper part of the



Conceived for urbanites, the new Urban Longevity Facial™ and the home care target stress and pollution effects with custom base solutions.



Targeting stress and pollution effects, the formulas contain the updated Longevity Complex™ and a functional natural aroma.

body to alleviate tensions, reactivate the circulation and favour a deep detoxification.

Our Rolling Roullage is inspired by modern physiotherapy and is specific for the face and décolleté, stimulating collagen and elastin production.

Our Macro Waves Sound™ adds a further dimension. It's a unique soundscape created for Skin Regimen which starts with a pulsating frequency and slowly merges into electronic musical elements blended with wildlife and subtle wind sounds to promote greater wellbeing.

What's the science behind your new approach?

Recent studies have proved that our hormonal response to internal and external stress doesn't only occur through the brain and gut, but that our skin is also able to produce its own hormones. This is also a natural reaction to pollution.

One of these hormones in particular – cortisol – has both short and long-term effects on the skin. Skin cortisol over-production is one of the elements that in the short term makes us look tired, fatigued and older, and over time fuels inflammation and oxidation, accelerating the overall ageing process.

It causes the skin's dehydration, dullness, loss of tone and hyper-pigmentation. We've therefore enriched all our formulas with wild indigo, which blocks excess cortisol in the skin, boosts beta-endorphins, and lowers inflammation at the skin's cellular level.



/Skin Regimen has been clinically proven to improve the stress response/

How have you measured the effects of Skin Regimen formulas on both skin and mind?

In cooperation with Professor Andrea Sgoifo, stress physiologist at the University of Parma in Italy, Skin Regimen has been clinically proven to improve the stress response.

An independent pilot clinical evaluation was conducted on 20 women, aged 25-50, who applied Skin Regimen essence and cream following the Skin Regimen Mindful Massage Ritual, twice a day for 28 days.

Based on ECG recordings, saliva samples and psychometric/behavioural testing, the researchers observed an immediate positive stimulation of the neural component associated with wellbeing; after 28 days, the results they measured were the inhibition of cortisol activation, the reduction of

the perception of anxiety, and improved behavioural coping strategies.

How does Comfort Zone see the future of skincare?

We see it as an endless journey of discovery of the complex and fascinating interaction between mind, body and the world around us. Nature will guide us; modern science and new technologies will lead the way to solutions we cannot even think of today. This is why the key motto for us is 'constant innovation'.

CONTACT SKIN REGIMEN

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Web: skinregimen.com

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We've really cracked the code of how to make a franchise work in a very busy and expensive city like New York



Ronco founded the first YeloSpa in 2007; he's now offering the model for franchise

Nicolas Ronco

FOUNDER **YELOSPA**

Nicolas Ronco is taking the next step with his successful urban day spa model, offering it as a franchise in major cities.

Jane Kitchen finds out what makes YeloSpa different

More than half of the world's population now lives in cities – and that number is projected to grow to 60 per cent by 2030. But urban living does not always equal well living – pollution, stress and a fast-paced life often take their toll on city dwellers. Nicolas Ronco, founder of New York-based YeloSpa, thinks he's found the key to helping the time-starved urban consumer work wellness into their busy schedules in a way that fits their needs.

Yelo's flagship New York location was opened in 2007, and another one followed in Puerto Rico; Ronco says the time is right to grow the business, and he's now offering it on a franchise basis in major cities.



The YeloSpa model includes a strong retail area, as well as a bold colour palette of deep reds and golds inspired by the robes and scarves of Tibetan monks

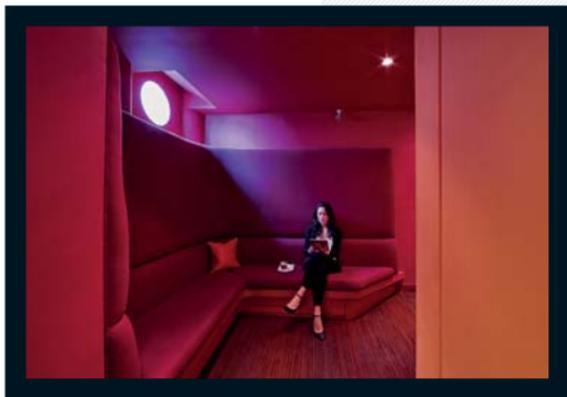
"The goal is to capture a niche that is not catered for today," says Ronco. "Most franchises address a very different market – the suburban market – and none of those brands have been able to be in these urban, high-cost centres. We've really cracked the code of how to make it work in a very busy and expensive city like New York."

Urban model

Yelo's model is tailored for those urban centres, and as such, Ronco hopes to see locations in major US cities like Chicago, San Francisco, Los Angeles and Miami, along with international hot spots like London, Paris, Tokyo and Sydney. His goal is to have 150-200 YeloSpa franchises within the next five to seven years.

Yelo's model simplifies the spa menu into three basic categories: massage, skincare and sleep. It also uses a unique price-per-minute option, which lets guests book treatments in lengths from 30 minutes in 10-minute increments. Clients choose the length of their session, what treatments they'd like included, and what music and aromatherapy they want used.

"We want to make sure we can fit into people's schedules – and people's wallet," explains Ronco. "In many high-end spas, you're stuck with therapists who are obsessed with rituals," says Ronco. At Yelo, after a consultation, a therapist will suggest what the treatment should look like based on how the customer is feeling, and what they need most that day. That could be 20 minutes of reflexology, followed by a massage focusing on a sore shoulder, topped off with a 10-minute nap. ▶





► Sleep

It's also the focus on sleep – which Ronco keyed into 10 years ago when he opened the first Yelo location – that has set the high-end day spa apart. “When we opened initially as a spa that offered napping, people thought we were crazy,” says Ronco. “Today, people see us as visionary.”

Ronco says his realisation that, especially in big cities, most people are sleep-deprived, led him to develop the napping options. “We felt that there was a huge potential – a huge market in the US to help people with their sleep problems,” he says. “As a result, we built an environment that's very conducive to provoking a quick relaxation effect.”

Central to that environment is the patented Yelo Cab – a hexagonal spa cabin that features curved walls, LED lights, aromatherapy and special pillows. The cabins are fitted with a Yelo Bed – a zero-gravity treatment bed – and can

The feedback we got was that they felt like they were back in the womb, in a very motherly way

be used for any of Yelo's treatments, from massage to skincare to napping.

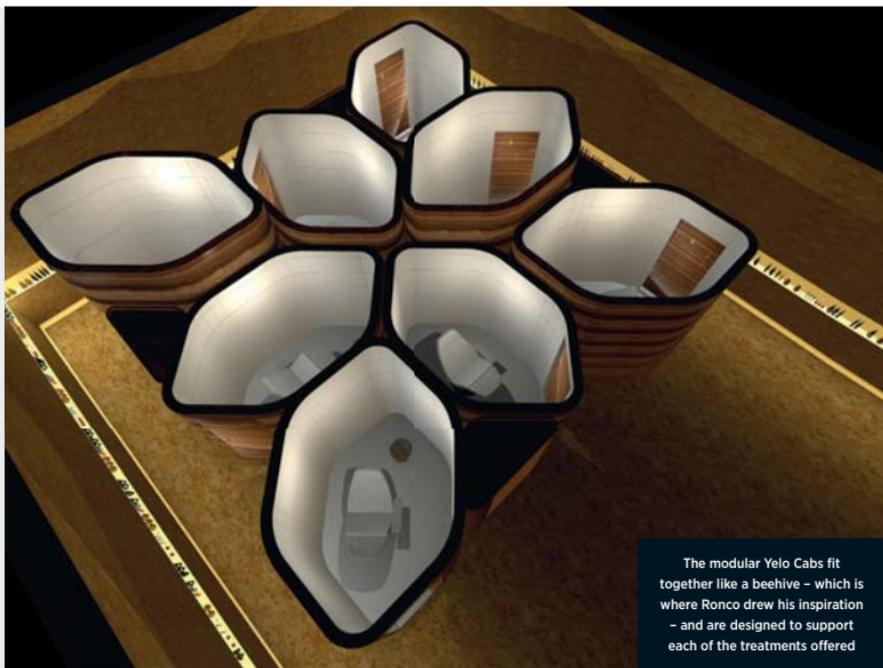
Napping treatments combine the zero gravity position with aromatherapy and the right light levels and noise or music, which “lulls them into a perfect state of relaxation so they can fall asleep instantly,” says Ronco. A simulated sunrise gently wakes them at the end. The nap is key to the YeloSpa model, and once guests

experience it, they're often hooked. “We have a much higher frequency of visit than the average day spa, because we take this holistic approach, and we use sleep as the backbone of our wellness offering.”

Ronco has also just introduced the Light Stim bed, which uses LED lights to relieve pain and promote circulation; at US\$300 for a 55-minute session, it's one of the pricier items on YeloSpa's menu.

Modular comfort

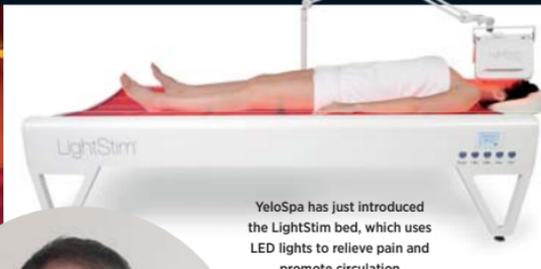
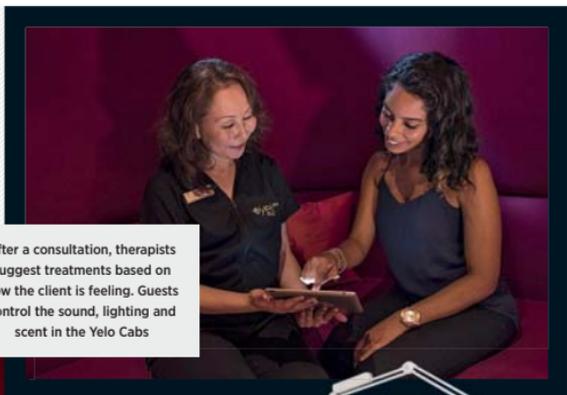
The Yelo Cabs are modular, and fit together seamlessly, much like a beehive – which is where Ronco drew his inspiration for the units. He developed the 7sq m (74sq ft) Yelo Cabs with help from a Harvard professor who specialises in sleep, and who created “a pod for ultimate relaxation”. The Cabs have been tested on real people – including those who suffer from claustrophobia – in order to ensure a high level of comfort.



The modular Yelo Cabs fit together like a beehive – which is where Ronco drew his inspiration – and are designed to support each of the treatments offered



After a consultation, therapists suggest treatments based on how the client is feeling. Guests control the sound, lighting and scent in the Yelo Cabs



YeloSpa has just introduced the LightStim bed, which uses LED lights to relieve pain and promote circulation



"The feedback we got was that they felt like they were back in the womb, in a very motherly way," says Ronco. But the Yelo Cab is more than a safe space; it's also versatile. "This one cocoon can accommodate either a massage client or a skincare client or a napping client – or someone who would want to combine all of those treatments in one place," says Ronco.

Guests can control the sound, lighting and smell; there are five different aromatherapy scents to choose from and 12 different sound and music options, including white noise. Yelo Cabs are also transportable, and can be assembled and disassembled, which makes them ideal for corporate campuses, malls, airports, or work-sharing spaces like WeWork (see pages 86-89) – all of which Ronco sees as a big part of the Yelo expansion model.

"The market in health and wellness has really been growing rapidly in the past 10 years," he says. "People are becoming way better informed, and they're becoming obsessed with their health and wellbeing."

Franchisees

In the franchise model, YeloSpa franchisees pay a US\$45,000 (€38,000,

€33,000) upfront fee, along with pre-opening fees and the cost of hardware like the Yelo Cabs and Yelo Beds, and then a 7 per cent royalty fee monthly – 2 per cent of which is reinvested in the marketing of the brand. Franchisees must take a minimum of five Yelo Cab cabins, with a footprint of 1,500sq ft (140sq m), but can go bigger to customise for their setting.

Retail and design

Design-wise, YeloSpa features, bold, rich colours – shades of deep red inspired by the robes of Tibetan monks, and golden yellow inspired by their scarves. "We put a lot of thought and a lot of money into designing the YeloSpa space," explains Ronco. "We designed a place that feels

like a cocoon, and is a safe haven from the brunt of the outside world."

Ronco has also eliminated everything that is not revenue-generating, such as locker rooms, in order to maximise space efficiency, but the model does include a strong retail component that features both skincare and lifestyle products.

Skincare brands change every few years to keep things fresh, but fall into one of three categories: natural/organic; simple to use/functional; and effective/medical, for specific issues like spots or rosacea. Currently, Yelo is working with Germany-based BDR, Naturopathica and Kerstin Florian. The retail area also carries lifestyle products, including aromatherapy items, pillows, bath products, and spike mats. Ronco has plans to develop his own product line to offer at the spa as well. "The way that we'll be growing at YeloSpa in the next 10 years is extremely exciting," he says. ●



Jane Kitchen is managing editor of *Spa Business*. email: jane.kitchen@spabusiness.com

NEW OPENING

ALPINE

An investment of €516m has breathed new life into a classic Swiss resort, which now boasts one of the largest spas in Europe and a bold new medical wellness hotel. Jane Kitchen visits to find out more

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HEALING

A woman with blonde hair, wearing a white bathrobe, is lying on a large, curved spa bed. She is holding a small cup and looking out a large window. The room has light wood paneling and sheer curtains. Outside the window, there is a snowy landscape with trees and a large body of water in the distance. A massage table is visible in the background.

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NEW OPENING

It is often that the journey is just as important as the destination, and at Switzerland's grand Bürgenstock Resort, this rings true from the moment you arrive – via a private boat ride across Lake Lucerne, the mountains growing ever closer and their snowy tops appearing through the clouds. A cheery red funicular railway car whisks you up the steep slope and deposits you in the heart of the resort, where a dramatic 10-year renovation and expansion has positioned the location as a destination for luxury – and a journey to wellness.

With a history dating back nearly 150 years, a storied past that includes some of classic Hollywood's biggest names and an enviably dramatic location perched on the edge of an Alpine cliff, it's no wonder the Bürgenstock Resort was one of the most anticipated hotel openings of 2017. Now, with the final two pieces of the property opened – the 10,000sq m (107,000sq ft) glass-walled Alpine Spa and The Waldhotel Health & Medical Excellence – the multi-property Bürgenstock Resort is a destination for wellness in all forms, from relaxation and indulgence to burnout recuperation, weight management and post-operative recovery.



Guests arrive at the new resort on a historic red funicular railway



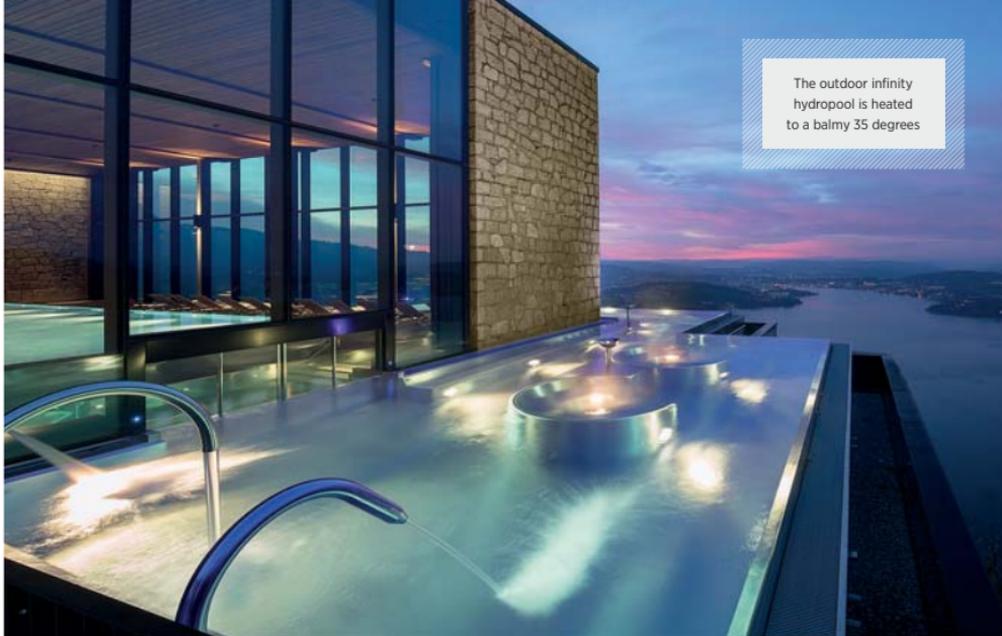
Managing director Bruno Schöpfer describes the resort as a 'hotel village', with 30 different structures

Heads of state, from Jimmy Carter to Gandhi, have stayed at the Bürgenstock Resort, and in the 1950s, it served as the playground for Hollywood elite. Sophia Loren lived here for 13 years, Audrey Hepburn for 14 – she married Mel Ferrer at the resort's tiny chapel – and the glamour of Hollywood's heyday has left its mark. The reimagined Bürgenstock Resort has seen an investment from Katara Hospitality of 550 million Swiss francs (US\$544m, €516m, £438m), and part of the remit in its redevelopment was to capture and preserve the resort's storied history.

Bürgenstock is made up of four hotels, plus a set of private residences and 12 restaurants. Managing director Bruno Schöpfer describes it as a "hotel village", with 30 different structures and 12 historic

The resort's 100,000sq ft spa is perched on a cliff, 450m above Lake Lucerne





The outdoor infinity hydro pool is heated to a balmy 35 degrees

buildings. The renovation included the reimagining of the four-star superior Palace hotel, built in 1903, as well as the rustic Taverner 1879, while the original Grand Hotel has been redesigned into residences. The newly-built five-star superior Bürgenstock Hotel – home to the Alpine Spa – has injected a clean-lined, contemporary feel to the location, while The Waldhotel – designed by Matteo Thun – is a striking, environmentally friendly building, clad in recycled limestone and handmade baskets with living walls designed to grow as the hotel ages.

Focused entirely on wellness, The Waldhotel is designed for multi-day stays tackling specific issues – both mental and physical – and also has its own spa. But it's the Alpine Spa – with its sweeping views, dramatic cliff-edge position and mammoth footprint – which is the showstopper of the hotel village, blending extensive facilities with the healing power of its natural setting and tranquil views.

A spa with a view

"We believe wellbeing is as much about the mind as the body, so we have created a spiritual mountaintop haven," says spa director Irena Staudenmaier.

That spirituality is developed in no small part by the breathtaking location



Above: spa director Irena Staudenmaier
Right: designer Maria Vafiadis of MKV Design

of the spa, which is perched on the edge of the Bürgenburg cliff, 450m (1,476ft) above Lake Lucerne. The three-storey 10,000sq m (107,000sq ft) glass-walled Alpine Spa is one of the largest in Europe, and incorporates a listed building – inspired by the architecture of Frank Lloyd Wright – as well as an extension that marries it with the Bürgenstock hotel.

Maria Vafiadis of London-based MKV Design – who also designed the 4,500sq m (48,438sq ft) spa at Greece's

We believe wellbeing is as much about the mind as the body, so we have created a spiritual mountaintop haven



Costa Navarino resort and the spa at the the Royal Savoy Hotel & Spa in Lausanne – worked on the interiors for all the hotels with the exception of The Waldhotel. For the Alpine Spa, she used natural, local materials against the floor-to-ceiling glass walls to create an atmosphere of tranquility. "Here, everything is about the view – you don't want to distract from that," says Vafiadis.

Indeed it is: from the 35° C (95° F) outdoor infinity hydro pool where you can gaze across to Mount Pilatus, and on a clear day see all the way to Germany, to the treatment rooms with windows that look out over the lake, the location takes centre-stage, with views that soothe the soul. ▶

NEW OPENING

▶ “The spa is on the cliff overlooking the lake, and because you’re so high up, it’s like you’re on a helicopter – you don’t only look up, you look down – it’s as if you’re flying,” says Vafiadis, who used a combination of stone, timber and fire elements, playing with textures rather than materials.

“We’ve made the design very simple and very clean, because if you start putting too many layers of decoration into the room, then you distract from the view,” she explains. “We’ve created something like a lovely timber box with a stone feature wall, so it’s all about nature, and there’s a cosiness – a cocooning, warm, inviting feeling, always in connection with the view.”

Guests enter the spa either directly from the Bürgenstock Hotel, or from a subterranean entrance three floors below, in the belly of the mountain. The spa journey is designed to take you from a very internal, cocooned space to a continued cosiness in the thermal areas, and finally to an outward-facing resolution in the L-shaped relaxation room, which features those panoramic glass walls.

The spa concept was developed by managing director Schöpfer, who has also worked on the spas at the Mandarin Oriental Bangkok and Singapore, the

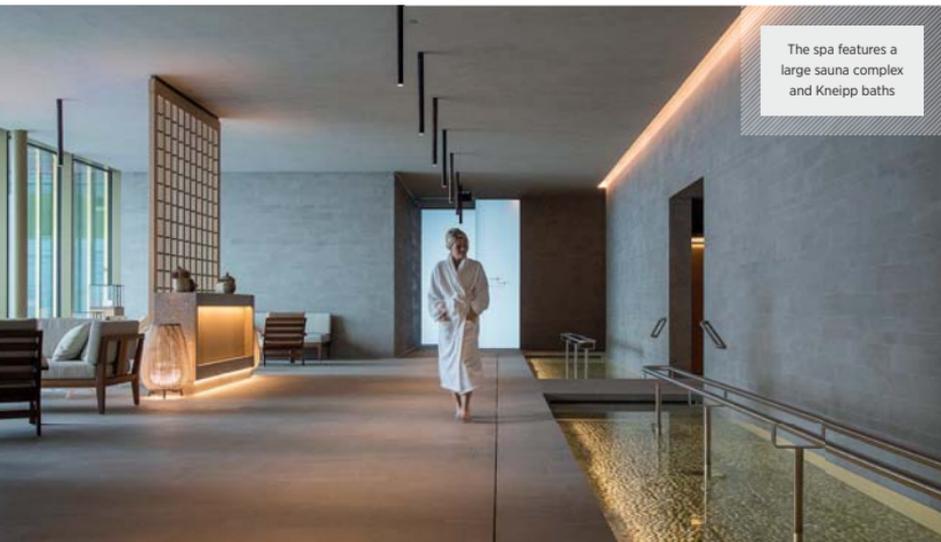


Private spa rooms with fireplaces can be rented for groups

“We’ve made the design very simple and very clean, because if you start putting too many layers into the room, you distract from the view”

Hyde Park London, the Kahala Hawaii and the Schweizerhof Bern, among others. The spa’s sizeable footprint, combined with the glass walls and views from above, creates a feeling of tranquility, and guests can wander through 7,000sq m (75,347sq ft) of indoor wellness space, including Kneipp baths, an Arabian rasul made from local Bürgenstock rock, a Turkish steamroom, a relaxation lounge with roaring log fireplaces, and an extensive

sauna complex, with both co-ed and women’s-only options. “A spa needs to feel intimate, so the bigger it is, the challenge is to keep the warmth and cosiness that you expect,” says Vafiadis. “What we try to do in the very big spas is to break the areas into smaller groups, so instead of going to a sauna or steam room, you go through a series of them. You create more interesting journeys for the guest, and the spa doesn’t lose its sense of intimacy.”



The spa features a large sauna complex and Kneipp baths



Audrey Hepburn and Mel Ferrer lived at the resort; the historic Palace Hotel has been revamped



Highlights of the spa menu include a signature Bürgenstock stone massage that uses stones from the Alps, Vichy shower treatments, body peelings, facials and elasticity body packs. The 60-minute Bürgenstock Alpine Facial uses skincare brand Susanne Kaufmann; Kaufmann herself comes from a nearby Alpine valley, and uses her generations-old knowledge of the healing properties of nature to create her products. Luxury Swiss brand La Prairie and Caribbean brand St Barth are also used in the treatments.

A 3,000sq m (32,292sq ft) outdoor spa includes a landscaped private garden

to enjoy the Alpine air, as well as the historically protected kidney-shaped 'Hollywood Pool', which was once frequented by the resort's celebrity guests in the 1950s. "We don't want to recreate the past, but we want the guest to feel this history," says Vafiadis. "We want them to sense that where they are meant something before, and that this is taking it to another level, and continuing the story."

'The future has a past'

In fact, the resort's history was key in the entire reimagining of the Bürgenstock. As Schöpfer explains: "We had a slogan:

'The future has a past'. We looked at the past in order to understand the future, and from that past we developed a future strategy. It's wonderful to build on such a wonderful history, because history is emotion, and at the end of the day, we count on emotions – people want to know about what makes this place a great place."

A corridor between the Bürgenstock Hotel and the Palace Hotel is designed as a 'museum walk', featuring an exhibition on the resort's history, with photographs and memorabilia. Vafiadis – who began work on the Bürgenstock project six years ago – took inspiration from these historical documents and early photos, in addition to the spa's setting. "We always do a lot of research, especially when it's a refurbishment and there's a lot of history ▶

A number of residences with Alpine views are available

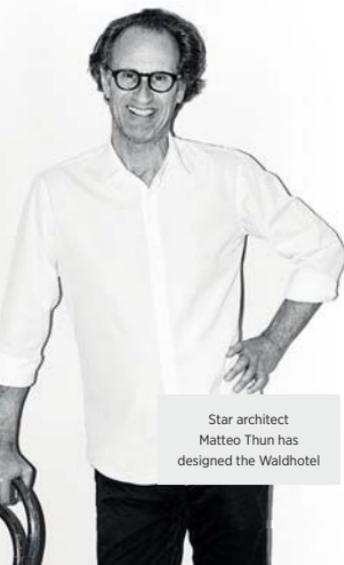
NEW OPENING



Natural light is important in the Waldhotel's design

In 10 to 15 years, probably this huge building will disappear into the landscape.

That's my dream of botanical architecture



Star architect Matteo Thun has designed the Waldhotel

▶ behind it," she explained. Three private spa rooms – Sophia, Audrey and Shirley (Maclaïne) – are named after the stars that once frequented the resort, and include a lounge, changing room, showers, sauna, steamroom, whirlpool, double treatment room, storage room and fireplace, and can be rented out for groups.

"The spa is new but it's also old – when you are there, you will feel the old part," says Vafiadis. "It's almost like a journey through time. You have to consider all these elements when you design, and we tried to build up on different layers. You cannot ignore the individuality of the properties, and you cannot ignore the totality of the project. At the end, everything works together. We make things click together nicely, like little pieces of a puzzle."

Scenic convalescing

The final piece of the Bürgenstock puzzle is The Waldhotel, which offers physical and mental wellbeing through a 'Healthy by Nature' concept. Designed by Italian architect Matteo Thun, the five-star hotel features a 45,000sq ft (4,181sq m) medical centre and a 13,000sq ft (1,208sq m) spa,



The Waldhotel will be enveloped by plants

designed especially for those who are healing emotionally or physically.

A team of multidisciplinary physicians – with specialties including cardiology, internal medicine, dermatology, orthopaedics, psychosomatics, dentistry, nutrition and gastroenterology – treat and prevent health concerns in collaboration with medical staff from local hospitals.

"The combination of medical centre and rehabilitation clinic integrated in a high-end resort like this – that's unique in all of Switzerland," says The Waldhotel's medical director, Dr Michael Brabetz.

Brabetz is a specialist physician for internal medicine and also heads up the Body & Mind Balance programme, which focuses on mental wellbeing and teaches ▶

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spa business uniting the world of wellness

NEW OPENING

- ▶ mindfulness and relaxation techniques in collaboration with psychologists.

All programmes start with the Waldhotel Basic Med, which includes a comprehensive medical history and examination, along with basic diagnostics performed on-site, including biometry and body composition, lung function, metabolism measurement, abdominal ultrasound, heart rate variability, resting and stress ECG, blood and urine tests, lung x-ray, bone density measurement and functional movement screening.

Other programmes include Mobility & Activity, designed both for athletic performance and for preventive ageing; Weight Management & Metabolism, with a focus on exercise, nutrition and sleep; and Beauty & Healthy Aging, which includes dermatology, cosmetics and spa, dental health and aesthetics.

An on-site kitchen lab accommodates up to 12 people, and provides cooking classes in conjunction with the weight management programme, with nutritionists and dieticians teaching guests skills to prepare and cook food. "We can help them manage the programme at home, so there's lasting impact - not just for the five days that they're here," says Brabetz.

One-third of The Waldhotel is designed for rehabilitation patients, with 24-hour nurse and medical support and 18 specialist medical rehabilitation rooms, alongside five rooms for accompanying guests, available for those recovering from



An on-site kitchen lab is used to teach healthy cooking classes

“ We can help them manage the programme at home, so there's lasting impact - not just for the five days that they're here ”



Dr Brabetz specialises in psychosomatic medicine

surgery. Local hospitals refer patients for post-op rehabilitation, and a separate area of the spa is designed for rehab, with water-based resistance training, a three-chamber cryotherapy circuit, moderately heated saunas, and Kneipp baths.

Healing design

Based on the belief of the healing power of convalescing in scenic surroundings, The Waldhotel makes good use of its quiet forest location and views. Thun has designed the hotel to be gradually enveloped by the surrounding greenery; the limestone that was removed to construct the hotel has been used in the walls, and the facade is made from local wood with external plantings and green roofs. "That means that in 10 to 15 years, probably this huge building - 11 levels and 160 rooms - will disappear in the landscape," says Thun. "That's my dream of botanical architecture." All 160 terrace rooms have views of the Alps and are exposed to the sun - something Thun feels was especially important in designing a place of healing. "Every room should have as much natural light as possible," he explains. "The sun generates life."

Dr Brabetz expects Bürgenstock's forested location high on the cliffside to make The Waldhotel especially popular with those suffering from burnout and depression. "This area - the Swiss Alps, the fresh air - I think the psychosomatic rehab will do very well," he says. "It's a good place to replenish your energy." ●





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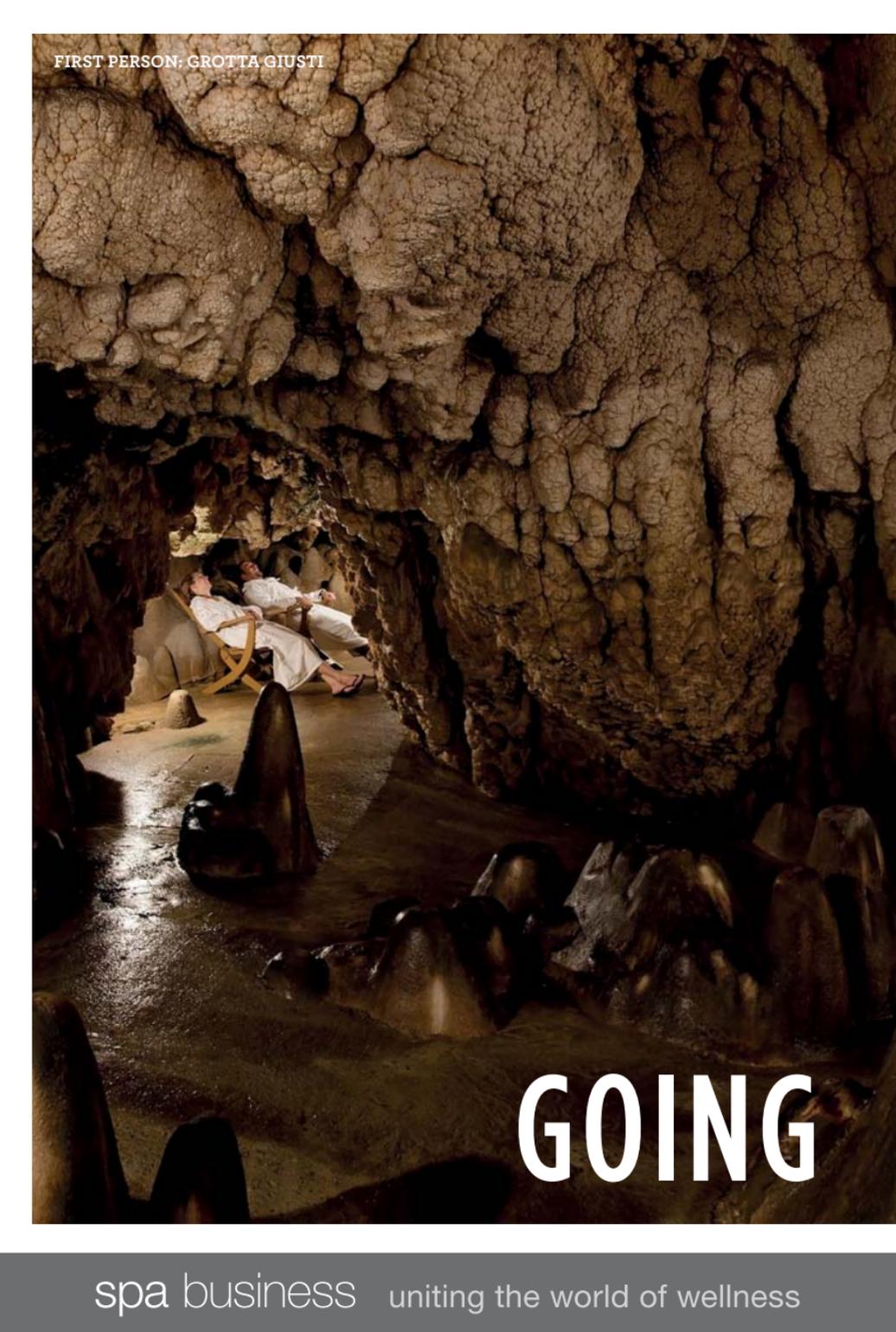
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spa business uniting the world of wellness

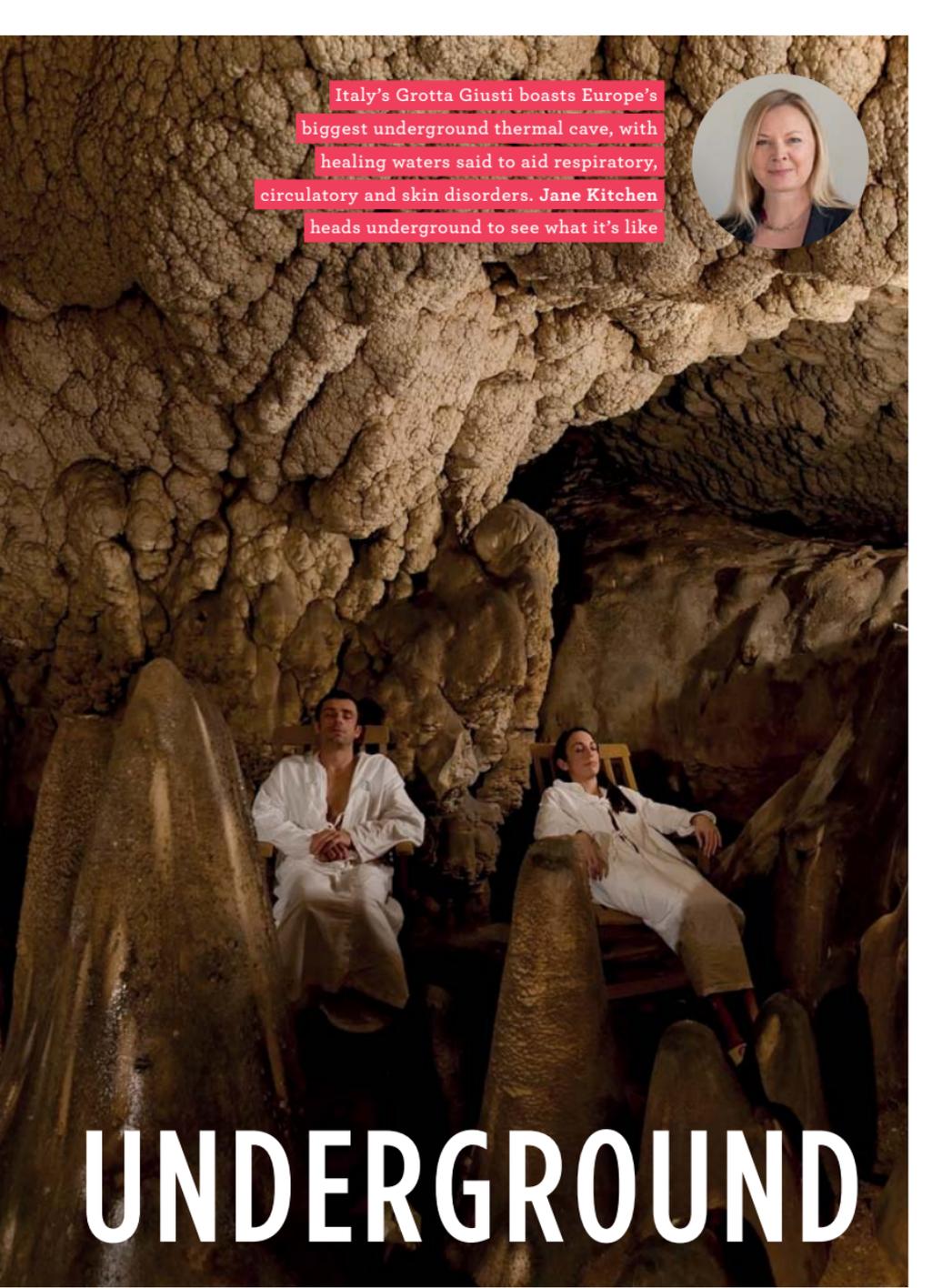
FIRST PERSON: GROTTA GIUSTI

A photograph of a cave interior. The walls are made of rough, textured rock. In the background, several people are sitting on wooden chairs, some wearing white robes. The floor is wet and reflective. The lighting is warm and focused on the people in the distance.

GOING

spa business uniting the world of wellness

Italy's Grotta Giusti boasts Europe's biggest underground thermal cave, with healing waters said to aid respiratory, circulatory and skin disorders. Jane Kitchen heads underground to see what it's like



UNDERGROUND

At the Grotta Giusti in the spa town of Montecatini Terme, Italy, an ancient thermal cave that acts as a natural steamroom has been attracting visitors for more than 150 years. The underground cave – thought to be 130 million years old – was first discovered in 1849, and was quickly expanded into a spa retreat once the water's healing powers were realised. Composer Giuseppe Verdi was a regular visitor, and regarded it as "the eighth wonder of the world".

Part of the Italian Hospitality Collection – which operates three other thermal hotels in the country – the 64-bedroom Grotta Giusti hotel is a 19th-century stone villa with delicately hand-painted ceiling frescoes and period decorations in the common areas.

The hotel's outdoor thermal pool, set amidst slender cypress trees in the tranquil Tuscan countryside, is a pleasant 34 degrees Celsius. At one end of the pool, locals leisurely enjoy the hydrotherapy circuit, moving through a series of 40 hydro-massage stations. Everyone wears the required red-and-white swimming caps. From across the pool, their heads bob above the



▲ Kitchen, left, with her family – husband Christian, and children Henry (11) and Sophie (9) – at Grotta Giusti

water like some strange insects, while the buzz from the low murmur of Italian reaches us in waves. The activity is relaxed and social in a way that I imagine has been passed on through generations. Every so often, everyone moves on to the next station.

These day spa guests are big part of Grotta Giusti's business – 80,000 people each year pay the day rate to bathe in the pool's mineral-rich waters – but the star here is the ancient underground cave, said to be the largest

in Europe. Hotel guests pay an extra €20 for entrance to the cave, and day guests pay €40, but that doesn't appear to be a deterrent.

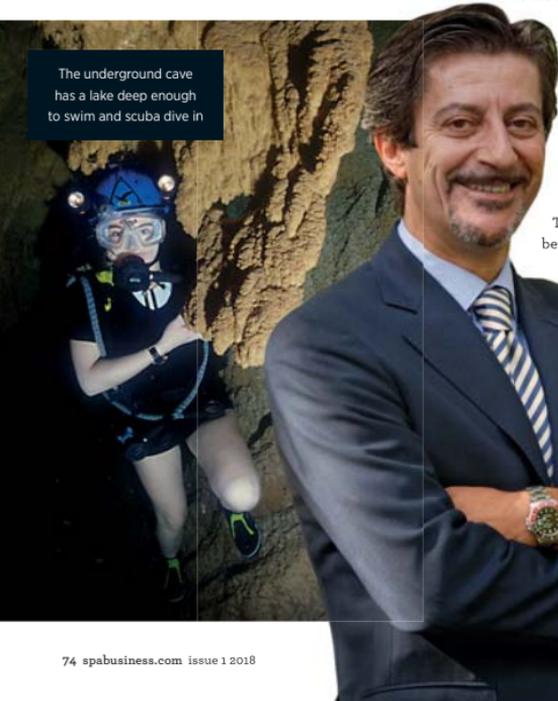
"All guests in Grotta Giusti hotel pay for the grotto," says Dr Nicola Angelo Fortunati, the hotel's health expert. "The thermal cave is unique in Europe and people come to Grotta Giusti especially to experience it."

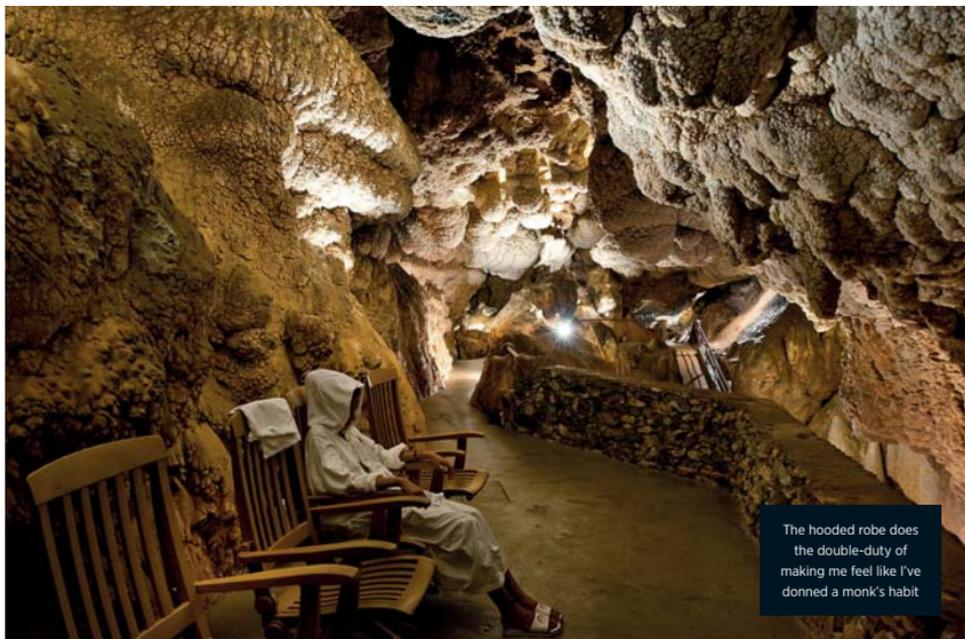
Journey to the Inferno

This is precisely why I've come, stopping here between a day trip to Cinque Terre and our final destination in southern Tuscany. So, after basking in the outdoor thermal pools for a few hours, I head for the cave. At the entrance, I trade my cosy terrycloth spa robe for a thinner, hooded pullover version, designed to keep me more comfortable in the humid air. The hooded robe does the double-duty of making me feel like I've donned a monk's

◀ Dr Nicola Angelo Fortunati, the hotel's health expert, says guests come to Grotta Giusti especially to experience the cave

The underground cave has a lake deep enough to swim and scuba dive in





The hooded robe does the double-duty of making me feel like I've donned a monk's habit

The effect of the natural architecture, combined with the hazy steam and the shadowy light of the spotlights, is stunning

habit or a Jedi robe and stepped into another time and place – a sense that is reinforced once I'm inside the otherworldly cave itself.

My pilgrimage to the cave's inner belly begins along a well-lit path, which leads me underground down a gentle slope as I enter the first of three areas. Three regions referencing Dante's *Divine Comedy* are each maintained at a different temperature: Paradiso (heaven) is the balmiest of the three; Purgatorio (purgatory) includes a Limbo pool at medium temperature; and Inferno (hell) reaches 98 per cent humidity.

Guests travel through the three realms in an underground wellness circuit that lasts around 50 minutes, slowly easing their way deeper into the heat and humidity. The cave also has a lake deep enough to swim and scuba dive. For an extra €100, guests can experience a floating watsu-style therapy that incorporates stretches and flexes in the thermal water, and the hotel's spa also uses mud baths, inhalations, sprays and aerosol treatments, all of which incorporate thermal water and mud from the grotto.

The cave's walls are rounded and dimpled like overgrown cauliflower and punctuated with stalactites



▲ Grotta Giusti hotel is a 19th-century stone villa that once belonged to a poet

and stalagmites – evidence of the mineral-rich waters within – but the path is even and well-lit and the rooms are high enough to stand in comfortably. The effect of the natural architecture, combined with the hazy steam and the shadowy light of the spotlights, is stunning. Along the way, loungers are placed to encourage you to sit and relax, which I do, adjusting slowly to the heat and the quiet, dim space before descending to the ultimate destination: the Inferno. ▶



▲ Tuscan countryside surrounds Grotta Giusti, in Montecatini Terme

The density of the air means it's virtually impossible to do anything but slow down my breathing, which instantly calms my mind

▶ **A truly mindful state**

The Inferno is actually much more pleasant than the name implies – though I'm a Miami girl at heart and love a dose of heat and humidity. Signs at the entrance read 'Il silenzio aiuta il relax – Silence helps relaxation' and the cave draws into itself here, with a lower ceiling and smaller nooks, creating a sense of intimacy and privacy.

My fellow Jedi remain shrouded beneath their robe hoods to stay protected from the dripping condensation, and seem to take their instructions seriously: only the occasional whisper hangs in the soupy air, creating a church-like quiet. The silence, the monk robes and muted lighting combine to create a feeling of hushed reverence.

Reclining chairs are situated throughout the room, and I settle into one, relaxing as the vapours enter my lungs. The density of the air means it's virtually impossible to do anything but slow down my breathing, which instantly calms my mind, and the only sound is the rhythmic, hypnotic dripping of the moisture pooling off the cave's walls.

While I don't spend the full 50 minutes on the circuit, I spend more time in my meditative state underground than I would in a traditional steamroom, simply relaxing in a quiet, serene space. The dimly lit Inferno and the cavernous silence have taken me to a truly mindful state.

I've been told the cave has a high concentration of negative ions, and the aerosolized water running through the cave is rich in calcium, bicarbonate, sulphur and magnesium, said to ease inflammatory

FAMILY-FRIENDLY WELLNESS

Grotta Giusti recently underwent a renovation, adding high-tech touches to the 19th-century villa, as well as creating dog-friendly rooms and connecting rooms for families – an important market segment for the hotel.

The thermal pools are all family-friendly, and children are well-catered for here, receiving their own mini spa slippers and kid-sized robes – a gesture my 9-year-old daughter and 11-year-old

son loved – so that the generations can experience wellness together. And while not designed specifically for kids – there are no slides or other distractions at the pools here – the balmy waters kept my two happy for hours.

The thermal cave, however, remains for adults only – much to the dismay of my geology-loving son – ensuring that the peace, quiet and tranquility remain intact.

respiratory diseases as well as osteoarthritis and skin disorders, such as eczema. I suffer from neither, but my husband's mild eczema was miraculously milder – in fact, almost non-existent – after our visit.

When I emerge from the depths of the cave, I feel I've been transported – my skin is dewy with thermal moisture and my eyes take a few seconds to adjust to the real world. An achy shoulder that normally nags me has gone silent, and I'm quite sure the magnesium has seeped through my pores and given me an energy and mood boost as well. Either that – or maybe I'm just feeling slightly euphoric at having made the trip through heaven and purgatory, and to the gates of hell and back. ●



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spa business uniting the world of wellness

Soaking *in* the scenery

A tourism initiative aims to put the state of Colorado on the world map for its hot springs destinations. Jane Kitchen finds out more

Deep in the Rocky Mountains of Colorado, leaders from five hot springs destinations have come together to form the Colorado Historic Hot Springs Loop – a 720-mile (1,159km) road trip through 19 thermal facilities, national parks and monuments, scenic byways and outdoor wellness activities.

The idea had its genesis in 2015, when the Colorado Tourism Office put together a package for collaborative marketing grants. Heidi Pankow, public relations manager for the Ouray Chamber Resort Association, spoke to colleagues at nearby Pagosa Springs about how they might work together to showcase the state as

a destination for hot springs. The two visitors bureaus then approached other nearby regions of Steamboat Springs, Glenwood Springs and Chaffee County, and an itinerary soon emerged.

“Because each region and the individual hot springs facilities are so different, the Loop allows people to enjoy a variety of experiences,” says Pankow. “When we mapped it, we realised each destination is about three hours’ drive from the last stop. This makes a perfect five- to seven-day driving itinerary, or several short weekend getaway opportunities.”

The Loop connects 19 thermal facilities along mostly two-lane, scenic byways through the Rocky Mountains, and also



Heidi Pankow

highlights other tourist destinations along the way. “These hot springs are in the most beautiful part of Colorado,” explains public relations specialist Vicky Nash, who serves as the coordinator of the project. “That’s why collaborating with the destination areas has worked so well – we wanted to market the whole experience.”

The hot springs facilities boast a wide variety of thermal features – from intimate private baths to the world’s largest mineral hot springs pool – as well as vapour caves, hot pots, terraced pools, travertine formations and aquatic centres.

Marketing power

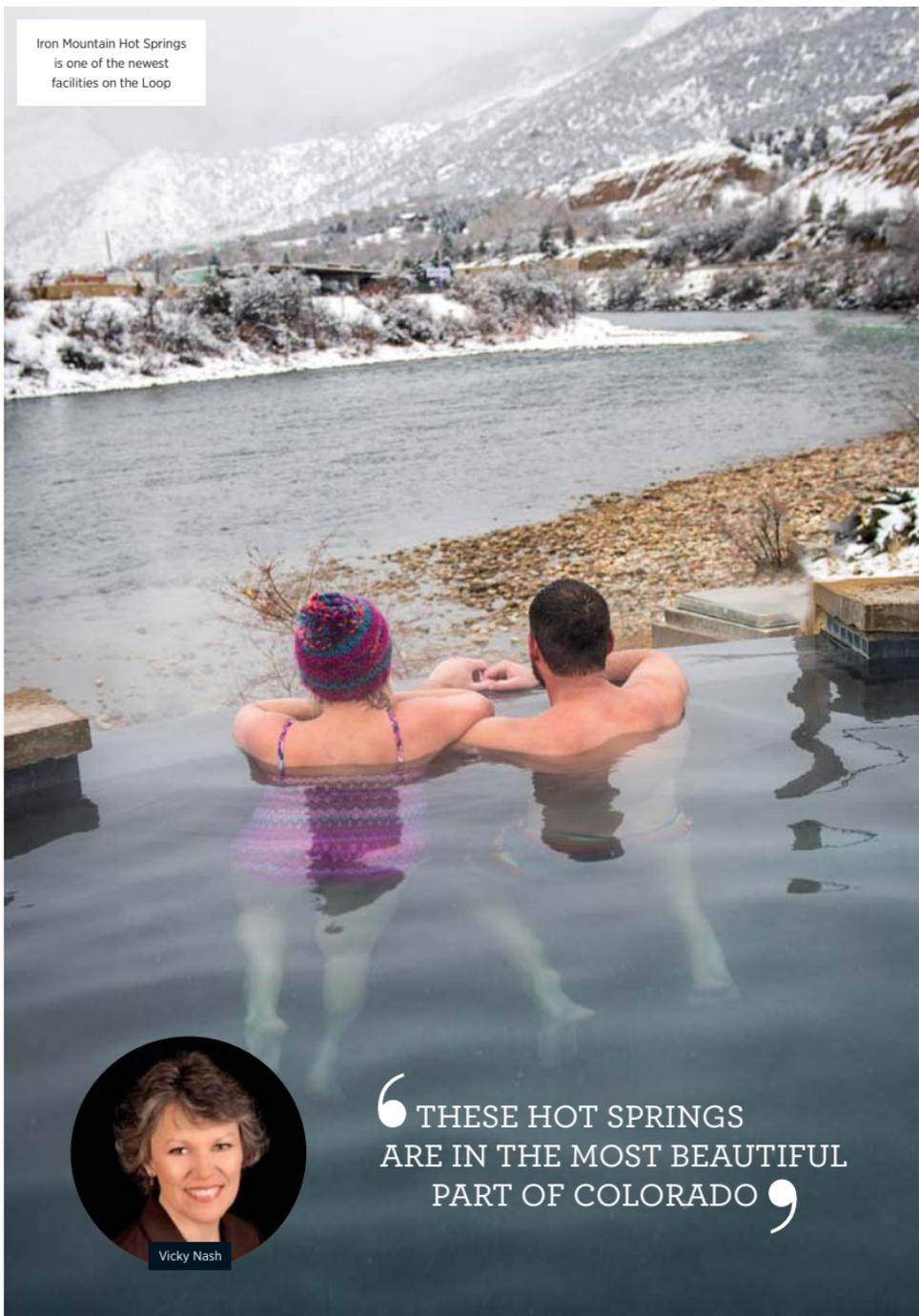
Nash manages communications, writing grant requests and reports and ordering collateral, but the partners all help both creatively and financially; a contribution of US\$5,000 (£4,078, £3,601) from each of the five locations is matched by the state tourism office each year, which means the Loop has an annual marketing budget of US\$50,000 (£40,780, £36,010).

“As one of the smallest destinations, we look for any collaboration opportunities that we can participate in,” says Pankow, whose region is often referred to as ‘the

Glenwood Hot Springs boasts the world’s largest mineral hot springs pool



Iron Mountain Hot Springs
is one of the newest
facilities on the Loop



Vicky Nash

“THESE HOT SPRINGS
ARE IN THE MOST BEAUTIFUL
PART OF COLORADO”

Colorado
Historic Hot
Springs Loop

The 720-mile Loop travels through the Rocky Mountains, connecting five regions and 19 thermal facilities in the western part of Colorado



► 'Switzerland of America'. "The Loop allows us to stretch our marketing budget and participate in programmes we wouldn't be able to afford on our own. People who are fans of hot springs are willing to search out new locations, so we're all receiving more exposure by working together."

Part of the increased exposure comes in the form of media attention; since the Loop's inception, more than 50 stories have appeared in major consumer publications including *USA Today*, *The Washington Post*, *National Geographic Traveler* and *The Wall Street Journal*, among others, with an estimated value of US\$6m (€5m, £4.3m).

"This coverage is invaluable to our small town; we couldn't afford to pay for the kind of marketing that would reach these audiences," says Pankow.

The marketing budget also means that brochures and other collateral material have been produced in English, Chinese, Japanese and German – key languages for developing an increasingly international clientele with an interest in hot springs. "Every one of the facilities was getting Japanese and German tourists regularly, but there are more and more international flights coming to Colorado," says Nash.



The spa at Mt Princeton Hot Springs provides a variety of treatments

Growing tourism

The Loop appears to be paying off as well; in just two years, each of the five destinations has experienced higher accommodations tax collections – a measure of visitor numbers – with increases ranging from 4 to 20 per cent. "It's been successful in a pretty short period of time," says Nash. "All of the visitation is up – every single destination had increased numbers."

In today's busy world, many consumers are looking for inspiration that's packaged up in a neat itinerary. "Travellers like itineraries, and the Colorado Historic Hot Springs Loop provides the ideas and inspiration to map-out a bucket-list-worthy hot springs road trip through the Rocky Mountains," says Steve Beckley, owner of both Iron Mountain Hot Springs and Glenwood Caverns Adventure Park. "Each of the 19 stops on the Loop has something unique and special to offer. Together, the Loop becomes the destination, and we all benefit."

The inspiration includes not just hot springs, but scenic drives, stops in the Rocky Mountains National Park, and activities in nature, from hiking to whitewater rafting to skiing. There are also ►



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– EVERY SINGLE
DESTINATION
HAD INCREASED
NUMBERS



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SPA TOURISM

The small town of Ouray has boosted its marketing budget with the Loop

Colorado Historic Hot Springs Loop in numbers

720 miles

5 hot springs destinations

19 thermal facilities

► heritage trains, ghost towns and mining opportunities. It's this wide-ranging wellness itinerary, combined with a focus on the history of many of the hot springs – many of which have been around since the 1800s – that has helped put western Colorado firmly in the spotlight.

"The importance of wellness to our physical and mental health is gaining awareness in leaps and bounds in the US, at the same time that heritage travel is on the rise," explains Beckley. "The Loop combines these trends with the adventure of a Western road trip."

Collaboration

But beyond the increases in visitor numbers, the Loop has meant a new kind of collaboration for many of the hot springs facilities. For instance, as a

newcomer to the scene – Iron Mountain Hot Springs only opened in 2015 – Beckley gained insight and ideas from both Old Town Hot Springs and Avalanche Ranch. "It's created a relationship that's more collaborative than competitive," says Beckley.

Pankow has a similar story. "We've built great relationships with our partners, and are able to reach out for ideas, best practices, professional opinions and advice," she says.

The team's efforts have garnered a number of awards, including Best Idea from the Destination Marketing Association of the West, Best Campaign from the Colorado Tourism Office,



► Steve Beckley owns Iron Mountain Hot Springs as well as Glenwood Caverns Adventure Park

and the Colorado Business Roundtable's Collaboration in Industry award. "It's kind of surprising how successful

it's been so quickly," says Nash.

Nash says the next phase will involve making more formalised packages, with hotel stays, rental cars, skiing passes and attractions admissions all grouped together for the consumer. The ultimate goal is to get international tour operators to put hot springs on their itineraries.

She also hopes the group's success will provide fodder to create a Hot Springs Association of the US, where there are an estimated 215 facilities.

"The US is behind the curve when it comes to hot springs awareness," says Nash. "For consumers, the first thing that pops into their head is the recreational aspect, rather than the wellness aspect. The wellness aspect is huge, and we all need to work more closely on that."

For now, the group is thrilled with how their five voices have united as one – and how the world is paying more attention to Colorado as a thermal spa destination. "It's raising awareness of just how many hot springs choices there are in Colorado, which benefits all of us," says Beckley. ●



Strawberry Park Hot Springs features therapeutic thermal pools



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spa business uniting the world of wellness

Russian wellness



Nearly 250 spa professionals gathered recently in the Caucasus thermal springs region of Russia for the fourth annual Spa & Wellness International Congress. Lisa Starr was there, and reports on the highlights

Organised by the Spa & Wellness International Council, headed by Elena Bogacheva, the Spa & Wellness International Congress, or SWIC, presents a wide variety of speakers and topics for the Russian and Russian-speaking spa world. November's event saw 250 people – the largest number yet – from Russia, Belarus, Ukraine, Latvia and Lithuania come together for three days of workshops and conferences.

The event served as the test for the Green Resort Hotel & Spa in its soft opening phase. Perched on a hill above a river, the hotel is located in Kislovodsk, one of four thermal cities in this part of

Russia. The hotel is a well-designed and modern space that features a large spa and pool complex on the ground floor, overlooking a rose garden. This year, 56 speakers made presentations over three days, covering topics including staff management, wellness tourism, psychology in spas and marketing.

According to the most recent Global Wellness Institute statistics, Russia ranks 8th in the world for the number of spas, with more than 3,000 locations, mostly in large cities, and is also fourth on the list of thermal spring areas, with over 800 establishments. Because of



◀ Elena Bogacheva heads up the Spa & Wellness International Congress, or SWIC

visa and language issues, international tourism to Russia is flat, but domestic tourism is strong, with between 33-36 million annual travellers.

According to the Russian Union of Travel Industry, domestic tourism is growing between 8 and 10 per cent a year.

The market is very interested in wellness tourism, and the Russian Ministry of Health reports that only 30 per cent of Russians express satisfaction with wellness visits abroad, feeling that their home market provides a better experience. The Russian Federation has a Strategy of Development of Tourism in place up to the year 2020, which aims to improve the quality and competitiveness of their tourism products for both domestic and international visitors, indicating a growing

“ Russia ranks fourth in the world for the number of thermal spring areas, with more than 800 establishments ”



The congress was held in Russia's Caucasus region, which boasts a large number of thermal springs



Left: the Green Resort Hotel & Spa. Above right: Starr with Toskanaworld's Marion Schneider and Dornbracht's Mattias Voit



opportunity in this region for spas and wellness-related businesses.

Some highlights from the myriad conference lectures include a presentation by Marion Schneider by Marjany's Toskana Terme on the economic effect of a therme, with her three current facilities providing a strong foundation for growth and tourism in their villages.

Gennady Bartukhin, president of the National Bath Federation, shared his organisation's plans for a National Bath Museum in Moscow, and Gayane Suriakhina, director of La Salute Fitness Club & Spa, gave a detailed presentation on the best metrics to create revenue in a club spa.

Neurobiologist Dr Claudia Aguirre shared her findings on skin and beauty synergies with the brain, and local marketing guru Roman Tarasenko gave ideas and examples for current successful marketing strategies.

There was also a small expo with global and local brand and equipment sponsors including Thalgo, Comfort Zone, Sundari and Iyashi Dome, where attendees could



▲ Neurobiologist Dr Claudia Aguirre shared her findings on skin and beauty synergies and the brain

browse the latest offerings from these companies, while demonstrations and spa treatments were available in the spa.

The fourth day of the congress offered tours of local sanatoriums and some other cultural activities, including a wine, olive oil, cheese and honey tasting by a local organic grower and vintner. Attendees

also had the opportunity to sample local tea and herbs and visit the arcade of mineral waters, where they could try some of the different waters available from fountains. The evening culminated with the Perfect Spa Awards and Gala Dinner, which honoured local Russian spas across a variety of categories, and saw the Doville Hotel & Spa in Anapa, Russia, named as Perfect Spa of the Year.

The next SWIC Congress is set to take place 3-6 November 2018 in Astana, Kazakhstan. "We're planning to attract more professionals from Asian countries," says Bogacheva. "Alongside the business topics for spa owners and managers, the agenda will also comprise two scientific conferences devoted to anti-ageing technologies and integrative medicine." ●

Perfect Spa Awards winners of 2017

PERFECT SPA OF THE YEAR

Doville Hotel & Spa
(Anapa, Russia)

PERFECT DAY SPA

Spa by Anne Semonin
(Minsk, Republic of Belarus)

PERFECT MEDICAL SPA

Kluchi Balneo-Resort
(Perm Region, Russia)

PERFECT CLUB SPA

Lavender Club & City Spa
(Tver, Russia)

PERFECT CITY HOTEL SPA

Spa by Decleor, StandArt Hotel
(Moscow)

PERFECT COUNTRY HOTEL SPA

**Espace Chenot, Barvikha
Luxury Hotel & Spa**
(Moscow)

PERFECT RESORT SPA

Vytautas Mineral Spa
(Lithuania)

PERFECT DESTINATION SPA

Spa Vilnius Anyksčiai
(Lithuania)

the rise of CONNECTED WELLNESS

New York workspace entrepreneurs WeWork have added health, fitness and wellness to their suite of offerings. Avi Yehiel, the company's head of wellness, tells Kath Hudson about its innovative new wellness concept, Rise by We

Rise by We is like no other place and we see it as the future of wellbeing," says head of wellness at WeWork, Avi Yehiel. "It's a new concept of social fitness brought to life in an architecturally stunning environment, combining human connection with great training programmes and mindfulness."

Rise is a wellness club and 'superspa' designed for modern-day lifestyles. As such, it blurs the line between spa and fitness, and features a large dose of social and community-building elements.

Cherry-picking aspects from both health clubs and spas, Yehiel says the model is groundbreaking because it offers group fitness, multiple boutique studios, wellness programmes, personal training and a complete spa experience all under one roof. Members no longer need to jump from studio to studio, but can service all their health and wellbeing needs under one roof: a Muay Thai class followed



Avi Yehiel is WeWork's head of wellness

by a sauna and meditation one day and a HIIT class, yoga and massage the next. Although a health club/spa might seem an unlikely bedfellow with office space, it fits with WeWork's mission to make every facet of people's lives as inspiring, enjoyable and sociable as possible. Launched in 2010 by entrepreneurs Adam Neumann and Miguel McKelvey, WeWork set out to curate office space where "people work to make a life, not just a living". The model starts with a hot desk, at entry level, up to a custom build-out for a company. WeWork has now grown to 170 offices in 58 cities worldwide, and is valued at nearly US\$20bn, putting it in the same league as Uber and Airbnb.

Space to breathe

In keeping with its aim to make the working environment sociable and its inhabitants healthy, the company has organised sporting events at its offices from the outset, including weekly soccer and basketball matches, fitness classes, meditation and



Launched in 2010 by entrepreneurs Miguel McKelvey (left) and Adam Neumann, WeWork has now expanded to 170 offices and is valued at US\$20bn



Turf is home to a high-performance training programme that uses science, technology and training

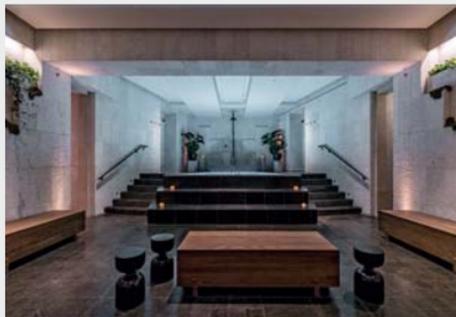
{ We want to make wellness easier to access, because coming down for meditation or a quick workout has so many great health benefits }

retreats. Yehiel says Rise, the first physical site, is simply an extension of this philosophy. The company tested the ground early last year with WeWork Wellness, a pilot programme offering 20 to 30 classes per week, including yoga, HIIT, pilates, kickboxing and meditation, to WeWork members in New York City.

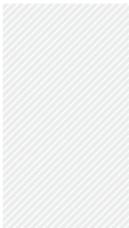
The success of the pilot encouraged the company to go on to launch Rise last October at one of its New York offices, which serves 2,500 WeWork members. "We want to make wellness easier to access, because coming down for meditation or a quick workout in the middle of the day has so many great health and mental benefits," says Yehiel. "The need for holistic wellness is now bigger than ever, as people are working harder and longer hours, so increased stress levels in the workplace are one of the biggest problems in modern life. Our aim is to offer a place which lets members take a moment or two for themselves: to breathe, relax, and get ready for what's next."

Spa as community

The wellness offering is an essential element that binds the experience together, and a 'superspa' at Rise has been inspired by the old traditions of



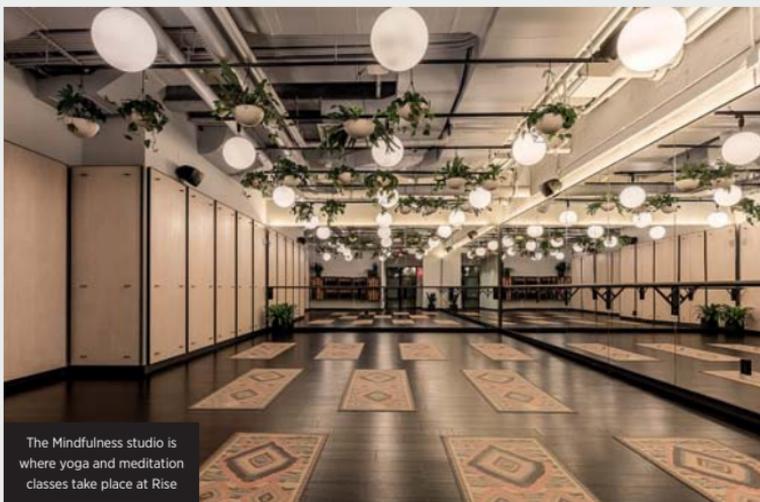
A 'superspa' has been inspired by the old traditions of communal bathing



communal bathing. "From the Greeks to the Russians, every culture has its own bathing tradition and we wanted to create our own culture around that type of traditional relaxation and recovery. We see it as another way to bring people together," says Yehiel.

The sociable element that WeWork has created at its offices permeates the entire experience at Rise. "WeWork's mission is to humanise work, so putting the social experience at the centre of fitness is how we intend to reinvent the traditional gym experience," says Yehiel. "It's personal when it needs to be, social when it needs to be, and always welcoming." ▶

We see relaxation and rejuvenation as key to maintaining focus and success



The Mindfulness studio is where yoga and meditation classes take place at Rise

► The spa area has aromatherapy, steam and sauna rooms, a communal hammam area and a cold water plunge. Three forms of therapeutic massage are on offer, rather than cosmetic treatments like pedicures and facials. “We see recovery as a key aspect of fitness and exercise, and relaxation and rejuvenation as key to maintaining focus and success in both professional and personal lives, so we’ve focused on offering the most therapeutic treatments in line with these goals,” says Yehiel.

Sense of place

The elements that have proved popular with WeWork have been translated into a health and fitness setting, including the highly stylised environment. Yehiel says that like all of the WeWork spaces, the goal in designing Rise was to create a space that feels curated, special, and connected as a whole. “We have juxtaposed elements of hard and soft, and light and dark, both visually and texturally,” he says. “The design team set the building’s structural steel components against polished finishes, and natural materials, such as stone, marble and wood. Custom artwork has been added to create a timeless and layered aesthetic.”

There are four different workout areas: the Fight studio is where boxing, kickboxing and mixed martial arts take place. Flight is designed for high-intensity cardio activities and incorporates traditional training equipment on one side and battle ropes in the middle. The Mindfulness studio is where yoga and meditation take place, and Turf is home to a high-performance training programme that uses science, technology and coaching. Members have an in-depth assessment, including a 3D body scan, which is then used to inform a bespoke training programme. “We’re bringing WeWork’s focus on community to wellness,

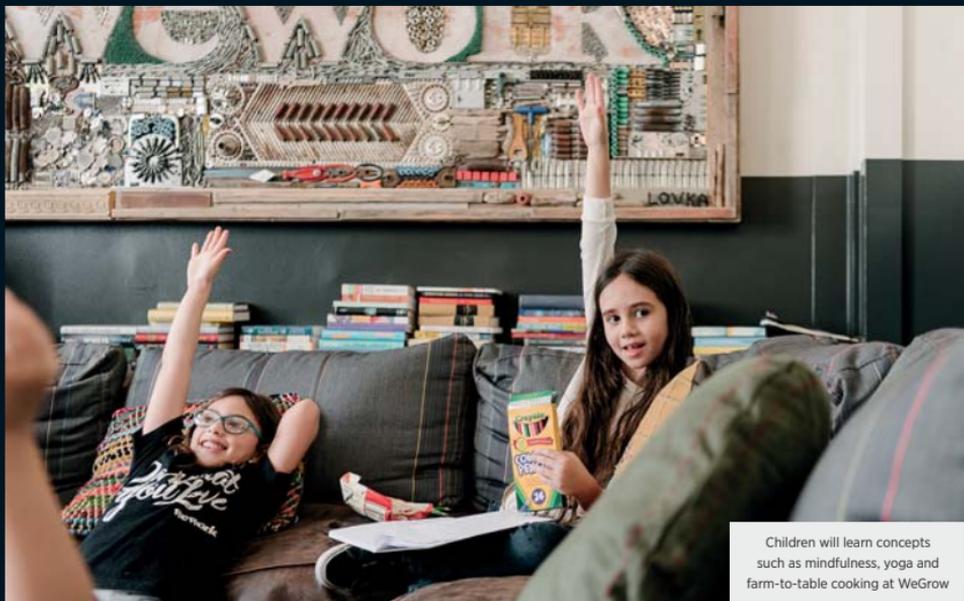


Polished finishes and natural materials have been used in the design of Rise by We

which is apparent from the moment you step in and are greeted by our Rise by We community team,” says Yehiel. “Rather than coming to the gym, putting your headphones on, and running on a treadmill alone, Rise by We’s group classes and semi-private training encourage community and connectedness.”

Expansion

Although WeWork plans to grow the community in the future, there are no immediate plans to launch more sites. However, the company certainly won’t stand still, but will continue to look for ways to bring its progressive outlook to contemporary lifestyles. Indeed, just in November 2017, WeWork acquired Meetup, a company whose mission it is to get people off the internet and meeting up to create physical communities, rather than digital ones. ●



Children will learn concepts such as mindfulness, yoga and farm-to-table cooking at WeGrow



Rebekah Neumann has been involved in the concept of the first WeGrow school

GROWING THE 'WE' BRAND

WeLive

Last year, the company made its first diversion from the working environment, applying its philosophy to living spaces. WeLive rents out co-living, furnished apartments in buildings where laundry rooms double as bars and event spaces, communal kitchens, roof decks and hot tubs. There are now two locations – one in New York City and one in Crystal City, Virginia. A third has been announced for Seattle, Washington, in 2020.

WeGrow

WeWork plans to create opportunities wherever it sees a gap in the market. One of these is WeGrow, a micro-school where subjects like mindfulness, yoga and farm-to-table cooking are on the curriculum. Children learn reading and maths skills by growing their own food at the school's farm and selling it at a farm stand in the WeWork offices.

The concept came about when the company's co-founder,

Adam Neumann, and his wife Rebekah couldn't find a school for their children that suited their requirements, arguing that the education system squashes entrepreneurial spirit. The concept is already generating quite a buzz, and star architect Bjarke Ingels has signed on to design the first school. Going forward, the company would like to open WeGrow schools in WeWork offices, so that families can travel to work and school together and meet at lunchtime.



Architect Bjarke Ingels has signed on to design the first WeGrow school



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spa business uniting the world of wellness

CUSTOMER RETENTION

When gaining new customers costs more than retaining them, client retention – and by extension, customer loyalty – becomes a business no-brainer. Kate Parker explores how software companies are helping spa operators engage with their repeat customers

We all like to feel needed, and this is no less true of spa customers – make them feel wanted and well-tended and you'll be rewarded with the repeat business and the increase to your profits that they bring. Regular customers are key to a successful spa business, with customer loyalty a powerful driving force behind a spa's bottom line. These days, there are ever-more creative ways to develop and maintain a strong and enduring relationship. From personalised messages to points systems, targeted marketing to online loyalty programs,

spa software companies are helping their clients maximise on the love and loyalty of the repeat customer.

KNOW YOUR CUSTOMER

But before a spa operator can begin to reap the benefits of loyalty, they must thoroughly get to know their customers. Understanding regular clients, providing them with great service and staying in touch all help improve customer loyalty. As Amanda Wisell, marketing manager at spa technology company SpaSoft, advises: "Learn your customers' names and use them. Note their preferences in



Software can help track birthdays, appointments and past treatments



Provide genuine and friendly service; remember your repeat guests and welcome them back to the spa. Your spa software can help you deliver this

Amanda Wisell, marketing manager, SpaSoft

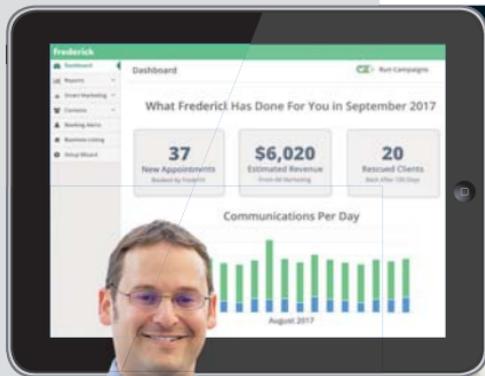


Understanding your clients and staying in touch helps improve customer loyalty

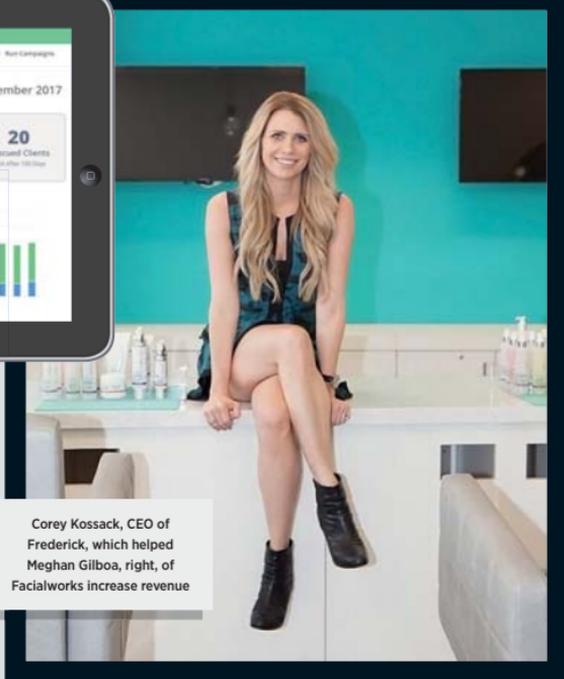
reservations and deliver them without asking. Provide genuine and friendly service; remember your repeat guests and welcome them back to your spa. Your spa software can help you deliver this as a personalised experience."

Similarly, Roger Sholanki, CEO of Book4Time, explains how the software company's spa management platform drills down to the detail of spa customers' lives, boosting customer retention in the process: "Book4Time's CRM functionality is a powerhouse of valuable information securely storing detailed information – anything from their birthdays, appointments, and treatments or classes customers may have had, through to their retail purchase history and more."

The ability to track this type of information is essential in building up customers, and gives spa operators the data they need to personalise their contact with regular clients through a number of touchpoints. Smart marketing platform Frederick, owned by Booker, helps businesses connect with their customers through targeted email and text messaging. "Frederick scans the data in a business management system and delivers



Corey Kossack, CEO of Frederick, which helped Meghan Gilboa, right, of Facialworks increase revenue



targeted messages to people who are most likely to respond based on past services and purchases,” says CEO Corey Kossack. “Frederick helps businesses efficiently send the right messages and promotions at the right time, to the right customers.”

For example, Frederick can send a campaign in an email or text that offers a prompt to book an open appointment for a service a customer has enjoyed in the past, a reminder to book a return appointment when it's time for another service, a promotion tailored to the services they enjoy or an offer to take an open appointment during a slow day. “Because Frederick’s reminders and promotions are customised to that person, they’re more likely to respond,” adds Kossack.

Meghan Gilboa, founder of California-based facial spa company Facialworks, has seen an increase in revenue since using Frederick’s automated messages to customers. “Frederick is so helpful for tracking clients who want to come back, but have busy schedules and just forget to save time to take care of themselves,” explains Gilboa. “Automated and personalised communication allows clients to have a physical reminder to



It’s how this data interacts with other functions within the software which really gives spa managers the edge

Leonie Wileman, COO of software company Premier Software

come in, along with a simple way to make an appointment quickly. Frederick has been great for the business, and we typically see clients rebooking when we send out a special boost.”

GETTING PERSONAL

Building customer loyalty into a spa’s modus operandi delivers a high return on the time, effort and money invested in providing customer service. Loyal customers tend to buy more, more regularly, and the cost of selling to them is low – with the added bonus that they’ll recommend your business to their friends.

So it pays to be personal, and to know your clients and stay with them on every step of their customer journey. Premier

Software’s business management system, Core, is designed to help spas attract and maintain customers. Core collects customer information from individual client cards, from treatment preferences through to visit frequency and retail spend.

However, as Leonie Wileman, the company’s COO, explains: “It’s how this data interacts with other functions within the software which really gives spa managers the edge when it comes to customer retention. Through personalising the overall experience, Premier Software’s Core enables spas to develop bespoke offers and promotions tailored to select audiences. The automated marketing function is easy to set up and will run promotions on a regular basis, with minimal input.”

By keeping a spa front-of-mind through managed campaigns in this way, customers feel informed and valued, which is essential in retaining interest and loyalty. "The return of investment is almost immediate," Wileman adds. "We've recently been working with a client who wanted to test how quickly customers would respond to incentives and promotions. For just a £20 investment in a targeted SMS automated marketing campaign, it delivered a 7,000 per cent return, which is phenomenal."

This is echoed by Premier Software customer Gillian McGraffin, spa manager at Swinton Park Spa, UK: "Since using Core, we've seen customer retention levels improve, as we're able to use the data collected to target specific audiences. By being able to search and select set profiles, we can see which treatments a set group of clients likes, and offer to re-book at the time they leave the spa or as a follow-up campaign based on their preferences. Swinton Park Spa only opened this year, but monthly treatment and package revenue is already increasing."

Personalisation goes a long way to delivering the ultimate level of guest service and, in keeping the whole customer journey in mind, SpaSoft's Wisell believes there's great value in the simple act of thanking a customer: "Be sure to follow up on every appointment with a personalised thank you," she suggests. "Your spa management system makes it easy to access the information, and you can use it to follow up with a note, either handwritten or an automatic email.



Swinton Park Spa has seen treatment and package revenue increase



We've seen customer retention levels improve, as we're able to use the data to target specific audiences

Gillian McGraffin, spa manager, Swinton Park Spa

Offer a discount on future services just for returning guests to help bring them back."

CUSTOMER CONNECTION

When it comes to communicating with customers, today's spa operators are spoilt for choice. "With the rise of web and mobile use, loyalty can be developed outside the spa as well now, using various touch-points and techniques," says Frank Pitsikalas, founder and CEO of software company ResortSuite. "Offering promotions based on signing up for an

online newsletter, or liking a Facebook fan page, can build brand loyalty and keep your customers coming back."

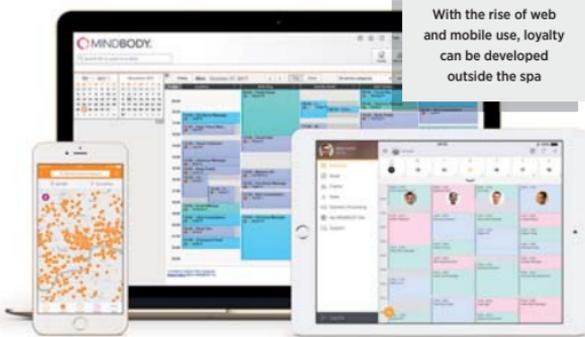
However, spas should avoid randomly broadcasting across the whole spectrum and, instead, maintain the personal, focused approach, says Pitsikalas.

"The touch-points that a spa uses need to directly correlate with their target market," he explains. "If your target market is baby boomers, you're not likely going to want to put a lot of time, effort and money into engagement on Instagram, for example. The most effective touch-points are ones that are purposeful, targeted, and well thought-out."

Software provider Mindbody offers its spa clients an app that is customisable to their own brand or business, as an instant touch-point. As the company's senior vice president of sales, Stephanie Moran, comments: "If you become an app on someone's phone, then you know you are a brand they wake up to and a brand they love. Having that custom app is pretty powerful for a business's retention, because customers can then book appointments, book services, buy products all from the spa's own branded mobile app, without having to go to your website, or having to leave the phone."

Mindbody client Charmaine Line, who's the founder of Seneb Therapies, says that

With the rise of web and mobile use, loyalty can be developed outside the spa



“ If you become an app on someone’s phone, then you know you are a brand they wake up to and a brand they love ”

A custom app can be valuable for customer retention as an instant touch-point

this simplicity of booking has helped her retain customers. “One of the reasons that I chose Mindbody is because I could add members to the system – I give gym members a discount on spa treatments – and everyone that books online can create their own account on my Mindbody software. I’m able to get great feedback on the Mindbody App, which prevents the hassle of clients having to type in my website url to find the Mindbody software to make an appointment.”

LOYALTY – IT’S SIMPLE

It’s evident that, in today’s fast-moving world, customers are leading hectic lives where plans change quickly and appointments can easily be forgotten, so speed and convenience are essential in maintaining business efficiency and keeping customers coming back again and again. Here’s where a spa’s customer loyalty programme comes into its own.

Everyone loves a good offer and whether it’s discounts, coupons, points, punch cards or attractive packages, an efficient loyalty programme will keep on giving, on both sides of the equation.



I get great feedback on the Mindbody App, which prevents the hassle of clients having to type in my website url

Charmaine Line, founder, Seneb Therapies

ResortSuite has a loyalty programme built in that allows a spa to assign points to treatments, services and even products in the spa, creating excitement for guests accumulating points each time they come in. “These points can be converted into gift cards at whatever point or monetary value the spa decides, and guests can reap the benefits of being loyal,” says Pitsikalis

The Assistant Company (TAC) takes a slightly different approach in offering a variety of loyalty possibilities, including establishing spa memberships between a spa and its guests. Managing director Guenther Poellabauer explains: “If a customer is a member, she will definitely come back. TAC software is kind of a toolbox, so depending on a customer’s needs, different options are possible

and the system is able to communicate across the different loyalty systems. These might be membership cards, special rewards or gift certificates, depending on the individual customer.”

Every spa is unique, and any customer loyalty and retention programme can be refined and perfected according to spending and attendance behaviour, but key to the success of any system is the relationship at the heart of the exchange. If a customer feels recognised and connected, they’ll be back! ●

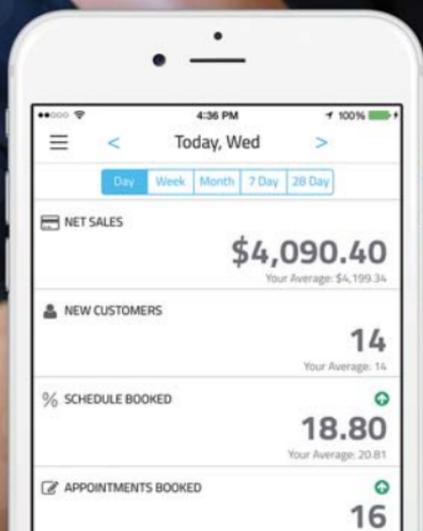


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Product innovation



By Lauren Heath-Jones,
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches

Moss Trend's living walls are the perfect complement to spas, says Francesco Meaolo

With a history in creating decorative materials for interior designers and stage scenography, Italy-based Moss Trend has now ventured into public spaces, including restaurants and spas.

The family-run business creates maintenance-free vertical gardens made with moss that lives on the humidity naturally present in the air.

Moss Trend recently finished a project at the Erato Wellness Luxury Spa in Artimino, Italy, using Jungle Moss to create a living wall made of preserved plants. Customers can choose between several types of plants, from Reindeermoss in various colours, to ready-to-hang plant frames, to preserved leaves and lichen.

"Installation of moss panels is very simple and easy," says Francesco

“They bring texture, energy and that final touch of design to the interior”

Meaolo, managing director of Moss Trend. "A natural preservation process gives the plants long-lasting durability. In recent years, we've been embracing a more green approach to public spaces, such as restaurants or spas. As our products do not require light, and absorb moisture from the air, spas are convenient spaces for our products. They bring texture, energy and that final touch of design to the interior, which gives guests a comfortable and warm feeling. We believe in the healing power of nature that is reflected in rooms dedicated to meditation, rest and healthy living."

KEYWORDS: Moss Trend



■ Francesco Meaolo says the panels are maintenance-free



Moss Trend added living walls to the Erato Wellness Luxury Spa

The new Elemis Superfood range is a nutrient-dense, vegan formula with a probiotic punch, says **Noella Gabriel**

Elemis is expanding its Superfood Facial Oil into an entire vegan-friendly range of skincare with three new products: a Superfood Facial Wash, Superfood Day Cream and Superfood Night Cream, all of which feature prebiotics and extracts from greens, grains and superfoods.

The range taps into the probiotic trend in skincare, which uses good bacteria as part of a skincare routine to keep the skin healthy. Prebiotics nourish the probiotics, which introduce good microflora to the surface of the skin.

"We're launching this range as we know what's good for the body is good for the skin, and nothing packs



■ **Noella Gabriel** says it's crucial to keep the microbiome in balance



■ The Superfood range includes four vegan-friendly products

a more powerful nutritional punch than superfoods," explains Noella Gabriel, managing director at Elemis.

"These nutrient-dense vegan formulae each contain a superfood complex and a prebiotic, which protects and maintains the skin's delicate microbiome," she continues. "The microbiome is the very first defence barrier against environmental stresses that can harm skin vitality

so it's crucial to keep this in balance for good skin health."

Key ingredients in the line include goji berry, ginger ferment, matcha tea, green mandarin, broccoli seed, daikon radish, cucumber seed, carrot, rosemary, orange, barley, quinoa, flax, rice bran, black seed, chia seed oil, sweet almond milk and extracts of wheatgrass, kale and nettle.

KEYWORD: Elemis

Germaine de Capuccini's wellness treatments for cancer therapies are designed to restore body and mind, says **Carole Jones**

Skincare specialist Germaine de Capuccini has created a menu of treatments for those undergoing cancer treatments.

The treatments use two varieties of holistic obsidiana stones: black and white onyx. The black stones are used warm, while the white stones are ice cold in order to release negative emotions and restore a sense of calm.

Many oncologists recommend complementary therapies – more to help the mind rather than the body

Products are used to target skin-related side effects, including heightened sensitivity and severe dryness, caused by chemotherapy and radiation treatments. The menu includes a Rose and Honey Harmony Facial, Aloe and Mint Cooling Body Therapy, Phytocare Baobab Body Ritual and a Calming Hand, Foot and Scalp Therapy.

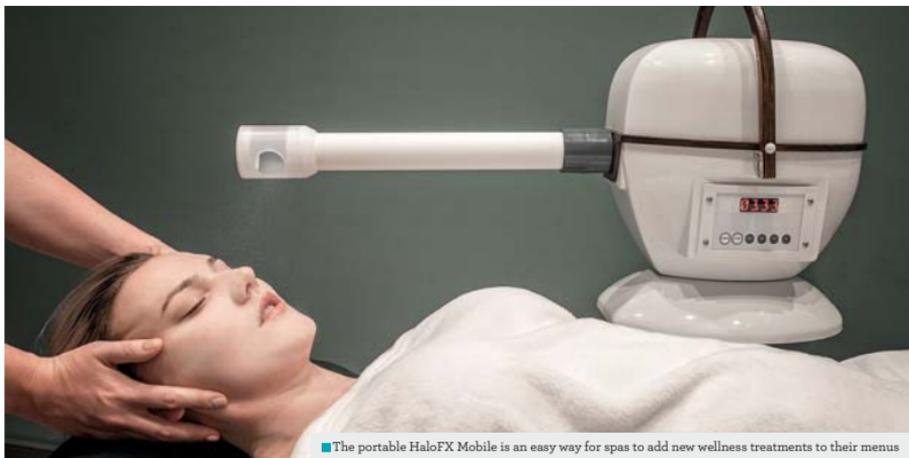


"Many oncologists recommend complementary therapies – more to help the mind rather than the body, and these prove that clients feel better in themselves," says Carole Jones, director of Totally UK, the brand's UK distributor. "We've been working on a small number of therapies that provide the client with a specific light-touch massage, along with products that are formulated to deal with the side effects of strong medication and radiotherapy – such as extreme dryness and sensitivity."

KEYWORD: Germaine De Capuccini



The treatment menu includes facial and body rituals



■ The portable HaloFX Mobile is an easy way for spas to add new wellness treatments to their menus

PROMOTION

Global Halotherapy Solutions has expanded its range of salt therapy products with the launch of the HaloFX Mobile. Founder **Steve Spiro** explains more



● The HaloFX Mobile is a really easy way for spas to generate income without incurring extra labour costs ●

Tell us about the HaloFX Mobile?

The HaloFX Mobile is based on our HaloFX halogenerator, and works in the same way, by crushing pure pharmaceutical salt into micron-sized particles. These particles are then dispersed as a dry aerosol, which is inhaled into the lungs to provide health and skincare benefits. Unlike the HaloFX, the mobile has the addition of a nozzle, which directs the aerosol at the respiratory system to provide a more targeted treatment. It's very compact, measuring just 3.8 cm in height, 3 cm in width and 4.2 cm – 8.2 cm including the nozzle – in depth. The vast majority of the halogenerator is made out of plastic, so is easy to clean and maintain, with no rusting.

What are the advantages of using the HaloFX Mobile?

The main advantages of the HaloFX Mobile are its portability and its size. It can easily be moved from room to room, and simply plugs in. It doesn't require costly modifications



to protect the HVAC system, just an inexpensive cover that can be removed. It's easy to operate, so doesn't require any training. Users simply load two tablespoons of pure pharmaceutical salt into the machine and press a button. That's it.

How do you envision spas using it?

We spoke to a number of spas and holistic wellness centres as we were designing the Mobile and found that they didn't want fixed salt rooms; instead, they wanted a portable unit, which allows them to offer halotherapy as an additional or standalone treatment, without having to sacrifice any space, or make a costly investment. Using the HaloFX Mobile,



■ The HaloFX Mobile crushes salt into micron-sized particles

either to supplement treatments or as a standalone experience, is a really easy way for spas to generate income without incurring extra labour costs.

What is halotherapy? What benefits does it provide?

Halotherapy, also known as dry salt therapy, is an effective, natural and drug-free therapy that provides relief from many conditions. Respiratory conditions that benefit include asthma, allergies, sinusitis, bronchitis, colds, COPD, and cystic fibrosis. Skin conditions that benefit from halotherapy include psoriasis, eczema, acne and dermatitis.

KEYWORD: Global Halotherapy Solutions

DNA research informs Biologique Recherche's La Grande Crème, explains Rupert Schmid



Each individual's genetic heritage expresses itself differently over the course of a lifetime and one's lifestyle

Luxury skincare brand Biologique Recherche has launched La Grande Crème, a new face cream designed to target epigenetic ageing caused by non-genetic factors, including lifestyle.

It is formulated with EpigenActiv, a peptide that can counteract the effects of ageing and reverse DNA damage. Discovered in Biologique Recherche's Gene Expression Laboratory, EpigenActiv acts on the epidermal growth factor receptors in the skin to aid the repair of damaged tissues and promote cellular regeneration.

"Each individual's genetic heritage expresses itself differently over the course of a lifetime and one's lifestyle," says Rupert Schmid, chair of Biologique Recherche. "We've conducted numerous studies in order to repair negative traits within cells and counter cutaneous ageing and



Le Grande Crème contains EpigenActiv, developed in the company's lab

develop even better anti-ageing skin care products. La Grande Crème is a complete cream that contains the most concentrated active ingredients ever used in a Biologique Recherche product, and DNA research has made it possible to identify and use the properties of EpigenActiv in an anti-ageing skincare product."

The cream also contains milk thistle, mimosa, elderflower, chestnut tree and myrobalan leaf extracts, and matrikines, myorelaxant peptides and carbinine.

KEYWORD: Biologique Recherche

Sue Harmsworth introduces new ESPA treatment inspired by the resilience of butterflies

Luxury skincare brand ESPA has expanded its treatment offering with the addition of the Strength and Resilience massage, a new signature treatment designed to target and relieve tired and aching muscles.

The treatment was inspired by the resilience of Painted Lady butterflies, who fly thousands of miles from Africa to the UK every spring. The massage features gentle strokes and swift movements to symbolise the butterflies' flight and is designed to revive tired muscles and bring a renewed sense of clarity and wellbeing to the mind and body.

The treatment involves being 'cocooned' in warm towels and given a soothing massage and incorporates yogic stretches, a reflex zone foot massage, and a sinus release and scalp massage. "It feels beautiful and it's results driven, and it also has additional inner benefits,



such as strengthening and quieting the mind, building resilience and supporting immunity," explains Sue Harmsworth, founder of ESPA.

Two new products, the Muscle Rescue Balm and the Fitness Shower Oil, are designed to complement the massage and are formulated with coconut oil, winged kelp, peppermint, eucalyptus oil, clove bud oil and West Indian bay.

KEYWORD: ESPA



The massage features gentle strokes and swift movements

It has inner benefits, such as strengthening and quieting the mind, building resilience and supporting immunity

Dafne Berlanga, vice president of international business development of Oakworks, discusses the importance of sustainability



Our individual wellness is directly dependent on our access to a healthy environment

How important is it for the spa industry to be sustainable?

Vitally important. There should be no separation between personal wellbeing and sustaining the health of the planet. Our individual wellness is directly dependent on our access to a healthy environment.

As a company, you place heavy emphasis on sustainability – could you tell us about that?

Jeff and Linda Riach, the founders of Oakworks, have always been committed to sustainability. Since 1978, before it became a global trend, Oakworks took a step-by-step approach to ensure a high level of



■ Oakworks tables use PVC-free fabric and water-based sealers

■ In 1978, Linda and Jeff Riach hand-crafted the first table from local materials

protection of the environment. Jeff hand-crafted our first portable table with regionally-sourced materials. Today, we manufacture all tables and trolleys at our headquarters in Pennsylvania, which is an ISO 13485 certified medical facility. Materials are locally sourced when possible and are non-toxic – we use PVC-free fabric and water-based sealers and lacquers. We also partner with companies such as 3form, which provides recycled and responsibly-sourced materials. Since January 2008, we've also been donating to Trees for the Future, a non-profit organisation. In 2017, we planted our millionth tree through the initiative.

Do you see being sustainable as a way of standing out in a competitive market?

Any efforts to stop global warming and to reduce carbon footprints will be an advantage when talking to wellness customers. While sustainable practices do add a cost to products, true wellness practitioners understand that the best experience comes from a holistic approach. It is counter-intuitive to provide a wellness session where a



customer breathes in toxic fumes from foams that have not been regulated on a table built with wood that hasn't been responsibly processed.

Do you think the wellness sector places enough emphasis on sustainability?

There isn't enough emphasis yet to the urgency of regenerative practices and their impact on health and wellness. The challenges are both philosophical and practical, where perceived costs and the reluctance to take more "robust" risks prevent companies from adopting sustainable practices. The good news is that we will be hearing more and more about these programmes in the near future. The Global Wellness Institute, through its Sustainability Initiative, is already planting the seeds.

KEYWORD: Oakworks



Voya Man uses the 'unparalleled' healing properties of seaweed, says Mark Walton



“Launching an organic facial Men’s Range was a necessary and natural progression for us.”

Irish spa brand Voya has launched an anti-ageing skin care range for men. Voya Man is a performance-based three-step skincare system that is designed to treat a range of skincare concerns including dryness, inflammation, enlarged pores and fine lines and wrinkles.

Designed specifically for male skin, the range features a facial wash, shave gel and moisturiser.

The products are formulated with SpeciMen and Definsil-Plus, naturally derived active ingredients that are scientifically proven to repair the skin’s natural protective barrier and reduce signs of fatigue.

“Launching an organic facial Men’s Range was a necessary and natural progression for us,” explains Mark Walton, managing director at Voya.

“Men are now paying more attention to their skin. Voya is receptive to market demands and answered with a three-step



■ Seaweed’s anti-inflammatory properties help with razor burns and sensitivity

simple facial solution for men. The unparalleled healing properties of seaweed means the anti-inflammatory functionality of these products reduces sensitivity, irritation and razor burn and also helps reduce acne. This range packs a unique-smelling citrus spice punch that we are very proud of.”

KEYWORD: Voya



■ Griffin partnered with Stewart Griffith after she saw a need for spa retail displays

‘Endless opportunities’ for retail display with Nancy Griffin and Stewart Griffith’s new company, Bespoke

Nancy Griffin, principal of Contento Marketing, worked with spa supplier TouchAmerica for years as a consultant and was impressed with the company’s custom-manufactured retail displays for Aveda Concept Salons, which were created through their partner, Eurisko Design.

Griffin thought there was an unfulfilled need for spa retail displays, and she and TouchAmerica’s CEO, Stewart Griffith, worked together to form a new company, Bespoke, to manufacture sign holders, counter displays and rolling bar units.

■ Bespoke makes sign holders, counter displays and more

“There’s huge demand for vendors to create retail solutions for their spa partners.”

“We’re excited about offering the retail solutions we have been developing on a custom basis, on a larger scale.” said Griffin, who is the

company’s design engineer. “There’s huge demand for vendors to create retail solutions for their spa partners.”

A broad choice of materials, finishes, lighting and other options are available, and Griffin and Griffith work with clients to guide them toward designs to complement product style, or can bring a custom vision to life.

“Retail is the lifeblood of the spa industry,” says Griffin. “I’m especially excited about our portable, convertible displays to take advantage of the growing trend towards wellness outside of the spa. Retail displays can be rolled into corporate meetings or poolside. The opportunities are endless.”

KEYWORD: Bespoke





PROMOTION

GROUPON

Elena Hachaturian on how Groupon helped grow her business

Beauty & Melody is a salon group offering hair, beauty, and aesthetic treatments across London. Playing host to L'Oréal and Aveda hairstyling services plus treatments from the likes of Caci and Environ, the salons are a go-to haven for many celebrities.

Following the opening of its first salon, Beauty & Melody Hair and Spa needed to make its name known. Elena Hachaturian, owner of Beauty & Melody tells *Spa Business* how using Groupon has helped her expand the company.

What encouraged you to work with Groupon?

Before working with Groupon, I had tried many different marketing strategies. The location of the salon is very central, and we have lots of hotels around us. I had meetings with hotel managers and concierges and we worked with local businesses to offer corporate discounts, however we never achieved the results we really wanted. I'd heard about Groupon before I opened my first salon, and I really liked the idea that with Groupon you only have to pay when you have a

As a result of working with Groupon, after a year and a half in business I've managed to open six more branches

customer. There are usually never any guarantees with a marketing strategy; you can spend thousands and might not even have one customer, so this strategy really appealed to me.

How did you use Groupon?

Through Groupon we sold laser hair removal and spa deals. To give you an example of its success, we sold more than 3,500 vouchers during the first eight months of trading in just one of our salons.

How has Groupon helped your business?

As a result of working with Groupon, after a year and a half in business I've managed to open six more branches - we have seven branches now. It's also helped to employ more staff; we've gone from five to more than 70 people.

Would you recommend Groupon?

I would recommend Groupon for other businesses who are looking for huge online exposure, increased website traffic, and if it's the right deal - a lot of new customers!

KEYWORD: Groupon

■ Beauty & Melody Hair and Spa sold more than 3,500 vouchers with Groupon



Forbes Travel accolade shows Natura Bissé's passion for superior service, says Verónica Fisas



We're very proud to become the Forbes Travel Guide exclusive 'Official Skincare Brand'

Spanish premium skincare brand Natura Bissé has been named as an 'Official Skincare Brand' for *Forbes Travel Guide*, becoming the first beauty company to receive such an accolade.

In addition, the company has been awarded the 'in partnership with' seal, which recognises that the brand has been trained to uphold *Forbes'* exacting standards.

"Our mission at Natura Bissé is to use our forward-thinking creativity to develop innovative and effective skincare products and beauty rituals," says Verónica Fisas, CEO of Natura Bissé. "We're very proud to become the *Forbes Travel Guide* exclusive 'Official Skincare Brand' and to become the first luxury skincare company in the world trained to



Gerard J Inzerillo, CEO of Forbes Travel Guide, says Natura Bissé is a 'natural partner'



meet its exacting standards. These recognitions reflect our passion for offering superior service and are the result of our constant ambition to elevate the level of guest service in spas and luxury retailers."

Gerard J Inzerillo, CEO of *Forbes Travel Guide*, says: "Natura Bissé's commitment to service excellence makes it a natural partner for us."

KEYWORD: Natura Bisse

Dr David Sinclair on Caudalie's 'groundbreaking' serum

We've discovered a solution to counteract the diminishing energy metabolism of our cells

French skincare brand Caudalie has partnered with Harvard Medical School to launch Premier Cru the Serum, an extension of its existing Premier Cru range.

The serum was developed over a period of five years with Dr David Sinclair, a world-leading anti-ageing specialist and genetics professor at Harvard Medical School.

It contains three patented Caudalie ingredients: Vine Resveratrol, to plump and firm the skin, Viniferine, to even skin tone, and antioxidant-rich Polyphenols, derived from grape seeds. It also has a high-concentration of hyaluronic acid to help the skin maintain hydration levels.

In addition the serum contains Vinery, a new patented ingredient developed with Sinclair, to target ageing cells, which produce less



Dr David Sinclair is a genetics professor at Harvard

energy as the metabolism slows. Vinery is a complex that combines Vine Resveratrol and naturally derived Betaine, which is designed to effectively combat the signs of ageing by increasing cellular energy metabolism and mitochondrial mass, as well as the production of ATP.

"Our groundbreaking discovery of Vinery helps to restore the cell's mitochondrial mass and energy production which in turn



allows our cells to defend against ageing," says Sinclair. "Together, we've discovered a solution to counteract the diminishing energy metabolism of our cells over time, which is a key reason our skin ages."

The serum also improves the efficacy of other products in the Premier Cru range, including Premier Cru the Cream, which is more effective when used with the serum.

KEYWORDS: Caudalie

The serum contains Vinery, a new patented ingredient

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THE BENEFITS OF RETREATS

A team of researchers has looked at 23 studies relating to the health impacts of retreats. Jane Kitchen talks to lead researcher Professor Marc Cohen about the findings

Retreat experiences appear to have positive health benefits, including benefits for people with chronic diseases such as multiple sclerosis, cancer, HIV/AIDS, heart conditions and mental health issues. This is according to research conducted by Professor Marc Cohen of RMIT University in Australia and a team of researchers who examined 23 studies relating to the health impacts of immersive residential retreat experiences. The findings were published in January in the journal *BMC Complementary and Alternative Medicine*.

"The findings from the reviewed studies suggest there are many positive health benefits from retreat experiences, which include improvements in both subjective and objective measures," says Cohen. "It's likely that improvements in health are due to a combination of psychological and behavioural factors that lead to better coping mechanisms, lifestyle choices, and enhanced resilience to stress."

The studies involved 2,592 participants from a wide range of geographical and demographic populations – everything from luxury resort guests to unemployed adults and even prison inmates.

Seven studies examined objective outcomes such as blood pressure or



Retreats can lead to long-term health improvements

SPA PRODUCTIONS/SHUTTERSTOCK

Reported improvements include decreases in the frequency and severity of health symptoms and reductions in body weight and blood pressure

biological markers of disease, while 16 had subjective outcomes, mostly involving self-reported questionnaires on psychological and spiritual measures. All of the studies reported post-retreat health benefits ranging from immediately after the retreat to five years after.

"The results suggest that retreat experiences significantly improve people's lives. This is evident from reported improvements in quality of life and subjective wellbeing, decreases in the frequency and severity of health symptoms, reductions in body weight, blood pressure and abdominal girth, and positive changes in metabolic and neurological pathways," says Cohen.

Four studies looked at retreats aimed at improving quality of life for cancer patients, and all showed benefits, including

improvements in quality of life, depression and anxiety scores, and increased telomere length, with benefits being recorded up to five years post-retreat.

"The finding that retreat experiences can lead to sustained and significant health improvements long after participants return home suggests they help guests make positive lifestyle changes and adopt healthy behaviours," says Cohen.

He also says that more research is needed, with larger numbers of subjects and longer follow-up periods. ●



Professor Marc Cohen of RMIT University in Australia led the study



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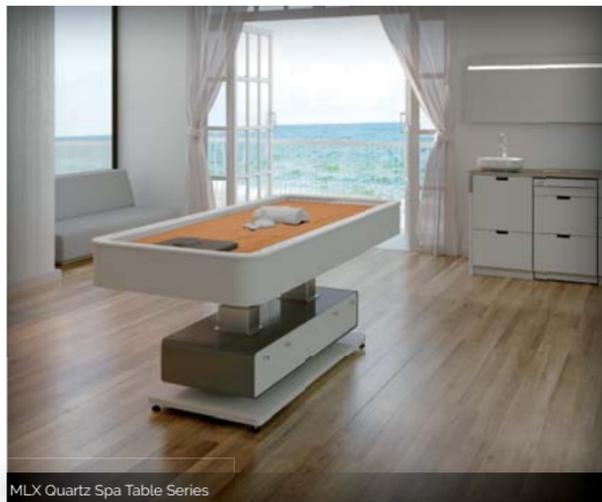
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