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AVG NUMBER OF SPA VISITS
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the numbers

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SPEND PER
SPA VISIT

\$55 MONTHLY COST
OF AN ISPA
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\$43 AVG SPA RETAIL
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*Source: ISPA 2012 U.S. Spa Industry Study (in U.S. dollars)

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2013 HANDBOOK

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Emotional engagement



Incredible spas resonate with guests at a deep level, filling their senses and engaging their emotions in a way that makes the experience powerful, profound and pleasurable. Yet given that the industry aspires to engage mind body and spirit, too many spas are just plain dreary.

In this year's *Spa Business Handbook*, we present our annual trends – newly branded as *Spa Foresight™* (see p114) – and suggest spas could make stronger bonds with guests if they were more mindful of the importance of emotional engagement.

There are many ways to engage the senses and prompt an emotional response – some low-tech, some hi-tech – and all are deserving of consideration. If spas are to achieve deeper emotional relationships with guests, they must work with them all – sight, hearing, taste, smell and touch – and also sense of time, hunger and thermoception (heat and cold) and – not forgetting, where appropriate – their sense of humour.

We come at this view from a unique perspective. Leisure Media – the organisation behind the *Spa Business Handbook* – also publishes *Attractions Management* magazine in the entertainment industry and we're aware of many visual, aural, touch, 4D and sensory products with exciting potential for spas. Imagine a room with 360° screens in which guests can choose the setting – a place they long to visit, a sunset beach, a bluebell wood or the mountains in spring; or personalised environments created using augmented reality technology.

When it comes to sound, the Motion Waves system plays variations of a noise – such as the movement of wind, a playing harp, bird song or bells – at different pitches, tones and volumes according to a person's movement that's tracked by sensors.

The combined results can be profound: Charles Spence, an expert in sensory perception, says that if all sensory cues are pulling in the same direction, the overall impact is greater than that of the individual components. Considering the many different possibilities there are to engage the senses, the opportunities for spas to make a difference are endless.

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PHOTO: GOOGLE

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Taj Palace Marrakech

Marrakech, Morocco

Opening: Q3 2013

Taj Hotels is to enter Morocco with its latest resort – Taj Palace Marrakech – by mid 2013. Located in La Palmeraie – a peaceful district outside the centre – Taj Palace Marrakech features 161 guestrooms including 25 luxury suites.

Set on 136 acres (55 hectares), the hotel will house a Jiva Grande Spa with 14 treatment rooms and two hammams – one for men and one for women. Spanning 40,903sq ft (3,800sq m), the spa will offer Indian wellness therapies, such as ayurveda and meditation, blended with Moroccan practices. A fitness centre and yoga temple will also feature.

The resort was originally due to open in 2011 under the management of the Mandarin Oriental Hotel Group. The contract was withdrawn, however, and taken over by Taj.

The hotel has Moorish, Indian and Venetian architecture and will also house four traditional Moroccan riads, housing 1,668sq ft (155sq m) suites.

Taj Hotels Resorts and Palaces has 93 hotels in 55 locations across India with 16 international hotels in the Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East.

Read more: <http://lei.sr?a=06G7e>



Sandton Skye

Johannesburg, South Africa

Opening: 2014

Simply Spas is set to manage the ZAR8m (US\$8.6m, €6.7m, £5.7m) wellness spa at the five-star residential and hotel Sandton Skye development, opening in Johannesburg this June.

South African-based AMA Architects has designed the ZAR1.5bn (US\$162m, €125m, £106m) lifestyle complex to accommodate more than 180 residential apartments – costing from ZAR1.7m (US\$183,500, €141,300, £120,550) – within each of the three 15-storey towers.

The Gatsby International-managed complex – located in the capital's financial hub and South Africa's richest square mile – will offer guests and residents a contemporary 450sq m (4,844sq ft) spa designed along a combined African and eastern theme. It will have 12 treatment rooms, a fitness



centre, and indoor and outdoor pools. A key attraction will be hydrotherapy and fish therapy treatments, complemented by those from product house TheraVine.

Hotel-styled facilities will include a front desk, restaurant, bar, library and conference rooms, and 3,500sq m (37,674sq ft) of landscaped gardens featuring a pool.

Read more: <http://lei.sr?a=2v0B3>



The new Resense Spa will span three floors at the Kempinski in Accra

Resense Spa

Accra, Ghana

Opening: Q3 2013

Spa consultancy and contract management firm Resense Spa SA is to launch a new branded portfolio of full-service spas, with the opening of its first Resense Spa at The Kempinski Hotel Gold Coast City in Accra, Ghana, this August.

The 269-bed resort will be located near the Accra International Conference Centre, State House and National Theatre – attracting both business and leisure travellers, while the spa itself will be open to hotel guests, the day spa market and members.

The Resense Spa and 670sq m (7,211sq ft) health club will span 3,000sq m (32,291sq ft) over three floors, with a 25m (82ft) outdoor pool, yoga studios and four tennis courts.

On entering the Resense Spa, guests will be greeted by a health concierge in the Open Lounge, and provided with a designer robe, before being escorted to The Private Lounge to relax and socialise.

A key experience will be The Resense Bathing Kur – an 11-step spa journey to fully cleanse and revitalise the body, before culminating in a soap massage and relaxation time in the Slumber Suite.

Guests can also enjoy Inviion-supplied wet areas equipped with a hammam, and six single treatment suites, two double treatments suites, two scrub rooms and two Resense Slumber Suites, in addition to Resense's Open and Private Lounges, a dining lounge, and a beauty salon offering hairdressing services.

The treatment menu will utilise the luxury Thémaé, Paris product line based on the natural healing benefits of tea.

Architects Looney & Associates based its design on a reinterpretation of classical baroque and modern European styles to create a colourful area, finished in rich natural tones, stone, wood and gold mosaics.

Resense Spas will open in Riyadh, Saudi Arabia, in the Cairo Royal Luxum hotel in Egypt later in 2013, and in Beirut in 2014.

Resense Spa SA was founded in 2009 as a joint venture between international hotel management group Kempinski Hotels SA and spa consultancy Raison d'Étre. The company's portfolio of 39 spas encompasses two separate brands – 15 existing Kempinski The Spa facilities located in 14 countries and the four new Resense Spas.

The Resense Spa will be in selected hotels or as standalone spas, while Kempinski The Spa is a flexible concept located exclusively within Kempinski hotels. **Read more:** <http://lei.sr?a=e3U3k>



Morocco and New York (above) sites will open in 2014 as part of the Baccarat crystal brand (right)

Baccarat Hotel Rabat

Rabat, Morocco

Opening: 2014

Baccarat, the renowned French crystal company, is moving into another luxury arena with ultra high-end residences, hotels and resorts with spas.

Originally founded in 1764 after a decree from Louis XV, Baccarat was bought by investment firm Starwood Capital in 2005. Over the years Baccarat has become famous for its innovative, beautiful crystal designs and attention to detail – and it's this commitment to perfection in both design and service which will underpin its hospitality and spa brands. With Starwood as the driving force, Baccarat is to open six hotel/resorts/residences by 2016 – three of which will be located in Morocco. The spa concept in the facilities has been created by Swedish-based consultancy Raison d'Étre.

The 130-bed Baccarat Hotel Rabat, in the capital of Morocco, is being funded by a local private company. When it opens in 2014, its Baccarat-branded spa is expected to be one of the largest and comprehensive in the area and will target regular local clients, via an exclusive hotel membership, as well as hotel guests. Standout facilities

include six Moroccan hammams (three for women, three for men) using semi-precious stones – two cooler 35°C jade rooms, two warm 45°C amethyst rooms, and two hot 55°C crystal chromotherapy rooms. There will also be eight single treatment rooms, two VIP treatment suites, an alchemy area, an indoor and outdoor pool, a beauty and hair salon, a spa retail area, and fitness and yoga studios.

The Baccarat Spa Resort in Marrakech will offer a destination spa on a 5-acre (2-hectare) estate with 60 villas and two restaurants. The resort will launch in 2015 and the spa “will stand out because of its all-encompassing wellness offering and results-orientated programmes”. It will offer glamour, socialising, fun and relaxation as, say Raison d'Étre “healing doesn't need to be boring: it can be fun, explorative, delicious and communal”.

A spa will also feature in Baccarat Resort & Residences Marrakech – a far larger project in the city that will offer four hotels, 80 hotel villas and 70 branded residences. It will be built in the exclusive Palmeraie district and is set to open by 2016.

To follow will be Baccarat Hotel & Residences New York (2014), Baccarat Hotel & Residences at Dubai Pearl (2016) and Baccarat Residences Shanghai in China.

Read more: <http://lei.sr?a=x3x1f>

KenGen geothermal spa

Hells Gate National Park, Kenya

Opening: Q3 2013

African energy company KenGen is constructing a geothermal spa next to its Olkaria II power plant on land that forms part of the Hells Gate National Park in Kenya.

The site, which is an hour's drive from Nairobi, will reportedly feature four interconnected open-air lagoons with water temperatures up to 40°C, as well as steam-rooms and saunas.

It has been described as “the biggest natural spa in Africa” and will be designed to cater for up to 500 people. Being one of the only natural health spas in a national park on the continent, it is expected attract more

tourists to the national park itself. Adjoining the spa, there will be a visitor centre and museum, but there are currently no plans for accommodation.

The spa, which is due for completion in mid 2013, is set to be Africa's equivalent to Iceland's Blue Lagoon and has the permission of the Kenya Wildlife Service which owns the park.

Read more: <http://lei.sr?a=f8Z1E> in



There will be two 3,200sq ft massage rooms, as well as an on-land spa

Poseidon Undersea Resort

Fiji

Opening: 2015

Poseidon Undersea Resorts LLC and affiliated companies are to design, build and operate one of the world's first luxury sea floor eco-resorts, located off a private island in Fiji.

Situated in a 5,000-acre (2,023-hectare) lagoon, the resort's underwater portion – which will be 40ft (12m) below the surface – will consist of two 3,200sq ft (297sq m) underwater massage rooms with sea life views via thick acrylic windows. There will also be 25 suites, a 100-seat restaurant and bar/lounge and a conference/wedding chapel and theatre area.

Another 3,500sq ft (325sq m) spa will form part of the on-island resort complex which will feature 51 accommodation units (incorporating 76 bedrooms in total), including 24 beachside bungalows and 26 over-water bungalows. The new development will be a six star resort and the spa services will be commensurate with this level of service.



Guests will enjoy amazing sea life views

A reception building, fitness centre, five restaurants and six bars, two pools, tennis courts, a dive shop, and nine-hole golf course will also be shore-based. Uniquely, guests will have a chance to pilot one of four 1,000ft-capable three-passenger personal submarines.

The project is the brainchild of Bruce Jones, the CEO of two submarine companies – US Submarines and Triton. With the design and engineering of the subsea structures already complete, the next step is to secure the capital to begin construction. It's estimated that completion will take two years once construction has begun.

Read more: <http://lei.sr?a=q6J8W>

Six Senses Bhutan

Bhutan

Opening: Q1 2016

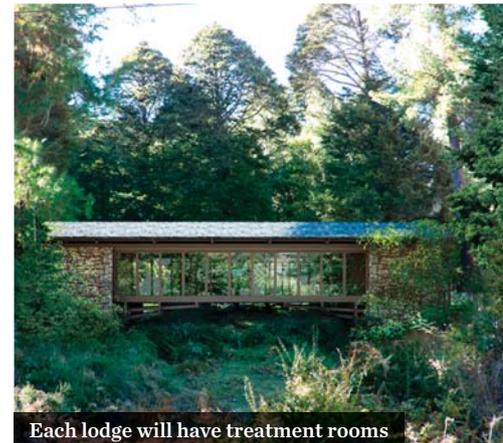
Six Senses is developing a travel circuit of five spas in the Buddhist nation of Bhutan – a country that is famously strict on development and tourism.

The spa lodges, located in Thimpu, Punakha, Phobjikha, Bumthang and Paro, will have a total of 90 bedrooms between them, and each will have between two to six treatment rooms.

The spa concept will be based on the country's unique standard of living indicator. Instead of a gross national product, Bhutan uses a gross national happiness (GNH) index, focusing on the wellbeing of its people, to measure its development as a nation.

The spas at each lodge will focus on a different strand of the GNH – covering everything from physical and mental wellness to environmental and social wellbeing – with a circuit of all five offering an extraordinary wellness experience that's unique to the country.

Details: www.sixsenses.com



Each lodge will have treatment rooms



One of China's first wellness communities will have 69 treatment rooms

Octave Living Destination Retreat

Suzhou, China

Opening: 2015

Work is underway on one of the first wellness communities in China. The Octave Living Destination Retreat is situated on the shores of Yangcheng Lake in Suzhou, which is billed as the 'Venice of the East'. In close proximity to the millions of city dwellers in Shanghai, the development's target market is the city's career professionals in their mid-30s to 50s.

A project of IMC Octave – the real estate and hospitality arm of Singapore-based diversified company IMC Group – the 69-bed hotel and 104 residential villas and 100 serviced apartments are being designed by NYC-based Tsao and McKown Architects and due for completion in early 2015.

GOCO Hospitality has worked on the feasibility and design of the 85,000sq m (914,932sq ft) wellness community, including an 8,000sq m (86,111sq ft) destination spa, integrated medicine and an executive health centre. The retreat will contain 69 treatment rooms and two aquatonic pools – one indoor and one outdoor – which offer experiences such as hydromassage stations using therapeutic jet streams, micro-bubbles and geysers to relieve stress and promote healing.

A thermal area by Deckelmann Wellness will offer male and female sections, plus a co-ed area with an indoor aquatonic pool and up to five other thermal experiences.

Elsewhere, a mind-body centre will offer activities like yoga and pilates, meditation spaces, and a fitness suite, along with an outdoor yoga area and meditation garden.

Read more: <http://lei.sr?a=a0s6J>



The retreat is on Yangcheng Lake and targeted at Shanghai city professionals



Shaolin Chi has been commissioned by the Shaolin monk monastery

Shaolin Chi Resort

Song Shan, China

Opening: to be confirmed

Wellness and design company Schletterer has been approached by the Shaolin monastery to design its very first resort and spa on the holy mountain of Song Shan, close to

the headquarters of the Shaolin monks. The initial plans are for a 119-bedroom hotel and a 5,500sq m (59,000sq ft) spa and medical wellness centre with extensive relaxation gardens with temples, meditation areas and water features. The spa will offer a combination of eastern and western practices and mind, body and spirit techniques.

Details: www.schletterer.com

The Brando

Tetiaroa, French Polynesia

Opening: Q3 2014

Deep Nature, a French-based spa and thalassotherapy consultancy, is working on the spa element of The Brando – an eco-resort on the Tetiaroa atoll, French Polynesia. The 12-island atoll was bought by the actor Marlon Brando in 1965, who fell in love with it while scouting for film locations around Tahiti for his movie *Mutiny on the Bounty*.

The Brando is owned and will be operated by Pacific Beachcomber, which

already has seven hotels in French Polynesia including four InterContinental. It will have 35 villas with a strong focus on the environment – all of the energy it uses will come from renewable sources like solar panels, deep ocean-cooling technology and coconut biofuel.

The spa will be located in a large planted area partly built over a tropical pond. It has a village style with facilities – three double treatment rooms, two steamrooms, a cold bath, relaxation area and tea lounge – housed in separate bungalows for a sense of tranquility, privacy and exclusivity.

Read more: <http://lei.sr?a=8j1g6>



Sylvia Sepielli is the spa consultant

Capella Niseko Resort

Hokkaido island, Japan

Opening: 2013

Capella Hotels & Resorts is preparing to launch Capella Niseko Resort on the Japanese Island of Hokkaido in 2013.

The resort has been designed by Japanese architect Tadao Ando with a 70-suite hotel and 149 residences. Capella worked with spa consultant Sylvia Sepielli to develop the treatments at Auriga Spa. They will incorporate Chinese and Japanese practices and reflect phases of the lunar cycle. Other facilities at the spa include onsens, a yoga studio, fitness centre and spa café.

The Capella will form part of the 462-hectare (1,142-acre) Niseko Village ski resort, which YTL Hotels bought from US company Citigroup in March 2010 for a reported JPY6bn (US\$67m, €50m, £42m) (see SB11/3 p46). YTL is to create a world-class, year-round village resort, with private residences and high-end leisure facilities.

Alongside it is an existing 506-bed Hilton Hotel – included in the original sale – and the 200-bed Green Leaf Hotel which reopened after renovation later in 2010 with a 100sq m (1,076sq ft) spa and onsen.

Read more: <http://lei.sr?a=R3m1O> ▶

► DEVELOPMENT PIPELINE ASIA & AUSTRALASIA

Desaru Coast

Johor, Malaysia

Phase one Opening: Q4 2014

The goal of Destination Resorts, a subsidiary of Khazanah Nasional Berhad which is the investment arm of the Malaysian government, is to put Malaysia on the international tourism map by funding and creating world-class leisure and residential developments across the country (see SB12/2 p32).

Its largest project is Desaru Coast in Johor, a 17km (11mile) beachfront integrated resort. The MYR3bn (US\$982m, €754m, £608m) development will include four luxury hotel and spa resorts, private houses for sale or lease, plus a retail mall, convention centre, two golf courses and three theme parks. The development of Desaru Coast will be in three phases, with the first phase due to open by the end of 2014. The hotel and spa resorts will be a combination of one six-star branded site managed by Amanresorts, one five-star



Desaru Coast will have a six-star development managed by Amanresorts

branded Sheraton Hotel & Resort, and two five-star properties managed by Malaysia's Archipelago Hotels & Resorts.

Archipelago will own and manage the Datai Desaru Resort, which will offer 64 suites and 35 pool villas set on a hilltop.

It will also own and operate the 384-bedroom Plantation Hotel, which is a new hotel concept being created by Destination Resorts and Archipelago that will cater to the family and theme park market. *Read more: <http://lei.sr?a=4A4Q5>*



It has the backing of the investment arm of the Malaysian government

Amble Resorts & Residences

Panama

Opening: 2014

A boutique jungle resort and spa built between old growth trees to blend in with the natural surroundings is being constructed on a Panamanian tropical island.

Amble Resorts' Isla Palenque resort is situated off Playa Palenque (the island's largest volcanic beach) and will offer 16 bedrooms, including 10 in luxury tented suites. The main part of the resort is expected to open in mid-2013, while a simple, open-air pavilion spa will follow in 2014.

In line with the resort's philosophy of completely connecting with nature, the bijou spa will use products made from locally sourced mineral clays, aromatic oils, and fresh botanicals. While other ranges will be supplied by local company Cloud Forest Botanicals.

Treatments will include an arrival day massage to replenish travel fatigue and



The resort is being designed to blend into its lush, natural surroundings

a morning massage to 'align' the body. Also available will be pre- and post-hiking and adventure massages as well as couple massages and wraps featuring natural ingredients and techniques inspired by local wellness practices.

The Isla Palenque resort represents the first phase of a 10-year development process. Upon completion of all phases, the site will have 220 homes on more than 400 acres (162 hectares).

Read more: <http://lei.sr?a=q2c8R>

Pro Natal Wellness

Mexico City, Mexico

Opening: Q4 2013

Pro Natal Wellness, a centre designed to promote a healthy and happy pregnancy, is set to open in the Santa Fe, a major business district in Mexico City, this September.

It will offer one of the first medically supervised maternity wellness programmes in Mexico and will be delivered by acupuncture specialists, homeopathy experts, nutritionists and wellness coaches.

The 900sq ft (84sq m) facility is an extension of the Medical Maternity Centre and will be located in the penthouse of the Bite

Medical Hospital. Facilities will comprise three treatment rooms, including a double room for couples, a relaxation lounge and a spa retail boutique. A standout experience is a steamroom infused with medicinal herbs from the Sonora desert which emulates a traditional Mexican temazcal. With a therapist monitoring the duration and temperature, the sessions are used to detoxify the body before pregnancy and to soothe the pelvic floor after the baby is born.

The treatments have been designed for each phase, before, during and after pregnancy, aiming to soothe and alleviate swollen feet, sore lower backs, swollen breasts, sciatic nerve pain and other general aches, which may be brought on by pregnancy.

Gynaecologist Dr Jesus Lujan, who is director of the Medical Maternity Centre, along with his wife Alexandra Volin have participated in the creation of the maternity wellness treatment menu in coordination with the consulting firm Mestre & Mestre Spa.

Unique educating programmes and seminars for breastfeeding, fertility and connecting with new born babies will also be key to the spa's offering.

All massage therapists will receive on-site specialised training on prenatal and postpartum by the hospital's medical team, allowing the staff to help with pregnancy related issues.

Read more: <http://lei.sr?a=l3H5U>



The first phase of Kittitian Hill will be complete by 2014

Kittitian Hill

St Kitts

First phase opening: Q4 2013

To be run by Sedona Resorts – the developers of Mii amo in the US – the US\$300m (€228m, £191m) Kittitian Hill development is spread over a 400-acre (162-hectare) hill-top with views over the Caribbean Sea. The architecture, interior and landscape design of the project is being created by Bill Bensley – the Asia-based architect responsible for iconic designs such as the Four Seasons Tented Camp in Thailand and the Coqoon Spa in Phuket.

Built around a village core, it will feature a mix of residential and holiday let cottages (90), villas (69) and townhouses (74), as well as a hotel. A 20,000sq ft (1,858sq m) 15-treatment room spa will be located on the edge of the resort, with a tropical rain-forest backdrop. Due for completion this November, the first phase of construction by Terra Forma Developments will include all 90 one-bedroom cottages, 15 villas and a par-72 golf course.



The US\$300m development has been designed by Bill Bensley and will be run by Sedona

The second stage, which is already underway, will focus on construction of the spa and village components – including the restaurants, shops, a golf clubhouse, a beach house, tennis courts, outdoor hot tubs and

the remainder of the villas – and is due for completion in the fourth quarter of 2014. The entire project expected to be finished by 2016.

Read more: <http://lei.sr?a=d9D6F>

Baha Mar Resort

Bahamas

Opening: Q4 2014

The US\$3.5bn (€2.66bn, £2.29bn) Baha Mar Resort mega development will cover 400 hectares (988 acres) along the white sandy shores of the Bahamas.

Four hotels totalling 2,200 bedrooms and a significant residential element will be built on the extensive complex scheduled to open in December 2014, as well as two spas and a large casino.

The property will centre on the 1,000-bed Baha Mar Casino & Hotel created by Kravitz Design offering a 100,000sq ft (9,290sq m) casino and a 30,000sq ft (2,787sq m) ocean-view destination ESPA spa. A villa and nightclub will also be designed by Kravitz Design – the creative firm of singer Lenny Kravitz.

Rosewood Hotels & Resorts® will run a 200-bed hotel, including 87 residences, as



There's a Rosewood, Mondrian and Hyatt hotel, plus one by Lenny Kravitz's design team

well as an 'intimate' Rosewood Sense® spa. Other hotel operators will include Mondrian and Hyatt.

The 20-acre (8-hectare) Beachfront Sanctuary will offer more than 14 pools and an eco-water park filled with Baha-

mian flowers and native trees, flamingos, sea turtles and stingrays.

Baha Mar is fully funded with US\$2.45bn (€1.86bn, £1.61bn) in financing from the Export-Import Bank of China.

Read more: <http://lei.sr?a=v3G3l>

The rig spa needs to attract investment



Oil Rig Platform Resort & Spa

Gulf of Mexico

Opening: Unconfirmed

Oliver Douglas, the principal and director of design for Morris Architects, has confirmed that the Oil Rig Platform Resort & Spa concept is still a 'live project' that's open to investment opportunities.

Back in 2008, the Houston-based team won the Radical Innovation in Hospitality design competition for its concept of transforming a decommissioned oil rig in the Gulf of Mexico into an eco-friendly resort and spa.

The proposition, based on deep sea, wind, solar and geothermal energy solu-

tions, includes 300 small bedrooms – where sofas turn into beds to capitalise on space – a state-of-the-art spa and fitness centre and seawater swimming facilities. It also has a focus water-based activities such as boating, snorkelling and diving. The target audience will be passengers on board cruise ships travelling between Mexico and the Caribbean.

In the next century, up to 4,000 oil rigs will no longer be used in the Gulf of Mexico. Removing them is an expensive process and involves sea life harming explosives.

Morris Architects initially had three clients approach the firm about developing the project, but Douglas says interest dried up in the economic downturn.

Details: www.morrisarchitects.com



There will be a zero-gravity spa

Mobilona Space Hotel™

Barcelona, Spain

Opening: Unconfirmed

US firm Mobilona is to invest €1.5bn (US\$1.9bn, £1.3bn) in a development featuring Europe's tallest hotel on a man-made island off the shores of Barcelona, Spain. The Barcelona Island project will feature a first of its kind Mobilona Space Hotel™ which promises to offer guests an "out of this world" experience by using immersive displays – virtual reality galleries providing panoramic impressions of the universe – throughout the building.

The 984ft (300m) Galaxy Tower, will house a hotel with 2,000 suites and residences. Prices will start at €300 (US\$386, £256) a night. Among the highlights will be the first zero-gravity spa. Guests will be taken in a Space Glider to the spa inside a high altitude park and tropical garden. Afterwards they can visit the Space Observatory for views of stars.

Mobilona, a young firm, is planning two other Space Hotels in Los Angeles and Hong Kong with an estimated value of US\$6bn (€4.7m, £4m). It will also create immersive technology centres to supply the surround experiences in the buildings.

Read more: <http://lei.sr?a=08V8x>



The 4,000sq m spa will overlook Lake Saimaa; there's also room for 150 spa villas on-site

Huhtiniemi spa resort

Lappeenranta, Finland

Opening: Q1 2014

Work has started on Huhtiniemi, a €70m (US\$91m, £56m) spa hotel and villas in Lappeenranta, eastern Finland.

The property will be owned in a joint venture between two Finnish property investment companies – Ultrivista and Conte Invest.

The resort will feature three interconnected parts – a 14-storey 350-bed hotel, a 4,000sq m (43,056sq ft) spa; and a 7,000sq m (75,347sq ft) space for 150 spa villas. Exact details of the spa facilities have not been disclosed, but it's believed that there will be a range of indoor swimming pools,



The hotel will have 350 bedrooms

a sauna world and a relaxation area offering views across Lake Saimaa.

The development will be built by Buildia, a construction company set up by the joint venture to deliver the project.

Read more: <http://lei.sr?a=J6v0P>



The €9m construction will use a type of buoyant polystyrene that allows the spa to float

Floating Gardens

Amsterdam, The Netherlands

Opening: 2014

It is estimated that up to €9m (US\$11.7m, £7.3m) will be spent on transforming a competition-winning sustainable floating spa concept into a commercial business.

Originally thought up by Dutch architect Anne Holtrop and Studio Noach (see p51) for a futures design competition for the Netherlands Architect Institute, Floating Gardens is due to open on lake IJmeer near Amsterdam's city centre in 2014.

The designers have also revealed what facilities will be featured. The ground floor will boast five saunas, two of which will have panoramic lake views; five pools and two

restaurants/bars (one dry and one wet). The top floor will house three treatment rooms and a large area for group therapy such as hot yoga.

Innovative treatments are likely to include elements of psychoneuroimmunology – which looks at how emotions and health are linked.

The development is being built using GreenRexwall, a type of recycled polystyrene which is stronger than steel and provides excellent insulation. It is also buoyant, which allows it to float. Botanical artist and engineer Patrick Blanc, has also come up with a way of coating the design in vegetation – using vertical gardens – so that it will breathe oxygen.

Read more: <http://lei.sr?a=R6u6E> and <http://lei.sr?a=M7R1s>



Botanical artist Patrick Blanc will create vertical gardens to cover the exterior



The spa hotel will use natural waters

Bath Hotel & Spa

Bath, UK

Opening: 2014

YTL Hotels, the hospitality division of Malaysia-based infrastructure conglomerate YTL Corporation, is to take on the development of a 98-bed spa hotel in the UK spa town of Bath.

YTL Hotels has acquired the project from Bath Hotel and Spa Limited (BHSL) – a joint venture between the Trevor Osborne Property Group and CP Holdings – for an undisclosed sum.

To be developed in a vacant hotel building, the new spa hotel will be one of the first in the country to use natural thermal water when it opens in 2014.

An initial development had already been undertaken by BHSL and construction began in 2012. YTL Corporation – which owns local water supply company Wessex Waters – has started drilling a new borehole to source water from Bath's natural hot springs. Meanwhile, Trevor Osborne, a co-owner of BHSL, is to provide ongoing advice as the project moves forward.

This development is the UK debut for YTL Hotels (see SB11/3 p46).

Read more: <http://lei.sr?a=Z3h0z> ▶



51° Spa Residences

Leukerbad, Switzerland

Opening: 2015

The Swiss Development Group has started work on a residential, hospitality and spa project in Leukerbad, in the heart of the Swiss Alps, where the Valais mountain's thermal waters have bubbled at 51°C since Roman times.

Situated 1,402m (4,600ft) above sea level, the site, designed by US architects Michael Graves & Associates, is set to host 28 luxury apartments boasting their own natural thermal whirlpools and outdoor 'moon bath' pools. It will also include a five-star resort hotel operated by Kempinski.

Meanwhile, US spa consultancy Under a Tree will be developing Spa 51°, a contemporary luxury interpretation of Russian and Alpine spa traditions. The 15,000sq ft (1,400sq m) spa is set to feature a fitness centre and outdoor lap pool, plus up to 10 treatment rooms which will connect to a European-style bathhouse with substantial hydrothermal experiences.

Bathhouse facilities will comprise a traditional Russian sauna – a high heat chamber that can reach temperatures of 100°C – a cooler tepidarium, an inhalation room, steamroom, plunge pool and resting area which lead to an indoor mineral pool joined by a swim-through passage to an alfresco hydromassage pool and gardens with views over the picturesque valley.

There will also be a separate expansive Banya Suite available for private bookings which will have its own Russian sauna, tepidarium, plunge pool and deluge shower, plus a lounge, dining facilities and treatment room and outdoor space with naturally-heated soaking barrels and cold plunge pool. In a recreational twist, the Banya Suite will be accessible to an on-site night club via a secret entrance.

Spa treatments and personal care services will be rooted in the theme of lifestyle wellness, leveraging the therapeutic effects of mineral water. Contrasting thermal experiences will be used to promote relaxation, aid detoxification and to help with sports conditioning and stress management. *Read more:* <http://lei.sr?a=g4X5k>



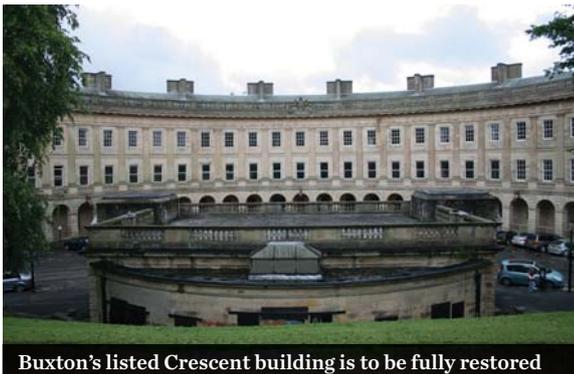
It will be one of the UK's first genuine spa hotels in more than 100 years

Buxton Crescent & Thermal Spa

Buxton, UK

Opening: Q4, 2015

The development of the UK's "first genuine spa hotel" for more than 100 years in Derbyshire, has moved forward with the signing of a landmark agreement.



Buxton's listed Crescent building is to be fully restored

Landowners High Peak Borough Council and Derbyshire County Council confirmed that an historic deal with the Buxton Crescent Hotel and Thermal Spa Company (BCHTS) for the scheme was secured on 2 April 2012. BCHTS has been created to deliver the development by the Trevor Osborne Property Group and CP Holdings, owner of Danubius Hotels.

The £35m (US\$56m, €44m) Buxton Crescent project includes restoring the listed Crescent building and Natural Baths and Pump Room. A 79-bed spa hotel incorporating the Natural Baths is at the centre of the plans. There will also be a 2,000sq m (21,528sq ft) natural thermal water spa, with thermal peat wrap and inhalation facilities. *Read more:* <http://lei.sr?a=v0V8i>



Akasha will have a street entrance

Café Royal

London, UK

Opening: Q3 2013

London's historic Café Royal – the once renowned restaurant and meeting place frequented by famous people such as Oscar Wilde, Virginia Woolf and George Bernard Shaw – reopened as a luxury 159-bedroom hotel (including six historic suites) in December 2012 and a spa follows in the third quarter of 2013.

After a reported £90m (US\$145m, €112m) lease deal and three-year refurbishment, the Regent Street property relaunched as the second member of The Set – a new hotel collection established by property entrepreneurs Alfred and Georgi Akirov.

The hotel has been designed by London's David Chipperfield Architects and Donald Insall Associates. The 1,200sq m (12,900sq ft) two-storey Akasha Holistic Wellbeing Centre day spa will have its own entrance at street level.

The upper floor will have a yoga and pilates studio and gym. The lower level includes a 19m (62ft) pool, five treatment rooms – three with whirlpools – private and public hammams, sauna and watsu pool. Elemental Herbology is the product house, and 4SeasonsSpa will provide the wet spa facilities.

Read more: <http://lei.sr?a=N8m2v> ▶

Mohammed bin Rashid city

Dubai, UAE

First stage opening: 2014

A new city is to be built in Dubai which will feature the world's largest mall, a theme park complex, 100 hotels and a number of spa and wellness resorts.

Plans for the new Mohammed bin Rashid city were revealed by prime minister and ruler of Dubai, sheikh Mohammed bin Rashid al-Maktoum.

As well as the gigantic Mall of the World, the city will also contain 100 hotels, a 455-acre (184-hectare) park and an international family attraction in collaboration with Universal Studios.

Located between Emirates Road, Al Khail Road and Sheikh Zayed Road, the development will be overseen by Dubai Holding, a global investment holding company owned by the sheikh, and Emaar Properties, the developer of the Burj Khalifa. Dubai-based real estate company Meraas Holding will develop the project with the first stage expected to be completed in 2014.

Plans for the new city are largely divided into four themes – family tourism, retail, art galleries and a “unique area that will provide an integrated environment for entrepreneurship and innovation in the region.”

Read More: <http://lei.sr?a=wOz2F>



The first phase is due in 2014



The mega-resort already has three spas and at least two more are being built

Saadiyat Island

Abu Dhabi, UAE

Opening: 2015

Two spa and wellness facilities are still to open on Saadiyat Island, the 27sq km (10sq mile) mega-resort off the coast of Abu Dhabi.

Scheduled to launch by June will be a DNA Integrative Medicine & Wellness Centre at the existing St Regis complex. The centre will be the global flagship for US-based DNA Health Corp which specialises in science-based personalised lifestyle medicine. It will offer holistic health and wellness programmes based on a combination of western medicine, advanced diagnostics, clinical therapies and centuries old eastern health traditions.

Meanwhile, hotel management firm Rotana is set to oversee a 354-bed and 13-villa beachfront property which is due to open in 2015. The resort will feature the group's signature Zen, the spa at Rotana and Bodylines health club.

There are already three spas open on Saadiyat Island. These include a two-treatment room spa as part of SBM's Monte-Carlo Beach Club which opened in 2010 and an Atarmia Spa with nine treatment rooms which forms part of the 360-bed Park Hyatt Abu Dhabi Hotel and Villas that opened in 2011.

Last year saw the arrival of a 3,500sq m (37,674sq ft), 12-treatment room Iridium Spa at the 377-bed St Regis Saadiyat Island Resort. Iridium is the in-house spa brand for St Regis.

Saadiyat Island is being masterplanned by the Abu Dhabi-based Tourism Development and Investment Company (TDIC). It has been designed as a cultural destination with a number of museums – including a Guggenheim and Louvre; as a beach getaway for tourists; and also as a business hub for international commerce. It will also feature exclusive waterfront homes for residents and one of the Gulf's first ocean front golf courses.

Details: www.saadiyat.ae

Water Discus Hotel

Dubai, UAE

Opening: Q1 2015

Plans are moving forward on a futuristic underwater hotel project in Dubai, which will allow guests to sleep with fish swimming outside their bedroom windows.

The Water Discus Hotel will have 21 submerged rooms, as well as 30 above the surface, a dive centre, luxury spa, two restaurants, a swimming pool and a helipad.

According to Bogdan Gutkowski, CEO of Big Invest, which is one of the partners in the project, the design concepts are now being finalised, talks are ongoing with investors and he is confident the hotel could open as early as 2015.

Read more: <http://lei.sr?a=z1a4j>



The ambitious Water Discus Hotel will offer 21 underwater rooms



The resort has a dramatic hilltop location

Alila Jabal Akhdar

Jabal Akhdar, Oman

Opening: Q4 2013

Alila Hotels and Resorts is on track to launch the first luxury resort in the remote mountainous Jabal Akhdar region in Oman by December 2013. Omran, the government-owned tourism investment,

development and management company, announced that it has passed the 60 per cent construction mark of its hilltop project, the Alila Jabal Akhdar Resort.

The project is currently 8 per cent ahead of schedule and Nasser Al Maqbali, COO of Omran said he expects the resort to become a pinnacle in the region's tourism sector and attract local and international visitors.

Set 2,000m (6,600ft) above sea level, the property will feature 78 bedrooms, six suites and two royal villas. Designed by P49 and with architectural consultancy by WS Atkins, the resort will also house a large luxury spa, a health and fitness club, a cliff-side restaurant and events space.

Exact details of the Alila Spa have yet to be confirmed but the treatment menu will follow the Alila philosophy of mixing locally-sourced ingredients with products from international brands.

Read more: <http://lei.sr?a=W6X2d> ▶



The resort is designed by P49 and will include a large luxury spa and a fitness centre



Screen icon Monroe exuded beauty

Marilyn Monroe Spas

USA

Opening: Q3 and Q4 2013

Niki Bryan, founder of Niki Bryan Spa Management Company, has partnered with ex-president of worldwide operations at Walt Disney Parks & Resorts, Al Weiss, to launch Marilyn Monroe Spas.

The themed concept will include spas, salons, nail boutiques and “other concepts” located around the world through a licensing agreement with Authentic Brands Group. Several openings are planned for Q3 and Q4 this year, though leases are still to be finalized before further details are released.

Bryan said: “Matching the allure and glamour of Marilyn Monroe with the beauty and spa industry is a natural fit and I’m thrilled to join Al Weiss on this venture.” A range of Marilyn Monroe spa products are under development too. *Read more:* <http://lei.sr?a=e9F8w>



The Senses Spa brand has been created by Walt Disney Imagineering

Disney – A Senses Spa

Saratoga Springs Resort, Florida, USA

Opening: Q3 2013

Magical Manicures and Princess Pedicures are staple treatments for Disney – a Senses Spa: the new family-friendly in-house spa concept for Walt Disney World which took over the responsibility of owning and running all of its spas from contract-operator Niki Bryan this January.

Developed by Walt Disney Imagineering, the design arm of Disney, Senses – a Disney Spa is a concept that aims to engage all the senses and is themed around three spa journeys: relax, renew or imagine.

The ‘relax’ journey begins with a strawberry elixir, has blue chakra lighting in the treatment rooms, incorporates lavender essential oils in the therapy and culminates with a strawberry basil anti-oxidant jelly.

The senses are further heightened with a signature scent of citrus and botanicals, a mix of wet and heat experiences and

healthy snacks in the relaxation areas such as nutritious cupcakes and cucumber and basil water.

The product houses, Éminence Organic as well as the SpaRitual nail brand, have been selected for their high quality ingredients, natural approach and their eco-friendly offerings.

The second Senses spa will open at Disney’s Saratoga Springs Resort at Lake Buena Vista Florida in July. It will feature 10 treatment rooms, steamrooms, whirlpools, relaxation lounges and a nail salon.

The first made its appearance at Disney’s Grand Floridian Resort last December. Other Disney owned and operated spas include six in health club locations and three salons. Ginger McLean, the group director of Senses spas says: “Owning and operating our spas, salons and fitness centres presents an exciting opportunity to provide legendary guest service... We will also be able to integrate spa experiences into vacation planning for guests more seamlessly.” *Read more:* <http://lei.sr?a=1C2M1>

Whole Foods Health Resort

Austin, Texas, USA

Opening: 2016

John Mackey, the co-CEO of US natural grocer Whole Foods Market chain, has told *USA Today* – the country's national newspaper – that the company wants to develop a resort and spa where people can go to learn about leading a healthier lifestyle.

Mackey suggested that the resort will be near to the company's headquarters in Austin, Texas which it is hoping to expand in the next three years. It is looking to partner with a hotel chain to operate the resort which, if successful, may be rolled out.

The inspiration for the resort came from a successful employee programme that the 346-store Whole Foods Market chain introduced to help improve eating and lifestyle habits, Mackey said.

The transition from selling healthy foods to promoting a healthy lifestyle is a natural evolution for the chain.

However, this is not the first time it's tried to penetrate the wellness market – back in 2006 it opened five pilot Whole Foods' Wellness Clubs in select stores. The education-based outlets offered yoga classes, cooking demonstrations and lifestyle consultations, but failed to get high enough footfalls.

Details: www.wholefoodsmarket.com

The Greenbrier

White Sulphur Springs, West Virginia, USA

Opening: Q1 2014

A cutting-edge medical complex is to be built at The Greenbrier, a luxury, health-focused resort in White Sulphur Springs, West Virginia, USA. The Greenbrier Medical Institute will be developed in phases in the 6,750-acre (2,732-hectare) grounds.

The initial US\$250m (€191m, £159m) stage will include a sports-medicine centre, a cosmetic surgery and lifestyle enhancement academy, a sports performance and

training facility and a boutique hotel. It will also comprise the relocation and expansion of the Greenbrier Clinic, a facility that's been offering preventative healthcare programmes to top executives since 1948.

The concept has been created by orthopaedic surgeon Dr James Andrews and healthcare developer Jack T Diamond.

The resort, which boasts 710 bedrooms, already has a 40,000sq ft (3,716sq m) spa, a casino and three golf courses. At the centre is a sulphur water spring which guests have sought out for medicinal purposes for more than 200 years.

Read more: <http://lei.sr?a=U9R7z>



The medical resort will include the relocation and expansion of the original clinic



The original Miraval is in Arizona

Miraval Natirar

New Jersey, USA

Opening: 2014

Miraval Resort & Spa in Tucson, Arizona has kicked off expansion plans with the announcement of its second destination at the Natirar estate in New Jersey, an hour from New York City.

Miraval chair Philippe Bourguignon previously told *Spa Business* to expect up to six new spa resorts (see SB12/4 p60). He said: "We invested in a total redesign to create the new Miraval Life in Balance Spa with Clarins. Now we have the ideal product, our plan is to duplicate Miraval. We need to go to upstate New York, south-east USA, southern California and northern California/Oregon – and maybe one more."

The second luxury resort, expected to open in 2014, will have an 86-bed hotel, a 20,000sq ft (1,858sq m) spa, a 10,000sq ft (929sq m) wellness pavilion, a 4,000sq ft (372sq m) yoga centre and a Miraval spa cuisine restaurant.

Miraval is co-owned by AOL founder and former chair Steve Case. *Read more: <http://lei.sr?a=P2N9a>*

Diary Dates

*Details of this year's
conferences, trade
exhibitions and networking
events for spa professionals
around the world*

13-15 MAY 2013

Beautyworld Japan

Tokyo Big Sight, Tokyo, Japan
This event will feature the latest products and services, as well as information on the latest trends in the Japanese and Asian beauty and spa sectors for the benefit of wellness industry professionals.
Tel: +81 3 3262 8939
www.beautyworldjapan.com

16-18 MAY 2013

Sustainable Cosmetics Summit North America

InterContinental New York
Barclay Hotel, New York, USA
This summit will explore some of the major sustainability issues facing the beauty and spa industries such as green formulations, packaging and marketing. Focal themes for this year's event will be novel green ingredients, marketing developments and consumer behaviour.
Tel: +44 20 8567 0788
www.sustainablecosmeticssummit.com

19-20 MAY 2013

Beauty UK

Nation Exhibition Centre, Birmingham, UK
Beauty UK will aim to showcase a wide range of products, equipment, services and training from beauty, holistic, nail and tanning companies.
Tel: +44 1332 227 690
www.beautyserve.com

20-21 MAY 2013

SPLASH! Pool & Spa Trade Show

Suntec International Convention & Exhibition Centre, Singapore
SPLASH! is aimed at spa and pool manufacturers, retailers, builders, contractors, architects, landscapers and service technicians interested in market directions, trends and new technology.
Tel: +61 2 9660 2113
www.splashexpo.com.au

23 MAY 2013

Eco-Cosmetics

Paris, France
Eco-Cosmetics is one of a series of Eco-Expert conferences for small/medium enterprises, as well as large industrial companies, consultancies and distributors specialising in organic products. The Eco-Food, Eco-Pack and Eco-Resto events follow in June, September and November.
Tel: +33 1 45 56 09 09
www.conferences-eco-experts.com

28-30 MAY 2013

Beautyworld Middle East

Dubai International Convention & Exhibition Centre, Dubai, UAE
As one of the largest international trade fairs in the region, Beautyworld Middle East showcases products for the beauty, cosmetics fragrance, spa and wellbeing sectors.
Tel: +971 4 389 4500
www.beautyworldme.com

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2-3 JUNE 2013

Organic & Natural Beauty Show

ExCeL, London, UK

This event is an international exhibition and conference for natural, organic, fair trade, sustainable, ethical, free-from and eco-friendly beauty products and nutritional supplements from around the world.

Tel: +44 20 7482 1000

www.naturalbeautyshow.com

3-4 JUNE 2013

Live Love Spa

Miami, Florida, USA

The first Florida edition of a series of USA-wide events designed to educate, promote and connect the spa community by offering a platform for wellness related companies to showcase products and services.

Tel: +1 800 728 1965

www.livelovespa.com

8-10 JUNE 2013

Beyond Color

Porte de Versailles, Paris, France

Beyond Color is one of the first exhibitions dedicated to the multicultural beauty, fashion, hair, wellness, vitality and lifestyle sectors.

Tel: +33 1 44 69 95 69

www.beyondcolourexp.com

9-10 JUNE 2013

Hair & Beauty 2013

Messe Frankfurt, Frankfurt am Main, Germany

Hair & Beauty 2013 offers a range of trends, styles, tips and expertise for hair, cosmetics, make-up and nail professionals.

Tel: +49 69 75 75 0

www.hair-beauty.messefrankfurt.com

13-15 JUNE 2013

Beauty Eurasia

Tuyap Exhibition Center, Istanbul, Turkey

In its ninth year, this exhibition aims to attract nearly 500 beauty industry vendors.

Tel: +90 212 603 33 33

www.beautyeurasia.com

18-20 JUNE 2013

HBA Global Expo

Jacob K Javits Convention Center, New York, USA

The HBA Global Expo features top suppliers for the cosmetics, personal care and fragrance industries from the USA, Europe, Asia, the Middle East, Canada and Latin America, showcasing new products and services.

Tel: +1 609 759 7611

www.hbaexpo.com

18-20 JUNE 2013

LOHAS Forum

Boulder Theater, Boulder, Colorado, USA

This event unites over 500 executives and 360 companies linked to 'lifestyles of health and sustainability' (LOHAS).

Tel: +1 303 998 9416

www.lohas.com

20 JUNE 2013

Forum HOTel & SPA

Four Seasons Hotel George V, Paris, France

The forum is composed of panel discussions, round tables, and the Black Diamond award for best European spa manager. Delegates include decision-makers, hotel executives, spa managers, owners and investors.

Tel: +33 1 42 40 90 77

www.forumhotspa.com

22-24 JUNE 2013

International Esthetics, Cosmetics & Spa Conference Las Vegas

Las Vegas Convention Center, Las Vegas, Nevada, USA

A leading conference and trade show where attendees are able to purchase products, see the latest trends and learn about the newest techniques on the market.

Tel: +1 203 383 0516

www.iecsc.com

14-16 JULY 2013

Cosmoprof North America

Mandalay Bay, Las Vegas, Nevada, US

This international beauty and cosmetics fair is an exclusive business-to-business cosmetic trade show for the industry. In 2012, it attracted 856 exhibitors and around 25,000 visitors.

Tel: +1 480 281 0424

www.cosmoprofnorthamerica.com

15-18 JULY 2013

National Wellness Conference

University of Wisconsin, Stevens Point, Wisconsin, USA

Presented annually by the National Wellness Institute, this conference is set to include professional development and personal enhancement programmes as well as wellness activities. National Wellness Institute programming focuses on six dimensions of wellness, which it defines as: emotional, occupational, physical, social (which includes environmental), intellectual, and spiritual. The conference programming typically includes a number of wellness industry related topics.

Tel: +1 715 342 2969

www.nationalwellness.org

15-18 JULY 2013

Cosmobeaute Asia

Putra World Trade Centre,
Kuala Lumpur, Malaysia

Manufacturers and service providers looking for importers and distributors to represent their products, equipment and services in the ASEAN region, will have the opportunity of not only dealing with potential representatives but will have the chance to meet salon and spa owners and beauty industry professionals.

Tel: +603 8023 0820

www.cosmobeauteasia.com

22-23 JULY 2013

Live Love Spa

Phoenix, Arizona, USA

This is the Arizona edition of a series of USA-wide events to educate, promote and connect the spa community by providing a platform for spa and wellness related companies to showcase their products and services.

Tel: +1 800 728 1965

www.livelovespa.com

25-28 JULY 2013

Thailand Health & Beauty Show

Bangkok International Trade
& Exhibition Centre (BITEC),
Bangna, Bangkok, Thailand

The Thailand Health & Beauty Show is said to be recognised in the industry as one of the region's most thriving trade events.

This year's event will put the spotlight on a complete range of quality beauty and healthcare products and services, bringing together manufacturers and buyers, traders and merchandisers as well as health and beauty professionals from around the world.

www.hbsfair.com

30-31 JULY 2013

Beauty Spa Expo

Pragati Maidan Convention
Centre, New Delhi, India

Beauty Spa Expo is expected to welcome around 15,000 visitors in 2013 with attendees including importers, distributors, retailers, beauty and hair salon owners, as well as a range of industry professionals, manufacturers and entrepreneurs.

Tel: +91 981 846 8554

www.spasindia.com

19-20 AUGUST 2013

Live Love Spa

New York, New York, USA

New to the Big Apple, this industry event is one of a series of USA-wide gatherings designed to educate, promote and connect the wider spa community by providing a professional platform for spa and wellness related companies to showcase their latest products and services.

Tel: +1 800 728 1965

www.livelovespa.com

24-25 AUGUST 2013

A5M Conference in Anti-Ageing & Aesthetic Medicine

Sofitel Melbourne on Collins,
Melbourne, Australia

The Australasian Academy of Anti-Ageing Medicine presents this health and medical conference. The theme for the 2013 conference will be Obesity and the Metabolic Syndrome: An Integrative Practice. This year's keynote speaker will be world-renowned endocrine expert and physician Dr Thierry Hertoghe.

Tel: +61 3 9813 0439

www.a5m.net

24-26 AUGUST 2013

Face & Body Northern California

McEnery Convention Center,
San Jose, California, USA

An annual expo held exclusively for skincare professionals in San Jose, California, focused on offering business solutions, treatment techniques and skin science.

Tel: +1 630 653 2155

www.faceandbody.com/california

25-26 AUGUST 2013

Sydney International Spa & Beauty Expo

Sydney Convention & Exhibition
Centre, Sydney, Australia

The Sydney International Spa & Beauty Expo is Australia's premier event for the spa and beauty industries, showcasing the latest spa and beauty products, treatments, ideas and equipment from the country's largest gathering of leading brands and suppliers.

Tel: +61 2 9422 2535

www.internationalbeautyexpo.com.au

5-8 SEPTEMBER 2013

3rd Balkan Spa Summit

Izvor Spa and Wellness Resort
Hotel, Arandjelovac, Serbia

The summit is an annual meeting of the Balkan spa, wellness and medical industries – this year under the aegis of the Serbian Spas Association – whose aim is to focus on the accomplishments of the Balkan spa industry through an exchange of theoretical and practical experiences. Attendees can take part in various workshops and open discussions relating to the latest news and information from the Balkans and Europe.

Tel: +381 34 700 400

www.balkanspasummit.eu

8-11 SEPTEMBER 2013

SPATEC Fall 13 North America

Rancho Bernardo Inn, San Diego, California, USA

SPATEC Fall 2013 will bring together the operators of leading American medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key leading domestic and international suppliers to participate in a series of one-on-one meetings taking place over two dedicated business days.

Tel: +1 214 592 4270

www.mcleaneventsinternational.com

9-11 SEPTEMBER 2013

COSMEETING Paris

Porte de Versailles, Paris, France

Brought to you by Beyond Beauty organisers ITEC World, this Paris-based event is set to feature more than 500 exhibitors from around 90 different countries and is aiming to offer comprehensive information on a range of care, hygiene, make-up and perfumery products and accessories. ITEC is anticipating that this year's event will attract over 20,000 visitors.

Tel: +33 1 44 69 95 69

www.cosmeeting.com

16-17 SEPTEMBER 2013

Live Love Spa

Los Angeles, California, USA

One of two California-based editions of a series of USA-wide events designed to educate, promote and connect the spa community by providing a platform for spa and wellness related companies to showcase their products and services.

Tel: +1 800 728 1965

www.livelovespa.com

18-20 SEPTEMBER 2013

WAVES Pool/Spa/Bath International Expo

Hall 7, Pragati Maidan, New Delhi, India

One of India's only events that brings together architects, builders, dealers, retailers, engineers, pool and spa companies, wellness professionals and customers for face-to-face interactions, live product demos, seminars and networking.

Tel: +91 11 4279 5061

www.wavesexpo.com

18-20 SEPTEMBER 2013

Sustainable Cosmetics Summit Latin America

São Paulo, Brazil

This event is part of a series of international summits that focus on the leading issues that the beauty industry faces concerning sustainability, natural, organic, fair trade and ecological products.

Tel: +44 20 8567 0788

www.sustainablecosmeticssummit.com

18-19 SEPTEMBER 2013

World Spa & Well-being Congress

Jupiter 14, IMPACT Exhibition & Convention Center, Bangkok, Thailand

Organised by the Thai Spa Association, this congress will be exploring the science and artistic merit of water. This is an opportunity to understand how water in all its forms (gas, liquid or solid) is or can be used in the spa and wellbeing industry. Nine technical experts and industry professionals from around the world will provide a wealth of information to leading professionals in the spa industry.

Tel: +66 0833 5205

www.worldspawellbeing.com/congress

18-21 SEPTEMBER 2013

World Spa & Well-being Exhibition

Hall 4, IMPACT Exhibition & Convention Center, Bangkok, Thailand

Held alongside the World Spa & Well-being Congress, this exhibition will give attendees a chance to get up to date on the latest industry trends and market events, to meet suppliers of products and services and to network with sector professionals.

Tel: +66 0833 5205

www.worldspawellbeing.com

19 SEPTEMBER 2013

Thailand Spa & Well-being Awards

Bangkok, Thailand

Staged during the World Spa & Well-being event, these awards include a 'people's choice' category.

www.thailandspaawards.com

22-23 SEPTEMBER 2013

Olympia Beauty

Olympia Exhibition Centre, London, UK

A show which includes product launches, treatment innovations and training developments, plus educational seminars.

Tel: +44 1959 569 867

www.olympiabeauty.co.uk

22-23 SEPTEMBER 2013

International Esthetics, Cosmetics & Spa Conference Florida

Broward County Convention Center, Fort Lauderdale, Florida, USA

Around 5,500 professionals attend this exhibition for skincare, wellness and equipment suppliers.

Tel: +1 212 895 8234

www.iecsc.com

8-30 SEPTEMBER 2013

The Hotel Show

Dubai World Trade Centre, Dubai, UAE
 The Hotel Show has been put together to provide a showcase of luxury and contemporary interiors, essential equipment and new technology suppliers, in addition to three-day conference programme detailing the latest trends and forecasts for the hotel and hospitality industry.
 Tel: +971 4 438 0355
www.thehotelshow.com

30 SEPTEMBER-2 OCTOBER 2013

ILTM Spa

Jumeirah Carlton Tower, London, UK
 A new invitation-only event, ILM Spa – in association with *Tatler Spa Guide* – is dedicated to the innovators of spa and wellness travel and this year will coincide with the annual Tatler Spa Awards. Buyers will be able to network with up to 70 exhibitors of some of the world's most indulgent luxury spa experiences.
 Tel: +44 20 8910 7074
www.iltm.net

3-5 OCTOBER 2013

5th Trade Show of Spa and Wellness Tourism in Central Europe

Sarvar, Hungary
 This event for the industry is a travel and trade show which offers meetings between the suppliers of natural spa, spa and wellness services from Slovenia and other European countries, and representatives of tourist agencies, tour operators, insurance companies and health institutions throughout Europe.
 Tel: +386 1 430 51 03
www.spa-ce.si

4-6 OCTOBER 2013

Salon Look Internacional

Feria de Madrid, Madrid, Spain
 A trading platform for those companies that are working in the Spanish beauty and aesthetics sectors.
 Tel: +34 91 722 57 38
www.ifema.es

5-6 OCTOBER 2013

Camexpo

Earls Court, London, UK
 Camexpo is one of only dedicated events representing the complementary, natural and integrated healthcare sector in the UK. It will feature 48 taster hands-on workshops, and 22 keynote seminars on topics such as detox and weight loss, nutrition for women's health and Chinese medicine.
 Tel: +44 1273 645 119
www.camexpo.co.uk

5-7 OCTOBER 2013

Global Spa & Wellness Summit

The Oberoi, Gurgaon, New Delhi, India
 The Global Spa & Wellness Summit is an international organisation that brings together a range of leaders and visionaries to positively impact and shape the future of the global spa and wellness industries. It includes panel-led discussions, general sessions, small group breakout sessions, as well as a number of hosted dining conversations. The first day includes the launch of the Global Wellness Tourism Congress which will bring together ministers of tourism and wellness tourism thought-leaders to help generate some strategies to promote and grown this fast-emerging travel category.
 Tel: +1 212 716 1205
www.globalspaandwellnesssummit.org

15-16 OCTOBER 2013

Wellness & Spa Experience Event

Gran Via – The Exhibition Centre, Barcelona, Spain
 Part of the Barcelona Piscina international aquatic exhibition, the Wellness & Spa Experience Event will focus examples of best practice in the wellness industry and will include speeches from experts from around the world.
 Tel: +34 93 233 2000
www.salonpiscina.com

21-23 OCTOBER 2013

Sustainable Cosmetics Summit Europe

Paris, France
 The European edition of the Sustainable Cosmetics Summit will bring together key stakeholders in the beauty industry, such as cosmetic manufacturers, ingredient and raw material suppliers, retailers and distributors, industry organisations and certification agencies, researchers and academics, as well as investors.
 Tel: +44 20 8567 0788
www.sustainablecosmeticssummit.com

21-23 OCTOBER 2013

ISPA Conference & Expo

Mandalay Bay Resort & Casino, Las Vegas, Nevada, USA
 The ISPA Conference & Expo taking place in Las Vegas provides spa leaders from across the globe with the opportunity to join together and access a range of high-level executive education sessions, the latest cutting-edge spa products and collaborative networking options.
 Tel: +1 888 651 4772
www.ispa2013.com



SPA BUSINESS MEETING

www.spameeting.com

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India & Russia
27 & 28
NOV 2013
Dubai

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23-25 OCTOBER 2013

ITB Asia

Suntec International Convention & Exhibition Centre, Singapore

More than 750 exhibitors, 600 buyers and 7,500 visitors from the Asian travel sector come together for this annual business-to-business trade show.

Tel: +65 6635 1188

www.itb-asia.com

25-27 OCTOBER 2013

The Yoga Show

National Hall, Olympia, London, UK

The ninth annual Yoga Show will again be held at Olympia in London. On offer will be free yoga and pilates classes, a yoga teaching conference, teacher training taster sessions, children's yoga, demonstrations and lectures. With more than 200 exhibitors, attendees will also find everything that they might need for their yoga and pilates practice together with inspirational products for a healthy lifestyle.

Tel: +44 1787 224 040

www.theyogashow.co.uk

3-5 NOVEMBER 2013

World Medical Tourism & Global Healthcare Congress

Caesars Palace, Las Vegas, Nevada, USA

This congress will feature up to 140 exhibitors and sponsors, and more than 100 expert industry speakers. Keynote speakers include Dr Marty Makary, best-selling author of *Unaccountable*, and medical tourism expert professor John Connell. Also scheduled is an exclusive networking platform, and executive summits, workshops and leadership awards.

Tel: +1 561 792 6676

www.medicaltourismcongress.com

4-7 NOVEMBER 2013

World Travel Market

ExCeL, London, UK

WTM is an established business trade show which will present a range of destinations and industry sectors to travel professionals.

Tel: +44 20 8271 2160

www.wtmlondon.com

7-10 NOVEMBER 2013

Slow Life Symposium

Soneva Kiri, Koh Kood, Thailand

This event convenes business leaders, scientists, NGOs, renowned thinkers and policy makers in a bid to help boost progress towards environmental sustainability.

Tel: +66 2631 9698

www.slowlifesymposium.com

11-12 NOVEMBER 2013

Sustainable Cosmetics Summit Asia Pacific

Hong Kong

The Asia-Pacific edition of the Sustainable Cosmetics Summit will attract leaders across all fields of the beauty industry.

Tel: +44 20 8567 0788

www.sustainablecosmeticssummit.com

12-13 NOVEMBER 2013

Spa Life UK

Wyboston Lakes, Bedfordshire, UK

Spa Life exposes spa professionals to new product innovations; industry insights; networking opportunities; and quality management education. It includes the CEO Summit, Spa Life Forum, and UK Spa & Wellness Conference.

Tel: +44 1268 745 892

www.spa-life.co.uk

13-15 NOVEMBER 2013

Cosmoprof Asia

Hong Kong Convention & Exhibition Centre, Hong Kong

Cosmoprof Asia is a leading Asian business-to-business beauty trade show event. All exhibits are divided into five themed sectors designed to cover the entire spectrum of the beauty industry. The sectors include Cosmetics & Toiletries (perfumery, cosmetics and toiletries); Pack & OEM (packaging solutions); Beauty Salon; Hair Salon; and Natural Health.

Tel: +852 2827 6211

www.cosmoprof-asia.com

14-16 NOVEMBER 2013

Anfas Hetex 5th International Health Tourism Exhibition

Antalya, Turkey

An exhibition has been put together to highlight the robust health tourism offering in Turkey. It is dedicated to Turkish companies delivering health-related services – including operators of health institutions, spa and wellness facilities and thalassotherapy centres, as well as those focused on sports, cosmetic, beauty and personal care treatments.

Tel: +90 242 462 20 00

www.anfashetex.com

18-19 NOVEMBER 2013

Live Love Spa

Napa, California, USA

Part of a series of USA-wide events which provide a platform for spa and wellness related companies to showcase their products and services.

Tel: +1 800 728 1965

www.livelovespa.com

20-21 NOVEMBER 2013**The Sleep Event**

Business Design Centre, London, UK
 This event on hotel design, construction, planning and investment appeals to a wide range of designers, architects, developers, contractors, consultants, owners, operators and investors. There will be keynote presentations, panel debates, Q&As, CPD seminars as well as informal networking opportunities for attendees.
 Tel: +44 20 7921 8407
www.thesleepevent.com

22-24 NOVEMBER 2013**SpaCamp**

Grand Tiroia, Kitzbuehel, Austria
 Meeting for the first time in Austria, attendees to this participatory event are a wide cross-section of people who suggest topics for the agenda themselves. In addition there are themed sessions, a varied programme of events and lots of time for networking.
 Tel: +43 66 289 0003
www.spacamp.net

25-26 NOVEMBER 2013**COSMEETING Middle East, India, Russia & Africa**

Meydan Hotel, Dubai, UAE
 A two-day business meeting event between 50 industry buyers and 50 manufacturers of cosmetics, cosmetic devices, nutricosmetics and wellness brands primarily in the Middle East, India, Russia and Africa. The event offers a opportunity for attendees to discover new brands, innovative concepts and emerging trends all in one place.
 Tel: +33 1 44 69 95 69
<http://me.cosmeeting.com>

27-28 NOVEMBER 2013**SPAMEETING AUTUMN Middle East, India & Russia**

Meydan Hotel, Dubai, UAE
 A two-day forum of face-to-face meetings between spa suppliers and decision makers from the Middle Eastern, Indian Ocean and Russian regions.
 Tel: +33 1 44 69 95 69
<http://me.spameeting.com>

27-30 NOVEMBER 2013**InterCHARM**

Crocus Expo, Moscow, Russia
 This event is an international exhibition of professional cosmetic and beauty salon equipment. It enables visitors to see the recent achievements in the beauty industry; learn the theoretical basis of the field; gain practical experience in applied aesthetics, cosmetology, nail technology and beauty salon management; learn about the latest trends in the industry; and acquire specific knowledge and skills to work in the beauty salon industry.
 Tel: +7 495 937 6861
www.intercharm.ru

3-5 DECEMBER 2013**Middle East Natural & Organic Products Expo (MENOPE)**

Dubai International Exhibition & Convention Centre, Dubai, UAE
 MENOPE 2013 is one of the only shows in the Middle East and North Africa that has been designed for natural and organic products, providing a platform for both international and regional companies to assess and enter the Middle East market.
 Tel: + 971 4 332 228
www.naturalproductme.com

9-10 DECEMBER 2013**Live Love Spa**

Maui, Hawaii, USA
 From an island which has won many Best in the World awards, this is one of a series of USA-wide events to educate, promote and connect the spa community by providing a platform for spa and wellness related companies to showcase their wares.
 Tel: +1 800 728 1965
www.livelovespa.com

FEBRUARY 2014**Beauty Asia**

Suntec Singapore, Singapore
 The 17th annual event for global skincare, spa, health and fitness industry professionals.
 Tel: +65 6299 8611
www.beautyasia.com.sg

FEBRUARY 2014**Kosmetik Expo**

Crocus Expo, Moscow, Russia
 An international exhibition for beauty professionals. About 250 leading Russian and foreign perfumery and cosmetics companies take part Kosmetik Expo.
 Tel: +7 495 937 13 18
www.ki-expo.ru

1-3 FEBRUARY 2014**Cosmobelleza & Wellness**

Gran Via M2, Barcelona, Spain
 The Cosmobelleza & Wellness international beauty trade show will provide a platform for those working within the hairdressing, aesthetics and wellness sectors to meet and talk business.
 Tel: +34 93 241 46 90
www.feriacosmobelleza.com

2-4 FEBRUARY 2014**SPATEX 2014**

Ricoh Arena, Coventry, West Midlands, UK
At its new Midlands-based venue, SPATEX will comprise exhibitors from the national and international pool, spa and wet facility sectors, and incorporate the industry's annual SPATA and BISHTA Awards.

Tel: +44 1264 358 558

www.spatex.co.uk

23-24 FEBRUARY 2014**Professional Beauty London**

ExCeL, London, UK

An exhibition for over 500 beauty brands, with a spa zone. Also includes the two-day Professional Spa & Wellness Convention.

Tel: +44 20 7351 0536

www.professionalbeauty.co.uk

MARCH 2014**Mondial Spa & Beauté**

La Grande Halle de la Villette, Paris, France

This event is for spa, beauty, make-up and nail professionals and includes conferences and talks in French and English.

Tel: +33 4 93 06 58 80

www.msbbparis.com

2-3 MARCH 2014**Esthetique Spa International Las Vegas Conference**

The Venetian Sands Expo,
Las Vegas, Nevada, USA

ESI is a trade show aimed at aesthetics, spa and medical spa professionals, providing an opportunity to network with hundreds of leading companies.

Tel: +1 866 772 7469

<http://spashowusa.com>

5-9 MARCH 2014**ITB Berlin**

Berlin, Germany

With around 110,000 trade visitors and more than 10,000 exhibitors from nearly 190 countries, ITB Berlin 2013 – a leading business platform for travel and tourism – saw attendance grow by 25 per cent on 2012.

Tel: +44 20 7886 3000

www.itb-berlin.de

9-14 MARCH 2014**International Esthetics, Cosmetics & Spa Conference New York**

Javits Convention Center, New York, USA

New York's IECSC in 2014 is set to feature exhibitors from the skincare, wellness and equipment sectors, plus educational classes.

Tel: +1 203 383 0516

www.iecsc.com/ny

21-23 MARCH 2014**Beauty Dusseldorf**

Dusseldorf, Germany

A trade fair for cosmetics, beauty and wellness professionals, attracting 50,000 trade visitors and 1,250 exhibitors.

Tel: +49 211 4560 7602

www.beauty.de

22-24 MARCH 2014**Face & Body Midwest**

McCormick Place West, Chicago, USA

A blend of advanced education, relevant products and networking opportunities, the Face & Body Midwest conference and expo is for the professional skincare industry.

Tel: +1 630 653 2155

www.faceandbody.com/midwest

11-14 APRIL 2014**Cosmoprof Worldwide**

Bologna, Italy

One of the world's most biggest beauty events, Cosmoprof Worldwide will include sectors on Beauty Salon & Spa, Hair, Perfumery & Cosmetics and Green Nature.

Tel: +390 2796 420

www.cosmoprof.com

13-14 APRIL 2014**Natural & Organic Products Europe**

Olympia, London, UK

Encompassing The Natural Food Show, Natural Beauty & Spa, Health & Nutrition and Natural Living, visitors will be able to source from thousands of products, research markets and network with industry peers.

Tel: +44 1273 645 125

www.naturalproducts.co.uk

17-19 APRIL 2014**InterCHARM Professional**

Moscow, Russia

A leading event in the professional cosmetics industry of Russia, the CIS and Eastern Europe, representing over 2,500 brands.

Tel: +7 495 937 6861

www.intercharmpro.ru

7-10 MAY 2014**SPATEC Europe**

Sheraton Rhodes Resort, Rhodes, Greece
SPATEC Europe brings the spa operators of leading European medium-to-large hotel resort, destination, athletic, medical and day spas together with key leading domestic and international suppliers over two days.

Tel: +356 9945 8305

www.spateceu.com

SECTION 1

WHO'S WHO?

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Movers & Shakers

Key figures from the global spa industry and beyond give their thoughts on spa trends, opportunities and threats and tell us about their backgrounds

Katie Barnes, editor, Spa Business Handbook

Nerio Alessandri

FOUNDER AND PRESIDENT, TECHNOGYM



Italian Nerio Alessandri was just 22-years-old when he founded Technogym in 1983. Today it is one of the world's leading manufacturers of equipment for wellness, fitness and rehabilitation – kitting out 65,000 commercial businesses and

100,000 homes. And for the last five years, it's been the official supplier of the Olympic Games. Many spa operators will know Technogym for Kinesis, the sleek-designed cable system it launched in 2005. However, driven by Alessandri's ambition, the company has always had a focus on well-being – something which is now, more than ever, key in the global spa industry. In 2003, Technogym launched the Wellness Foundation, a non-profit entity to support scientific research into health and promote a wellness lifestyle. More recently, in September 2012, it unveiled the Technogym Wellness Village – its new 60,000sq m (645,835sq ft) headquarters in Italy which has been billed as the 'healthiest office on earth', and includes an on-site medical centre and spa.

What was the reason for launching the Technogym Wellness Village?

There were two main reasons. Firstly, over the last 28 years, the company has grown very fast – by 2011 we had spread over 14 different locations in Italy. In creating the village, we've consolidated all our operations, productions, warehousing, logistics and management, allowing us to be quicker, more efficient and cut costs, meaning more innovative products at more competitive prices. We've been able to add a research and innovation centre – the R&D team is 200-strong – a Wellness University for training and product showrooms.

Secondly, we wanted to create a place that would inspire the industry about wellness. Wellness is not a concrete product. It's an experience, and in order to understand it, you need to live it. Wellness is made of design, technology, content, social relations, people. We wanted to create a destination where our customers, our partners and all the industry



stakeholders could come and understand our vision by experiencing it for themselves.

What's your favourite part?

The Wellness Centre [gym] – an entire 5,000sq m (53,820sq ft) dedicated to physical activity, including the complete Technogym product range. It's open (and free) to Technogym staff and partners such as field operators, customers and our Wellness University students. It's also key to the Technogym corporate wellness programme for our employees as we strongly believe that creativity and intellect go hand-in-hand with a healthy and efficient body.

Former US president Bill Clinton attended the opening of Technogym's new Wellness Village, which includes a large research and innovation centre

What innovations are you working on?

We're working on the Technogym Ecosystem, the first cloud-based platform in the field where anyone can access their own training programmes and content on all Technogym equipment, anywhere in the world using any personal device – the Technogym Mywellness key, a smartphone, a tablet, a smart TV or a PC. This platform allows people to enjoy

physical exercise while staying connected whether they're in the gym, at work, on the move or on holiday.

What are your longer-term ambitions?

Wellness is the lifestyle promoted by Technogym, aimed at improving people's quality of life by championing the benefits of regular physical activity, correct nutrition and a positive mental attitude. I strongly believe that wellness represents a great social opportunity – for governments to reduce health service costs, for companies to stimulate their staff to be more creative and productive and for

Prevention represents not only a business opportunity, but mostly a social mission to which we all should commit to improve people's quality of life and health

- ▶ all citizens to improve their health and daily lifestyle. In the future, we wish to become consultants of people, governments, institutions and companies in providing total wellness solutions and advice.

What will be the biggest health and fitness trends in 2013?

There's an ever-increasing understanding about the importance of a healthy lifestyle and regular physical activity. People will be training at home, in the office, outdoors and on holiday. The gym will become a sort of hub where people can go to get qualified fitness consultations on their workouts and to be guided on their physical activity and training inside and outside the gym. In this landscape, technology will begin to play an increasingly strategic role and this is why we developed the Technogym Ecosystem.

Is your life on track?

I feel very lucky because I have made my hobby become my job... it's like always being on holiday.

How would you, and your critics, describe you?

I'm very similar to athletes, once I reach an objective I already think about reaching the next one. My critics would say I'm too



The Wellness Village has been designed to offer an ultra-healthy work environment, as well as host customers, partners and stakeholders

meticulous, but I believe that true masterpieces are made of small details.

What is your impression of the spa industry?

I believe the benefits of spa treatments are clear. Relaxation is an important component of a healthy lifestyle, ideally with the combination of a balanced diet and regular physical activity to achieve further benefits.

What can the spa industry learn from the health and fitness sector?

Prevention is a key topic for spa and the for wellness/fitness industries. For a long time, Technogym has been advocating physical

activity and the wellness lifestyle as illness prevention and as medicine for the population's health. Prevention represents not only a business opportunity but mostly a social mission to which we all should commit to improve people's quality of life and health.

Is it possible to mix pampering and wellness?

Yes, in fact, I think taking time out for yourself is a part of wellness. However, to get maximum results it's important to have a mix of physical activity and spa treatments to bring total wellness of mind, body and spirit. This is also of benefit to the business; to attract people going to the gym at the spa and vice-versa.

And what's your favourite type of spa treatment?

I really enjoy a good back massage after a functional training session. ●

Cary Collier

PRINCIPAL AND LEAD DESIGNER, BLU SPAS, INC

As the principal of Montana-based Blu Spas, Inc, Cary Collier and his team have been involved with planning, designing and opening more than 300 spas in 30 countries. Collier first made a mark on the spa scene while creating indigenous-inspired spas for the Four Seasons in Bali in the 1990s with Collier & Collier Spas – a spa consultancy he ran with his wife Kim Collier. Back in the US in 1999, he saw a real need for better spa design, planning and management which led him to set up Blu Spas with business lawyer Doug Chambers. Notable projects he's worked on include the Fisher Island Club in Miami; the Salamander Inn and Spa, Virginia; and numerous Four Seasons spas worldwide including its spa in Hong Kong. Late last year, Blu Spas announced a strategic partnership with US-based consultancy WTS International to further expand and strengthen its presence in the market.

What are your biggest achievements in the last 12 months?

Entertaining the idea of a formal collaboration with a friendly competitor, WTS, and then working through the details of how best to make it happen. It's going to impact our business immensely – the things we couldn't do as a small company will now be possible with new resources. We're putting together a dream



team which will enable us to play in multiple arenas – medical, wellness, spa, fitness and personal care businesses – and we will be creating our own brands. It's the beginning of a new story and there will be a lot to tell.

Outside of spa, our biggest success has been being part of a team that's planning a new high school in Montana which has included winning a bond election to pay for the development and working on several committees to design and manage the process.

Overall, however, we're pleased to have survived 2012 – we're still here... continuing to fight the good fight and, personally, I'm thankful for my wife, our two girls, our home, where we live and what I do.

What's your background?

I started my career in Texas, owning an aerobic franchise called Waist Basket in the mid-80s. During an economic downturn, the business left me broke and I got a job as

a fitness instructor at Rosewood's Spa at the Crescent, Hotel Crescent Court in Dallas. Even back then the spa was offering some elements of wellness programming – something which many properties are trying to achieve now. At that time, executive director Toni Beck, a former director of The Greenhouse, was one of the creative business and concept drivers for the Spa at the Crescent. The other principal concept person was Robert Zimmer, the original president of Rosewood and one of its creators.

The Spa at the Crescent had wellness offerings that included yoga, pilates and PTs for every member and hotel guest. Additionally, it had a healthy juice bar and an ayurvedic medical doctor on staff who directed the treatment staff and instilled a focus on mind, body and spirit balancing. If transported to the present, all of this would be successful and on trend, but, at the time most of us thought it came from another planet. I was blessed to be there and I learned a great deal. I also met my future wife, Kim, who gave me my first-ever massage.

Thanks to Kim, we travelled, lived and worked in Hong Kong, Jakarta, Bali, Carmel and now, Whitefish, Montana, to raise our girls. Asia changed my life, opened my eyes and heart, inspired me and blessed me with a knowing that spas – learning how to create spaces and experiences for those who improve the lives of others – was my path, my life gift.

Is your life on track?

The last few years have been a wild ride, which I've lived with a 'get busy living or get busy ►

The projects I love and remember are those that had great and involved owners, and a superb team of consultants not afraid to push into undiscovered territory

► dying' mantra. I'm 54 years-old and my quest is not to strive for more, but to flourish with what I've got, with what gives me that glow of happiness. To know I've lived a good life, taken care of my family, nourished my body and soul and packed my bags for the next life when the time comes is the thing that gets me through whatever comes around the corner.

How would you, and your critics, describe you?

Bald. Thinks positively. Is creative and funny. Loves life. Puts his family first. Someone who's not a whiner.

My critics would say I'm bald too! After that, I'm not sure I care – take me or leave me. My intentions are good, so I'm open to listening to anything and I'm old enough to know that you never know where a good idea may come from.

What spa designs are you working on?

A wide variety of projects worldwide – from island spas in Hawaii to sites in the Caymans, China and the Middle East, plus a hot springs project in Montana which is fun.

What spa design are you most proud of?

Thankfully there are many, including a renovation at my home in Montana which features my favourite concept – outdoor showers. I'm



most proud of our work in Asia in the 90s. We were in the right place at the right time, spas didn't really exist then and it meant we had carte blanche to create a design. What we came up with – the concept of integrated indoor and outdoor spas with private courtyards for treatment rooms, lounges and locker wet areas; spa villas and suites for couples; and spa pools as a centrepiece – have stood the test of time. They still keep the guests, staff and owners happy.

For me, the projects I love and remember are those that had great and involved owners and a superb team of consultants not afraid to push into undiscovered territory.

What are the most common mistakes in spa design?

Flow. Often designers create a guest path which makes no sense or compromise an experience due to space. That said, areas that are too big and cavernous shadow the soul of a spa.

Blu Spas' design work can be seen at The Spa at Four Seasons Hotel Florence in Italy. Collier says he likes to work with natural materials like stone

As someone who used to managed spas and who now plans and designs them, it is inconceivable to deliver a stunning spa that cannot be properly serviced. The service path, sizing and locations of back-of-house and mechanical spaces, and a functional and comfortable respite area for staff are all mandatory. These areas are always on the chopping block during the planning process when space becomes precious, but we are always fighting for and correcting these spaces. It is inexcusable for any designer to neglect the operational requirements for any spa project.

What consideration do you give to materials when designing a spa?

We always match the colour palette and finishes of materials to the concept, while also



focusing on their sustainability, durability and how easy they will be to maintain and – if necessary – replace. Asking too many questions when picking materials should never be a concern, whether they are for front- or back-of-house.

My favourite materials to work with are rock and stone – I’m fascinated by all the shapes, colours, sizes which can be used indoors or outdoors and look good wet or dry. One of my mantras has been create ‘sensory sanctuaries’ and stone always plays a role in the script for our spa projects.

Blu Spas has been involved in the design of over 300 spas. Collier says the back-of-house operations design is as essential as the main spa aesthetics

What are the most exciting trends in spa design?

There are lots of possibilities to create new designs for wellness, fitness and spa food and beverage concepts.

We are working on a range of innovative approaches to sizing, functionality, as well as market-targeted accessibility.

If you weren’t doing this, what would you be doing?

An artist. Or maybe a towel boy at a sexy resort pool in Bali (with a big grin on my face). Or I’d be a fly fishing guide in the summer and a ski instructor in the winter.

What drives you?

Spending time with my family. Taking care of my body, mind and soul.

Also, playing outside in Montana, and exploring new frontiers. Believing in the bright side. ●

Elaine Fenard

MANAGING PARTNER, SPA STRATEGY

The foundation of spa success at Starwood Hotels & Resorts, undoubtedly one of the biggest players in the hotel and resort spa industry, was put in place by Elaine Fenard when she came on board as the group's first VP of spa development in 2001. Fast forward to 2013, and Fenard is the managing partner of Spa Strategy (see SB08/1 p22), a US-based consultancy which she became a partner of seven years ago. Spa Strategy has worked on more than 200 spa projects globally including the brand development of Talise for Jumeirah in the Middle East and the concept for Disney's Laniwai spa at its Aulani resort in Hawaii. Its focus is on building profitable spas from conception through to opening and, in mid-2012 it launched its business and executive coaching service programmes. Last year, Spa Strategy was acquired by product house Aromatherapy Associates to assist its spa partners, however, the company continues to work on independent projects also.

What impact has the Aromatherapy Associates merger had on your business?

It's enabled us to reach a wider range of clients and given us access to a wonderfully creative product company, plus our own clients will benefit from Aromatherapy Associates'



consulting and training services. The two companies already had similar visions and philosophies – to operate spas that are aesthetically pleasing, with high quality products and treatments, and that are profitable – so we've been able to create synergies while adding new dimensions to both businesses.

Why did you decide to launch your business and executive coaching services?

While we offer support for all elements of a spa business, we've found the biggest focus is on the financial aspects, specifically in revenue management.

To help identify good performance areas as well as those that require attention, we've come up with SpaVi – the next generation model for spa benchmarking. It's been created with our financial expert Jonathan Wackett and Claire Way who heads up Spa Strategy in Europe (and has 20 years in operating spas). SpaVi focuses on four key areas – customer capture; sales effectiveness and efficiency; staff performance; and property utilisation – areas we believe need to be reviewed on a regular basis. These areas are then divided into relevant sub-categories with variable benchmarks according to defining factors such as global, regional and local impacts, the number of hotel rooms, the size of the spa, the type of spa and where it's located. To ensure accuracy, we've also created very clear guidelines on how the benchmarks should be recorded and categorised.

How do you use the benchmark in your coaching?

We tailor the SpaVi benchmark programme according to our clients needs. We can assist people at all levels such as:

- Operators who want to compare their business to competitors, identify shortcomings, develop plans for improvement and then evaluate the results
- Owners who are looking to assess the value of their spa, or to select an operator, or who need some help configuring the best format for new builds
- Financiers who need to assess the validity of spa lending or investment opportunities



How are your coaching services delivered?

We provide the necessary tools and an experienced spa expert to guide and mentor the client in the specific areas they need via face-to-face meetings and over the internet. This could include anything a client may want to focus on, from a critical path to opening and reviewing design, flow and functionality plans to avoid costly mistakes, and financial analysis and marketing.

The best thing is that there is no fixed contract and clients only purchase the service when they need a solution. Basically if we don't add value immediately, the client can opt out.

How popular have they been so far?

We dedicated 2012 to testing and defining the services, but even without heavily marketing

Spa Strategy worked on Disney's Laniwai spa concept at the Aulani Resort in Ko Olina, where guests can try traditional Hawaiian therapies

around 10 per cent of our customers have benefited from them and demand is growing. So far projects have included a company which is rolling out mammogram centres across the US which wanted a spa feel in the flow and service elements; a city spa which was relocating and introducing new ideas into the design and concept; and an entrepreneur who's looking for the ideal space for a spa and needed assistance to build the business plan.

What's the key to running a successful spa operation?

Benchmarking is crucial – how else can you measure how your business is performing?

Accountability is essential. Spa executives should not expect things to just happen, they need to make sure someone is leading and that everyone on the team knows the goals and how they contribute. Also, creating ownership has the added benefit that it often leads to fresh ideas.

Finally, operators should seek mentors both within and outside their circle to avoid tunnel vision. Look at best practices in the industry but outside your area. For example, day spas are far more nimble at getting the message out and using yield management techniques through social media. Hotel spas are better at marketing (especially to groups) and PR as they can utilise the hotel's resources. Meanwhile, destination spas can offer a wider variety of services, cross train teams and are experts at integrating health and wellness services. ▶

There is definitely space for a wellness product that can bring together medical screening and alternative medicine with spa services

► **How has your spa career progressed?**

I left the UK in 1980 to work on a cruise ship. My intent was to travel while working. Two years later Coiffeur Transocean, which was later purchase by Steiner, asked me to go to its head offices in Miami to supervise cruise ship operations. My foray into the corporate world enabled me to put my own mark on a developing industry.

I went on to Starwood where I feel I had a hand in designing a worldwide spa strategy for a wonderful corporation. Then, in 2006 I moved to a small but growing company in Denver, Colorado – Spa Strategy. Each stop along the way helped me prepare for my next adventure and I've never looked back.

Is your life on track?

I love where I live, what I do and those I interact with! I wanted to travel, grow professionally, be challenged, build business, influence and mentor people and I've been able to do all of these things.

How would you describe the state of the spa industry?

It has regrouped and tightened its fiscal belt. Some businesses have fallen by the way side and many are reinventing themselves and consolidating. Spa revenues in the USA rose in general in 2012 – while growth is slow it's still



a good sign. The emerging markets present exciting opportunities, although development has levelled in 2012. Overall, I'm optimistic that we'll continue to see growth globally.

What opportunities are there for growth?

Spas will branch out in many different directions. Certainly there are opportunities for multiples, we've seen Dove and Massage Envy both escalate in the day spa arena, but still the spa market is in no way saturated.

The in-house spa model in hotels works best as resources can be shared with the rest of the property, so I believe the growth of hotel spa brands will continue.

There are opportunities for new structures, joint ventures and partnerships and I expect to see more of these in the future.

Spa Strategy worked on the concept and interior design of the Fern Tree Spa, at the award-winning Half Moon beach resort in Jamaica

There is definitely space for a wellness product that can bring together medical screening and alternative medicine, with spa services.

We haven't seen a good example of this yet – I think it would work best with individual brand names and providers partnering to offer their services in one environment like a healthy marketplace.

Then, of course, cyberspace holds opportunity too for loyalty programmes that will provide value for spa guests while offering spa and wellness educational forums at the same time.



What are the biggest threats to our industry?

One of the threats is complacency – not believing that we have to constantly evolve in order to meet the new demands of our business. As we become more sophisticated, then so do our clients.

Finding and developing talent has to be considered a threat. The next generation of spa leaders think differently and they want instant gratification. We need to guide them to the programmes and the tools that will allow them to grow and be successful in the work place.

A luxury spa suite at the Fern Tree Spa in Jamaica. Fenard believes that in-house hotel spa brands will be a key area of growth in the future

Where's your favourite spa?

Spas offer different things at different times. Cal-a-Vie in San Diego is one of my favourite US spas because of the atmosphere and its imaginative fitness programme which combines team building in a choreographed structure. Yelo in New York is a great city spa – it's upbeat and I like the nap concept where you can book five minute increments in

a pod for power naps. Of course, my favourite treatments are at the Aromatherapy Associates Boutique in London as they really are bespoke therapies tailored to your needs. In 2013, I'd most like to visit The Willow Stream Spa at the Fairmont Palm in Dubai as it promises authentic Middle Eastern experiences.

What advice would you give to industry newcomers?

Be ready to continually challenge yourself, set high expectations yet be flexible to new opportunities. Experiment with the many levels of opportunities; don't limit yourself. ●

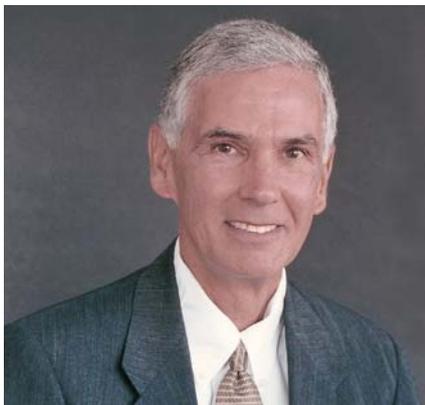
Gary Henkin

PRESIDENT AND FOUNDER, WTS INTERNATIONAL

Over the past four decades, Gary Henkin has driven the development of WTS International – a consultancy which started life as a small US-centric tennis services enterprise and has grown to become a major player in the global spa industry. Today, the privately-owned company employs 2,000 people around the world with 65 per cent of its revenues generated through contract spa management and all aspects of consulting. High-profile clients include Ritz-Carlton, Wyndham Worldwide and Trump International. In late 2012, the company further strengthened its position with the acquisition of the leading spa design consultancy Blu Spas, Inc for an undisclosed sum.

What have been your biggest achievements in the past year?

WTS has continued its expansion internationally working on projects such as the pre-opening and management of La Stejarii Country Club & Spa – a multi-sports and spa facility in Bucharest, Romania; and the planning and design consulting for the Tianjin Guanghe Valley Hot Spring Resort in China. We have also materially improved our internal infrastructure, resources and support offered by the firm both for our clients and to our contracted spa directors in such areas as financial management, marketing and sales, education and staff training.



In addition, we have joined forces with Blu Spas to create a truly unique niche in the spa industry from vision and concept development through to design, pre-opening and management. We have also recently appointed Alfredo Carvajal as our chief operating officer. Alfredo was previously executive vice-president for industry supplier Universal Companies and his main goal at WTS will be to oversee all operations worldwide and to consistently upgrade our client systems, recourses and training.

What do you expect to come from your partnership with Blu Spas?

We have high expectations that it will provide significant impetus for growth in the coming months and years. Blu Spas has spent many years creating visionary concepts for luxury spas for hotels, resorts and real estate projects worldwide. Combined with WTS' expertise in

pre-opening and spa management, it ensures the broadest range of services.

What innovations are you working on?

Increased customisation for the guest experience and using cutting edge technology in treatments such as hydradermabrasion, microcurrent machines and incorporating music/sound into the massage table/cradle.

We think online accessibility is key to boosting a spa's bottom line so we're also working on this with our spas. We're focusing on online booking channels via Facebook, the spa's own website and third parties such as www.btreated.com to fill unused time/space.

What spa trend is gaining momentum?

We expect that consumers and spa patrons will gravitate more to the growing trend of improving lifestyle and wellbeing through wellness offerings and programmes. Those operators who can tap into existing resources without additional costs will have an increased opportunity to raise their revenues.

More spa-goers are concerned not only about receiving a relaxing experience but also about getting results from their spa treatments. We believe that they will want to continue receiving results long after they leave the hotel or resort. Thus, there is a trend to have consumers continue their protocols, lifestyle changes and product usage at home.

In addition, we predict more spas will have a wellness and/or medical component associated with them, and that medical doctors will begin to incorporate spa treatments into



The Spa of Colonial Williamsburg in Virginia (above), and Blue Harmony Spa at Wyndham Grand Orlando Resort (right) are both WTS clients



their practices and begin talking about the value of massage, yoga and stress reduction far more than they have in the past. All of this will impact the way that spas operate and how they are promoted to consumers.

What are the most important KPIs for spas?

We focus on the following: raw payroll, which should be under 50 per cent of your expenses; retail to service ratio which should be 20 per cent; and operating expenses which should be 15 per cent or under. Something often overlooked is the average ticket price – the average revenue spent by a customer on any spa service, retail product or membership, etc. This should factor on any operator's radar screen, with a goal to improve it by at least 5 per cent a year. Even increasing it by that small percentage will generate substantial income for a spa without necessarily increasing traffic flow.

What are the barriers to growth in the industry?

The sluggish recovery of the economy (especially in the US), and the continued availability of consumer discount deal websites such as TravelZoo, Living Social and Groupon.

Is your life on track?

Yes! The company is growing in the right direction and in the right way. We are fortunate to have wonderful clients and to be surrounded by exceptional people and staff. On a personal level, I have a truly wonderful family and couldn't be happier.

How would you describe yourself?

I'm a person who really enjoys setting out a goal and accomplishing it. I have a true entrepreneurial streak which has led me to create and launch a number of successful enterprises and I'd like to think that will continue.

What drives you?

A desire to do my best, to succeed and to create a work atmosphere which will impact the lives of our associates, staff and their families. I enjoy, more than anything, the ability to mentor people as best I can, and it has been a real joy to see so many of our staff flourish at WTS and in other positions over time.

What advice would you give to someone coming into the spa industry?

Absorb as much as possible by reaching out to industry organisations and associations such as ISPA, and garner as much from conferences and literature as possible. However, nothing really beats practical experience, so for someone just entering the industry, it makes sense to join a team in a company like ours or gain experience by starting in a position at a spa which allows for growth – either from the ground up, or a management track. ●

Laurent Houel

GLOBAL BRAND DIRECTOR, EVIAN

Marketing and business development specialist Laurent Houel joined evian®, the iconic water company, in 2009 with the task of expanding the brand into new arenas. Spa was an obvious avenue and four years on an exciting new spa brand backed by a globally recognised group has arrived on the scene. The licenced evianSpa concept debuted at Palace Hotel Tokyo in 2012 as part of a US\$1.2bn refurbishment and is now poised for a strategic global rollout.

What's your background?

I've spent most of my career working in marketing and business development for FMCG and luxury companies. I started in Procter & Gamble and then moved to fragrance and cosmetics company Coty – that owns Rimmel and operates licenced brands such as the Calvin Klein and Chloé scents. In the luxury sector, I was VP of marketing for YSL on the cosmetics side and prior to evian was at LVMH.

Evian, which belongs to Danone, has a fantastic history and coming from the luxury business, where the heritage dimension is key, this richness really struck a chord. It was first discovered to have health benefits in 1789 and this spurred on the growth of the spa and thermal water traditions that the French Alpine town of Évian-les-Bains has built a whole industry around. When you come from the luxury sector having a rich heritage like this is extremely important.



How much did you know about spas beforehand?

Some of the luxury brands I worked for had spas and I was interested in the wellbeing sector, but I'm not an industry expert which is why I decided to team up with Patrick Saussey. Patrick used to be a business consultant for global companies like BearingPoint, but also had the knowledge of the spa industry as he'd been the managing director at After the Rain: a Swiss skincare and spa company. He set up his own consultancy, Global Project and Spa Advisory, a year ago and we started our collaboration then.

What was your first impression of the spa industry?

Initially, I was surprised by its diversity. There are traditional segments like day, urban, destination, medical and hotel spas

but the consumer experience can vary tremendously – even if it's part of a chain – as there's a diverse interpretation of wellbeing that's shaped by the personality of the local spa owners.

There's a fantastic richness, but at the same time, it can be very confusing for the guests to know what to expect. Many of them hesitate at having to spend a significant amount of money on something they don't understand.

On the positive side, I've seen many passionate people in this industry, who feel they have a real mission in developing the wellbeing sector. This is very invigorating.

What could the spa industry learn from the luxury sector?

First, that there is a need for absolute consistency in the spa offer. Everything counts from the product to the retail environment and the communication – everything needs to sync perfectly to create the same brand experience overall.

Second, is innovation. You must surprise your customers because if you stick to a recipe you lose the edge. Innovation, however, should stem from the original creation with solid marketing behind it.

Is the pampering spa image a damaging one?

The spa industry is very fragmented but I think there's room for the 'me time' approach as well as the harder health approach. But it's important that the industry starts to clarify these different segments for consumers.



How do you see consumers' needs changing?

There's a shift in wealth globally. New affluent travellers from emerging markets are joining the ranks. They're fond of brands and I think we'll see more branded offers in the upscale spa market. Luckily, this is a real plus for the evianSpa proposal as evian is already positioned as a well-respected and well-known premium product in these markets.

What are the opportunities for growth?

In the more developed spa markets, such as in the US and Europe, there's a gap for

The evianSpa concept was first unveiled in Tokyo, Japan, and will now be applied to one of the company's flagship properties in France

mid-market facilities targeting local consumers and focused on volume. A typical customer would be an office worker craving a break from the daily rush at lunch time for an affordable price, with a packaged experience in a branded chain. Or the mid-level executive longing for 'me time' at the weekend, who's yet to find a brand they can trust. Such businesses do already exist but there's room for more.

What are the biggest threats?

There's a lack of classification in spas. While the hospitality industry's star classification isn't fully aligned worldwide at least it exists. Not having any kind of trusted and shared rating for spas can really discourage guests. It's really difficult for newcomers to figure out where to go – how many times have you been asked by a relative for advice on what spa is best? Discipline and clarity is needed. There are efforts being made by companies like the Leading Hotels of the World and SpaFinder® Wellness – but when moving from the sheer luxury spa world it becomes quite a jungle. ►



Houel defines a great spa as a place that has the 'whaoow' factor, which is dictated by the look, feel, and quality of service offered to guests



► **What's the difference between a good spa and a great spa?**

A good spa will at least provide a good treatment which is at the core of what the guest wants. But leaving aside the other aspects of the consumer journey will make the spa fall short of entering the 'great spa' category.

A great spa will offer an excellent integrated consumer experience including outstanding service and execution from the first moment. It will have the famous 'whaoow' effect triggered by the look, feel, treatment, service and other elements. A great spa will make the guest remember vividly at least one thing they will be able to tell and spread among their relatives. Word of mouth is key in this industry.

What's your goal for 2013?

To become a player in the field recognised for its distinctive offer and seriousness. We want to sign a handful of new licences for projects that will see the light by 2015. Asia

is a key market for us, particularly China, South Korea, Singapore, Thailand, and Japan (beyond Tokyo). The Middle East and Russia are also interesting.

What are your longer-term ambitions?

To establish one spa flagship per key market targeted, in the right location and with the right partner. This can take some time as we really want something special. Clearly we've done this in Tokyo – how many opportunities do you have to go to a spa with a stunning view on the Imperial Palace gardens, a true contact with nature in the middle of a megacity?

Next will be in France where the priority is to implement our concept in the renovation of the Hôtel Royal – one of two properties we own in Évian-les-Bains, which is resort where evian spring water was first discovered.

Is your life on track?

Definitely yes. And I like the way you ask the

question 'do I have a direction, a way forward?' It's not about being just satisfied now, it's about feeling a movement, that leads you to a personal accomplishment. I am lucky enough to feel that, thanks to a very stimulating professional career at Danone, and a really happy personal life.

How would you describe yourself?

My take on myself: passionate, curious, forward-looking, business-minded, focused, an art lover and a reasonable cook! I also think I have real sense of entrepreneurship, the will to build, change, organise, and lead with a focus on people and team development. My critics would say: impatient, too demanding, at first cold and distant, sometimes too ironic.

If you weren't doing this, what would you be doing?

I'd be a chef, or if I couldn't for lack of talent, I'd be the closest partner to a great chef. ●

Michel Kreuger

CO-FOUNDER, STUDIO NOACH

In 2008, Dutchman Michel Kreuger – along with ex pro football player Kizito Musampa and architect Anne Holtrop – set up architectural firm Studio Noach to develop the Green Floating concept which uses recycled polystyrene to create floating buildings. With an investment of €9m, the design, which was originally thought up for a futures design competition for the Netherlands Architect Institute, is being turned into a commercial business. The first property, a spa, is set to open in mid-2014 on a freshwater lake just outside Amsterdam's city centre. Covered in a living wall of plants created by renowned botanist Patrick Blanc and featuring treatments to help the brain adapt and heal itself, this is set to be groundbreaking spa design

Can you explain the Green Floating concept?

It's all based on building on a foundation of recycled polystyrene, which is as strong as steel, but which can flex by 17 per cent and is also very buoyant and provides excellent insulation. This structure is coated by fibreglass and covered with a layer of vegetation on top of the building. We always knew that the carbon footprint of our buildings had to be neutral – we've actually gone one step further and made it carbon negative because the vegetation will convert CO2 to oxygen.



How did the partnership with Patrick Blanc come about?

The idea of having vegetation on the walls and roof came from the floating gardens created in the 1970s by the Dutch artist Robert Jasper Grootveld. We wanted to create a structure similar to that; when we teamed up with architect Anne Holtrop he said there's a better way of doing this – a new technique by Patrick Blanc, creator of the Living Wall.

Blanc's technique is based in the idea that you don't need soil to grow plants – all you need is sunlight, nutrients, minerals and water. He wraps a composite cloth mate-

rial around buildings, which just needs to be sprinkled with water for a few minutes each day – using this technique you can have plants on the side of walls.

It wasn't easy to contact Patrick Blanc, but when we did he got very enthusiastic about our idea because what we had created was an ecological loop – normally his vertical gardens use rainwater with added nutrients and minerals, but our concept building floats on fresh water so the plants can use that.

How did Kizito Musampa get involved?

I live on the canal close to the red light district, and one day I saw a Lamborghini with a Spanish licence plate. I kept seeing it and noticed the owner paying a parking meter – the meters in Amsterdam are some of the most expensive in the world. A few weeks later, I recognised the owner in a restaurant and offered him my spare parking permit – I was quite surprised when he turned out to be the professional footballer Kiki Musampa, a former Ajax player.

Months later we got closer, he got enthusiastic about my plans and he said he'd like to get involved. Kiki is originally from the Congo. His father is a professor of botanics, so he already had an interest.

Why is your first building a spa?

The original idea was to build houseboats, but when the housing market stalled we moved into wellness because it's a niche market. Even when the housing market dips, there is a still a demand for wellness and spas. ▶



► **Why are you launching it in the Netherlands?**

We're based in Amsterdam and we have a freshwater lake around 15 minutes outside the middle of the city. It's a place where you can relax and look over the horizon, while being very close to the city centre and the 17th century canals.

The Amsterdam local government is trying to move away from the image of the red light district and coffee shops and encourage more visitors interested in Van Gogh, Rembrandt and the canals. We think that sort of audience would be keen to go on a boat trip and spend half a day in the spa.

What facilities will the spa have?

It's a two-storey building. On the ground floor there will be four pools, including an outdoor infinity pool and a hot tub with views across the lake. There will be two restaurants/bars (one wet, one dry) and five saunas, including two with panoramic views of the lake.

The top floor will feature three treatment rooms and a large room for group therapy such as hot yoga. These rooms will all provide views over the lake.

What will set the Floating Gardens apart from other spas?

We are competing with four- and five-star city centre hotels. In these hotels, the spa facilities tend to consist of a pool and a sauna – sometimes in the basement – where the view is of someone else's genitals! In our case you have a beautiful view across the lake and gardens.

What kind of treatments will you offer?

Spas shouldn't just offer relaxation; change is what people are really looking for in order to obtain long-lasting peace of mind.

Areas such as psychoneuroimmunology, which looks at how people's emotions and health are related, and the links between stress and disease, will be explored in our spa treatments.

Under Blanc's living wall system a composite cloth material is wrapped around the exterior of the structure, allowing vegetation to grow

I've travelled around the world researching treatment ideas, but the Tibetan lamas I met in India and Nepal really opened my eyes. I learned that it's possible to not only change the mind, but also the structure of the brain. Today, pioneering experiments in neuroplasticity, a new science studying the brain's potential for change, reveal that we are capable not only of altering its structure but also of generating new neurons. There is now clear evidence that the brain can adapt, heal and renew itself. Our spa will offer this wealth of knowledge to its customers.

How is the project being funded?

Kiki is mainly funding the project. We are also currently in the process of negotiating a rollout of the concept to the rest of the world, although I can't say too much about that yet. We need to get the first spa out, so that we will have a flagship.

Who will the spa attract?

It will be quite high-end – it will attract four and five-star visitors. ●

Spas shouldn't just offer relaxation; change is what people are really looking for in order to obtain long-lasting piece of mind

Sheila McCann

GENERAL MANAGER, CHIVA-SOM

Sheila McCann was brought in to head up Thailand's Chiva-Som, one of the world's most famous destination spas, in late 2012. McCann started her career in spas as a therapist in Canada and over her 30-plus years in the industry she has worked for leading brands worldwide. Prior to Chiva-Som, she was the corporate director of spa brand quality at Asia-based Shangri-La Hotels & Resorts where she was responsible for the growth of 35 spas globally.

What's your background in spas?

I feel this career chose me, not the other way around. From a young age I would cut out articles on natural skincare, exercise and healthy lifestyles in different parts of the world. I would then take over the kitchen and make face masks, shampoos etc. I would race home from school at lunch to catch my favourite TV programme – a show on skincare and body-care presented by a glamorous Hungarian woman. Even science projects at school would be directed around a healthy theme.

I grew up in a Canadian suburb in a county that had more horses than humans. Few shared my interests and it wasn't long before the city lights of Montréal beckoned – after high school, I immediately signed up for an aesthetician course which required 2,000 hours of practice sessions. Soon after that I moved to Toronto where, I was fortunate to join Mira Linder which was the first salon in Canada to venture into the day spa market.



Mira, the namesake, and her daughter Lily, exposed me to European culture and therapies, luxury service environments and increasingly trusted me to further develop and run their fast growing business which went from five to 60 employees in five years.

How did your career develop?

At Mira Linder, I soon realised I'd need additional business knowledge for continued success. Lily and her husband John, whose own background was advertising, encouraged me as I studied marketing management, leadership, economics and business development part-time via degree and certificate programmes. I've now been a part-time student for over a decade as I love to learn!

As the Mira Linder business grew in reputation and volume, Lily attracted an amazing team of the finest specialty therapists. I saw first hand the difference between technical competence as a skill and how this can evolve into an art form with real grace and intuitive understanding. They showed me that when you love what you do, it's not work but a blessing in life – no matter what's thrown at you.

Hard work and dedication to continued learning brought me into the spotlight and eventually management roles. Unlike so many industry colleagues, I have continually invested in my own education and have been prepared to remain loyal to each business for long enough to see the true impact of changes over many business cycles. I believe this 'action learning' provided me with a vision of understanding and then ultimately enabled me to optimise my potential through a longer term view of business requirements.

How are spas viewed in the hotel industry?

The complexity of running a spa isn't understood by most hoteliers as most come up through food & beverage or the rooms division. They don't take spas seriously enough as an operation to ever really enable the full business potential, although, thankfully this pattern is starting to change.

Spa people bring a new dimension of understanding about the emotional needs of guests, as well as staff, because a therapy background gives tremendous insights into reading people, often beyond their expressed needs. ▶

► On an operations level, spa managers in a hotel generally have to be more self-sufficient as no one has done their role before and support may be limited, so ‘practical intelligence’ and self-reliance can be very good.

I’m not saying that others in the hotel industry don’t have this trait, just that this is often overlooked when it comes to spa managers. Their further development is almost ignored too, particularly in cultures where the status of women is more of an issue.

I think the solution is that spa managers and directors need to be prepared to put the time and effort in to ensure they don’t reach a plateau and stop growing. Areas that usually require improvement are insurance, risk management, finance, strategic business planning and forecasting. I’ve always been inspired by the actress Sarah Bernhardt’s quote ‘energy creates energy’ – we may not be able to change

The Chiva-Som property is now 18-years-old and will undergo an initial refresh in some of its service areas under McCann’s management



others initially, however, we can change how we react to them to eventually encourage them to see things differently. That’s what spa managers need to do!

You are one of only a handful of female general managers. What skills can women add to such a role?

It’s true – at the high-end, executive positions in hotels are largely a male domain. There are very few female general managers. Yet luxury properties offer a more personalised service which requires sensitivity to guests and staff – which is where women excel. Women’s instincts are a tool that can be deployed to develop the employee culture that is needed in the management of luxury properties.

I’ve always admired Robert Gaymer-Jones [CEO at Sofitel] for his pro-active support on female leadership. He was area vice-president for Marriott when I was a spa and leisure manager for the group in the UK and supported my MBA application for a part-time degree in hospitality and tourism at Oxford Brookes university. This led me to become an in-

house spa consultant for the group helping to develop new brands. We certainly need more people like him in the industry!

Is your life is on track?

I consider myself to be one of the most fortunate people in life – I truly love what I do! Life is definitely on track. My chosen career has allowed me to grow personally, professionally and to see the world. In trusting my passion, life has always led me to where I need to be.

How would you and your critics describe you?

I’m sincere, enthusiastic – indeed passionate – fair and values driven. I’m able to deal with both detail and take a helicopter view which is important. I seek a win:win in every situation, but I can only operate in high integrity environments as I find injustice intolerable.

Critics have said that I may be guilty of being a ‘steamroller’ when an idea takes hold and since then I’ve taken this on board. This year I am working on my listening skills.

How are you settling in at Chiva-Som?

Initially, it felt like looking at a puzzle that had 1,000 new pieces added a day... I began my new role in the middle of budgets, capital expenditures and strategic planning, but I also have an organic herb and vegetable farm with acres of orchids, an active environmental preservation programme and more than 350 staff to get to know. But – I’m loving it!

What are your goals?

To perform well as a female role model and as custodian of such an iconic brand for the industry. Chiva-Som represents a very special place in the lives of guests. As such, change needs to be approached with careful attention – some of our guests have already told me somewhat emotively the elements I cannot change!

Chiva-Som represents a very special place in the lives of guests. As such, change needs to be approached with careful attention

My first year goal is really to fully understand the current guests, their needs going forward and the business model in greater detail. While the property is 18-years-old and needs some refreshing, it's very hard to argue with success, so initially, it will be more about subtle nuances than major surgery. Short-term, we will refresh systems – guest profiles, automated report and communication forums – to support the operation better and revive enthusiasm because while the team are passionate about what they do, they've been doing the same thing for a long time and I want to open everyone's eyes to how we can improve things and keep the offer fresh.

Three months in, I have many ideas for development but the operation is a complex one and time and understanding will be essential to plan larger changes and keep the product relevant for future guest needs.

What are the challenges of running a wellness-focused destination spa?

Seamless communication – you need to ensure all staff members are aligned to your brand values, buy into the ethos and that you have guest-centric systems in place. The difficulty is differentiating services in a crowded market place. You need to understand what business you really want to be in as it's impossible to be all things to all people.



The Chiva-Som spa and wellness offering is one of the most comprehensive in the world. It includes watsu/floatation therapy (above)

What are the barriers to growth in the spa industry?

Time-based treatment sales that ignore advanced skill sets, service and ambience factors. They reduce everything to the lowest common denominator, especially in costs, and take away from the true value of a what a spa can really offer.

There's also the lack of investment in training the people, on top of the risk that hotel groups are placing less emphasis on spa management at group level. When the support is removed, quality may suffer.

How strong would you say the spa industry is in Asia?

At the moment, there's still good growth happening in the Philippines and in Indonesia. Overall, I would say that the market is buoyant, however, quality definitely needs to be maintained going forward. ●

Jeremy McCarthy

DIRECTOR OF GLOBAL SPA DEVELOPMENT AND OPERATIONS, STARWOOD HOTELS & RESORTS



As director of global spa development and operations for Starwood Hotels & Resorts, Jeremy McCarthy supports the spas for all its brands including St Regis, the Luxury Collection, Westin, Sheraton, Le Méridien and W (see SB10/3 p24). That's 400 spas in more than 100 countries with at least another 120 in development. He's worked in hospitality for 22 years and since joining Starwood in 2006 has helped develop and implement five in-house spa concepts. In addition, he recently completed a masters degree in Applied Positive Psychology at the University of Pennsylvania, Philadelphia and wrote the book *The Psychology of Spas & Wellbeing*.

How did you get into the spa business?

In 1991, I was working as a recreation manager at Four Seasons Santa Barbara, in California when we decided to open a spa. My background was in fitness – I was a personal trainer, swim coach and triathlete – so was excited to be setting up a small gym, but I didn't know anything about spas.

That turned into 14 years with Four Seasons opening and operating luxury spas around the world. After that, I spent a few years opening a gigantic new spa at the famed La Costa Resort & Spa in southern California and then I came to Starwood seven years ago.

What have been your biggest recent achievements?

My second son Max was born in January 2012, I published my book on *The Psychology of Spas & Wellbeing* and I updated our Heavenly Spa concept for Westin hotels by bringing in Aromatherapy Associates as the new product house and creating new treatments and marketing collateral.

Is your life on track?

I don't believe that there is such a thing as a track for life. So I feel my life is flying along completely off track... and that is exactly how it should be.

If you weren't doing this, what would you be doing?

I'd be a college professor. It's still my personal career goal – this year, for the third time, I taught an online course in positive leadership

as part of the Spa and Hospitality Management Certificate at UC Irvine in the US.

What are your goals at Starwood?

This is a long list. In 2012, we updated our Heavenly Spa and Shine Spa concepts for Westin and Sheraton, this year I hope to refresh our Away Spa concept for W and begin refreshing our Explore Spa concept for Le Méridien. We also have a ton of website projects around our spas. Long term, I'm always thinking about ways to better support and engage with all of our spa managers as they're the ones who really make things happen. In my spare time, we are also opening a heck of a lot of new spas!

What spurred you on to do a psychology degree?

I actually studied psychology as an undergraduate before I ever started my career in spas, and I've always believed it had a direct impact as this business is all about how we make people feel. My studies in positive psychology – which focuses on research around enhancing wellbeing – not only influence everything I do in the spa world, from facility design, to treatment development and leadership skills, they've led me to work on other projects for Starwood around driving customer service and enhancing workplace culture.

What did you learn from your recent trip around Asia?

I spent a lot of time in China as we have so much development there and in Asia going on



(75 new spas in total). It was a massive education and I'm still trying to process it all.

The Chinese spa market is an interesting juxtaposition of a growing middle class with a desire for greater luxuries, technology and modern conveniences, set against the backdrop of a rich history of ancient holistic healing traditions. There's a lot that we can learn from its holistic perspectives on health, thoughtful approaches to facility design (incorporating elements, nature and feng shui principles) and gracious humility in customer service.

There's so much change happening in China that spas need to be able to offer different things to different market segments. Some people want the typical spa journey we're familiar with in the west: you go to a locker room, use the facilities, wait in the relaxation area and then are escorted to your treatment room. But other guests expect a more traditional and private approach where you're escorted to your treatment suite so you can use the facilities in private. In some ways, this is like having two different spa experiences available under one roof. We have to ensure we meet the needs of both of these customers.

There's also a social aspect to spas in China. Spas are a place to connect with others, or even do business, in a very relaxed setting. The design has to allow for this interaction.

What changes will we see in spas?

I think we are on the brink of a total revolution in spa technology driven by tablets. In our Iridium Spas for St Regis, for example, the guest no longer has to check in at the front desk. They're escorted directly to the relaxation area and we can check them in using mobile devices. At the new Shine Spa at the Sheraton Macao, guests are provided an iPad where an app helps them determine their signature elements (earth, wood, metal, fire, water, or air) so that we can better personalise the treatments to their needs. Soon, booking appointments, checking in, spa waivers, evaluation forms, spa tours, spa reading materials and more will be on touchscreen devices.

What are the biggest threats to growth?

I don't necessarily think there's a big threat to growth, but I do expect to see continued diversification. We're seeing this happen now



The ITC Mughal in Agra, India, is part of Starwood Hotels & Resorts' worldwide collection, and its five-star facilities include The Royal Spa

with the growth of medical spas or the Massage Envy franchise model. The prototypical spa has not changed much in the last few decades, and so the industry could use some fresh innovation and creativity to keep growing.

What are the biggest opportunities?

A lot of the global spa growth will come from emerging markets such as China, India and Russia. The success of Massage Envy has shown that, even in wealthier nations, finding new business models to make spas more accessible to a wider audience is a key driver.

Anyone who wants to get into this industry should differentiate from everyone else. Offer a spa for families, or a literary spa that hosts book discussions, or a spa that does only walk-in business – no appointments needed. There's a huge market out there that's not been tapped into as most of the existing spas are fighting over the same customers. ●

Trade Associations

Our Trade Associations section gives up-to-date details of national spa associations and organisations around the world. We've split them up into global regions and countries for ease of reference with those representing spas across the world at the end

AFRICA

Spa Association of Africa (SAA)

C/o Executive Services Ltd, 2nd Floor, Les Jamalacs Building, Vieux Conseil Street, Port Louis, Mauritius
E: info@spaassociationofafrica.com
www.spaassociationofafrica.com
Region represented: Africa
Description: The Spa Association of Africa (SAA) was established in 2010 by Elaine Okeke, founder of spa consultancy SPALOGIQUE. It works alongside national and regional tourism boards, educational institutions and operators to set quality standards and encourage education and preventative health measures in the spa and wellness industry in Africa.

MOROCCO

Moroccan Spa Association (A-SPA-MAROC)

4 Rue Sebou Angle Rue Taha Housseine, Ler étage no2 Quartier Gauthier, Casablanca, 20000, Morocco
T: +212 666 35 36 42
E: aspamaroc@gmail.com
Country represented: Morocco
Description: This association represents the Moroccan spa industry – spa operators, hoteliers, architects and product vendors – with one voice on matters related to government legislation and other interests such as tourism. It provides a platform for professional discussion, educational matters and industry news.

SOUTH AFRICA

South African Spa Association (SASA)

PO Box 81204, Parkhurst, Johannesburg, 2120, South Africa
T: +27 11 447 9959
E: info@saspaassociation.co.za
www.saspaassociation.co.za
Country represented: South Africa
Description: SASA aims to be an ambassador for the South African spa industry and related areas like health and wellness, tourism and hospitality, education and training. Members include professionals in the wellness, health and skincare, healing, medicine and spa sectors. SASA publishes the annual *SA Spa Association Spa Index*, a consumer reference guide showcasing the top spas and spa brands in Africa.

ASIA-PACIFIC & AUSTRALASIA

Asia Pacific Spa & Wellness Coalition (APSWC)

14 Amber Gardens, 09-04 Amber Park, Singapore #439960
T: +65 9777 3204
E: info@apswc.org
www.apswc.org
Regions represented: Countries in Asia
Description: The APSWC acts as a bridge between national spa associations in Asia to foster growth and development of the

spa industry at a regional and local level. It holds an invitation-only Strategic Planning Forum each year, as well as a periodic spa study tour for industry professionals.

AUSTRALIA

Australasian Spa Association (ASpa)

PO Box 149, Southland Centre,
VIC 3192, Australia
T: +61 430 033 174

E: info@aspaassociation.com.au
www.aspaassociation.com.au

Region represented: Australasia

Description: ASpa aims to enhance communication and networking between members; raise awareness of the industry; deliver information, resources and member benefits; set and implement industry standards; and provide education.

Australian Association of Massage Therapists (AAMT)

Level 6, 85 Queen Street, Melbourne,
VIC 3000, Australia
T: +61 1300 138 872

E: info@aamt.com.au
www.aamt.com.au

Region represented: Australasia

Description: AAMT was formed in 2003 following the amalgamation of five major massage associations across Australia. Its commitment is to uphold, promote and educate about best practice in the field of massage therapy. It also maintains a register of qualified member practitioners.

BALI

Bali Spa and Wellness Association (BSWA)

Yayasan Bali Spa, PO Box 2204, Kuta, Bali
E: info@balispawellness-association.org
www.balispawellness-association.org

Country represented: Bali

Description: BSWA was established in 2005 to develop and promote Bali's spa offerings through education, the exchanging of ideas, networking and growth initiatives – including monthly meetings for spa industry professionals.

CHINA

China Spa Association

1408 Golden Bell Plaza, 98 Huaihai Zhong
Road, Shanghai 200021, China
T: +86 21 5385 8951

E: info@chinaspaassociation.com
www.chinaspaassociation.com

Country represented: China

Description: This non-profit association helps to develop and promote the spa, health and aesthetics industries in China. Members benefit from educational workshops, newsletters and industry updates, regular meetings and events, as well as the opportunity to network with professionals from other international spa organisations.

INDIA

Indian Spa and Wellness Association (ISWA)

Natraj CHS, Plot No 15, Office No 10A,
Sector-4 Sanpada (E),
Navi Mumbai 400705, India
T: +91 982021 6022

E: contact@iswa.in
www.iswa.co.in

Country represented: India

Description: Part of the ISWA's remit is to address industry concerns on standardisation, training and education. It also aims to promote the country's traditional healing systems such as ayurveda and yoga, in a form acceptable to international spa users.

Spa Association of India (SAI)

M1 Palika Bhawan, Sector 13, R K Puram,
New Delhi 110066, India

T: +91 995 889 5151

E: info@spaassociationofindia.in
www.spaassociationofindia.in

Country represented: India

Description: SAI was launched to develop and maintain standards in the Indian spa industry. It works alongside national and regional tourism boards as well as operators, manufacturers and distributors to set quality standards and encourage education and preventive health and hygiene measures in the sector. A key goal of SAI is to set up a system of training accreditation in the country. Members are professionals in the spa, wellness, health, skincare, healing and medicine sectors.

Spa & Wellness Association of India (SWAI)

62A Embassy Building 44,
Nepean Sea Road, Mumbai,
Maharashtra 400006, India

E: info@spaandwellnessassociation.com
www.spaandwellnessassociation.com

Country represented: India

Description: The Spa & Wellness Association of India represents the interests of the professional spa and hospitality sectors. It serves the industry through a number of core competencies: the preservation and protection of India's traditional therapies; education opportunities; government advocacy; tourism promotion; commerce activities; research/statistics; and media relations.

JAPAN

The Federation for Japanese Spa Associates

www.j-spa.jp

► **Japan Ryokan Association**

www.ryokan.or.jp

Country represented: Japan

Description: Ryokans are traditional Japanese inns with onsen bathing facilities. The ryokan association was inaugurated in 1948 and members include 1,200 well-respected ryokans. Its goal is to ensure safe and reliable accommodation facilities.

Nippon Spa Association

www.n-spa.org

MALAYSIA

Association of Malaysian Spas (AMSPA)

C/o Energy Day Spa, Lot 4, Level 4,
Great Eastern Mall, 303 Jalan Ampang,
Kuala Lumpur 50450, Malaysia
T: +603 4253 3478

E: info@amspa.org.my

www.amspa.org.my

Country represented: Malaysia

Description: AMSPA's mission is to become a 'voice of wellness' and act as a central body for the area's up and coming spa industry. Significantly, it works with the country's Ministry of Tourism on its spa rating system.

Malaysian Association of Wellness and Spa

www.mawspa.org

THE PHILIPPINES

Spa and Wellness Association of the Philippines, Inc (PhilWell)

Room 412, Office of Product Research and Development, Department of Tourism, TM Kalaw, Manila, Philippines
T: +63 917 546 6738

<http://lei.sr?a=q2e2n>

Country represented: the Philippines

Description: PhilWell was established in 2004 to promote and protect the wellness spa industry in the Philippines and to position the country as a major destination in the global spa arena. It's committed to ensuring standards of excellence in spas across the country.

Spa & Wellness Association of Cebu (SWAC)

Colon Corner, Junquera Street,
Cebu City, Philippines 6000

<http://lei.sr?a=G8h4g>

Country represented: Cebu – the capital of the Philippines

Description: SWAC is the official organisation of the wellness industry in Cebu, recognised by the capital city's business community, government agencies and other organisations. Its goal is to analyse the direction of the industry to help it grow and realise its full potential.

SINGAPORE

Spa Association Singapore (SAS)

77 Robinson Road #06-05,
Singapore 068896

T: +65 6223 1158

E: secretariat@spaassociation.org.sg

www.spaassociation.org.sg

Country represented: Singapore

Description: SAS represents professional spa operators in Singapore. It works closely with the Singapore Tourism Board, Police Licencing Division, International Enterprise (a government agency for economic development in Singapore) and other bodies to help member spas develop.

Spa & Wellness Association of Singapore (SWAS)

28 Sin Ming Lane, #05-143, Midview City,
Singapore 573972

T: +65 6513 7315

E: secretariat@spaandwellness.org

www.spaandwellness.org

Regions represented: Singapore and Asia

Description: SWAS aims to create growth opportunities for its members locally and internationally via monthly networking sessions, trade shows and educational programmes. SWAS actively promotes integration between the spa, beauty and wellness markets and engages in dialogue sessions with government agencies.

THAILAND

Phuket Spa Association (PSPA)

www.spaphuket.org

Samui Spa Association

www.samuispaassociation.com

Thai Lanna Spa Association

www.thailannspaassociation.com

Thai Spa Association (TSPA)

10/167 The Trendy Office, 20A Floor,
Unit No 20A02A, Sukhumvit Soi 13
(Sangchan), Sukhumvit Road, Klongtoey-
Nua, Wattana, Bangkok, 10110, Thailand
T: +66 2168 7094

E: info@thaipaassociation.com

www.thaipaassociation.com

Country represented: Thailand

Description: The Thai Spa Association was established to promote and develop the spa industry in Thailand and last year it organised the very first research into Thai spa-goers which was conducted by Intelligent Spas (see p102). Members benefit from educational newsletters and seminars, regular meetings and events, and the opportunity to network with spa professionals from Thailand and other international spa organisations.

CENTRAL & SOUTH AMERICA

ARGENTINA

Association of Argentinian Spas (AAS)

Av Medrano 1709, 7 Ciudad de Buenos Aires, Buenos Aires 1425, Argentina

T: +54 11 4825 4235

www.asociacionspa.org.ar

<http://lei.sr?a=X2s6i>

Country represented: Argentina

Description: For the last six years, the AAS has been representing health and wellbeing centres across Argentina.

Its members include physicians, dermatologists, aestheticians, nutritionists and massage therapists as well as product and equipment suppliers. The AAS aims to advance the spa industry by providing education and training and promoting the value of the spa experience.

BRAZIL

Association of Brazilian Clinics and Spas (ABC Spas)

Room 15, Rua Caio Prado 267,

São Paulo 01303-001, Brazil

T: +55 11 2307 5595

E: contato@abcspas.com.br

www.abcspas.com.br

Country represented: Brazil

Description: ABC Spas is a non-profit organisation which was founded in 2002 to represent the Brazilian spa market, by promoting and organising events, attracting investors and fostering local spa business developments.

Brazilian Wellness Association

www.abqv.com.br

THE CARIBBEAN

Caribbean Spa & Wellness Association (C-SWA)

T: +1 868 299 8097

E: info@caribbeanspawellness.com

www.caribbeanspawellness.com

Region represented: the Caribbean

Description: In early 2013, C-SWA launched the Development and Promotion of the Caribbean Health and Wellness Tourism Sector project with the goal of making the Caribbean a leading spa destination by 2015. The project is supported by Caribbean Export and financed by the UK's Department for International Development. The association was first established in 2006.

EUROPE

European Spas Association (ESPA)

50 Rue d'Arlon, Brussels B1000, Belgium

T: +32 282 0558

E: office@espa-ehv.eu

www.espa-ehv.com

Countries represented: 20 across Europe
Description: This year, ESPA published the first fully comprehensive book of quality standards – including 1,000 criteria and covering over 30 laws – for medical spa and wellness providers across the continent. The criteria must be met to gain ESPA's EuropeSpa Med certificate which it launched last year. Its other quality standards include EuropeSpa and the EuropeSpa wellness certificate. Founded in 1995, ESPA is an umbrella body for 20 national spa associations in Europe. It focuses on promoting spas and balneology and on ensuring that natural remedies from water, soil and the climate are readily available to the European population.

BULGARIA

Bulgarian Union for Balneology & Spa Tourism (BUBSPA)

15 Tvardishki Prohod Str, Sofia 1404, Bulgaria

T: +359 2 942 7130

E: office@bubspa.org

www.bubspa.org

Country represented: Bulgaria

Description: BUBSPA presents and promotes Bulgaria as a modern spa and wellness destination to all tourist markets.

National Association for Spa & Wellness Tourism (NAST), Bulgaria

03 Bistritsa Str, Sofia 1000, Bulgaria

T: +359 2 981 3015

E: nast.bulgaria@mail.bg

Country represented: Bulgaria

Description: NAST cooperates in the protection, development and ecological use of Bulgarian resources and to promote spa tourism. Members comprise high-end spa resorts, hotels, day spas and equipment and product suppliers. NAST will be organising the third Balkan Spa Summit in Serbia in September (see p26).

International Spa & Tourism Association (ISPAT)

www.ispam.biz

CYPRUS

Cyprus Spa Association

PO Box 21455, 1509 Nicosia, Cyprus

T: +357 22 88 98 90

E: cyprusspa@ccci.org.cy

www.cyprusspaassociation.com

Country represented: Cyprus

Description: This association represents the spa industry in Cyprus by protecting and developing the reputation of the country as a spa destination. ▶

► THE CZECH REPUBLIC

Association of the Spa Places of the Czech Republic

www.spas.cz

Czech Association of Wellness

Havelská 23, 110 00 Prague 1,
Czech Republic

T: +420 224 222 368

E: office@spa-wellness.cz

www.spa-wellness.cz

Country represented: the Czech Republic

Description: This association works to develop and promote wellness by publications, conferences and trade fairs; to monitor the quality of certification bodies; and to create wellness educational activities, training courses and seminars.

Czech Healing Spa Association (SLL)

Hvozdanska 2053/3, Prague 14800,
Czech Republic

T: +420 222 511 763

E: sekretariat@lecebnelazne.cz

www.lecebnelazne.cz

Country represented: the Czech Republic

Description: SLL was established in 1995 and comprises 43 members, of which 41 are health spas, in the Czech Republic. Members must meet strict criteria and have a high-quality service standard.

ESTONIA

Estonian Spa Association

www.estonianspas.eu

FRANCE

French Spa Association (SPA-A)

16 Rue de Liège, Paris 75009, France

T: +33 6 75 75 89 84

E: aldina.duarte-ramos@sofitel.com

www.spa-a.com

Country represented: France

Description: Promoting ethics, quality and professionalism lies at the heart of SPA-A, which comprises owners, experts and managers in the French spa and wellbeing industry. Its aim is to expand and enhance the image of the country's spas and quality establishments. In 2010, SPA-A launched a Spa Quality Charter delivered by spa industry professionals. Minimum quality requirements concern hygiene, staff training and infrastructure.

GERMANY

German Spa Association/Deutscher Heilbäderverband (DHV)

Reinhardtstrasse 46, 10117 Berlin,
Germany

T: +49 30 24 63 692 0

E: info@dhv-berlin.de

www.deutscher-heilbaederverband.de

Country represented: Germany

Description: DHV comprises the spa associations of the individual federal states, the Association of German Spa Doctors and the Academy of Balneology and Climatology. It represents the shared interests of its members at national, European and international level, in particular towards politicians, public authorities, social insurance providers and other associations. It promotes science, research, training and development in the spa industry and health tourism. The DHV also creates and monitors Germany-wide quality and certification standards.

German Wellness Association/Deutscher Wellness Verband (DWV)

Neusser Str 35, 40219 Dusseldorf, Germany

T: +49 211 168 2090

E: info@wellnessverband.de

www.wellnessverband.de

Country represented: Germany

Description: DWV serves those seeking wellness as well as those providing services and products. In cooperation with its corporate partner German Wellness Inc, DWV develops quality standards for the wellness market. Providers that fulfil these standards are awarded a seal of approval which is recognised by spa consumers. The seal of approval is well established in Germany and the aim is to extend it across Europe. It has around 200 members.

International Spa & Wellness Association (ISWA), Germany

Richard-Weidlich-Platz 10,
65931 Frankfurt am Main, Germany

T: +49 69 130 25 86 0

E: info@iswa.de

www.iswa.de

Country represented: Germany

Description: ISWA serves as an independent and objective information centre for the German spa and wellness market. Members include innovative businesses, skilled workers and service providers dealing with the professional spa and wellness sector.

GRAN CANARIA

Gran Canaria Spa and Wellness Association

C/Los Balcones 4, 35001 Las Palmas de
Gran Canaria, Gran Canaria, Spain

T: +34 928 367 508

E: info@grancanariawellness.com

www.grancanariawellness.com

Country represented: Gran Canaria

Description: This association was formed in 2004 as a public-private initiative by the Gran Canaria Tourist Board and entrepreneurs from the medical and

tourist sectors of the island. One of its main objectives is to position Gran Canaria as a major international health and wellness tourism destination through the promotion and marketing of the island's natural resources, products and establishments. The association comprises 16 hotels with spa and thalassotherapy facilities, a thalassotherapy centre, and three nationally renowned medical groups.

GREECE

Hellenic Association of Municipalities and Communities with Curative Springs and Spas, Greece

www.thermalsprings.gr

Spa Managers Club of Greece (SMCG)

Alpine Center, 15-17 Thisseos Street, Syntagma, Athens

T: +30 210 89 83 022

E: shofmann@alpine.edu.gr

www.spamanagers.gr

Country represented: Greece

Description: SMCG was launched at the Alpine Center in 2009 at the Swiss Business School for Hotel & Tourism Management Education in Greece, by a group of spa, beauty and education professionals.

Its mission is to promote high quality standards and service in the growing spa industry in Greece. It operates under the auspices of Alpine Center and offers a platform for spa managers to network, share best practices, facilitate employment and student placements to plan for the future.

HUNGARY

Hungarian Baths Association

Borostyán Utca 1/B, 1146 Budapest, Hungary

T: +36 1 220 2282

E: info@furdoszovetseg.hu

www.furdoszovetseg.hu

Country represented: Hungary

Description: The Hungarian Baths Association is a grouping of economic organisations and managers responsible for operating baths and planning their development, construction and maintenance. It has 186 members.

Hungarian Spa Tourism Association

Dob u 33, Budapest 1074, Hungary

T: +36 1 484 0805

E: meme@meme.hu

www.meme.hu

Country represented: Hungary

Description: This association, connected to the Hungarian Marketing Association for Health Tourism, promotes Hungary's thermal and wellness baths, hotels and related services to domestic and international markets. Members include spa and bath facilities, medical spa hotels, local governments and education centres.

ICELAND

The Iceland Spa Association

www.visitspas.eu/iceland

IRELAND

Leading Leisure in Ireland (ILAM)

Allenwood Enterprise Park, Allenwood North, Naas, County Kildare, Ireland

T: +353 45 85 99 50

E: info@ilam.ie

www.ilam.ie

Country represented: Ireland

Description: Originally formed in 1989 as the Institute of Leisure & Amenity Management (ILAM, Ireland), this body represents leisure managers – including spa operators – in Ireland and is funded by the country's government.

LITHUANIA

National Spa Association of Lithuania

Vytenio St, 9/25 LT-03113, Vilnius, Lithuania

T: +370 659 19161

E: info@spalietuva.lt

www.spalietuva.lt

Country represented: Lithuania

Description: The National Spa Association of Lithuania has 21 spa operator members and was formed in 2007 to regulate marketing, set treatment standards and educate on the benefits of spa. From the outset, it called for official documentation, developed by the country's Ministry of Health, to clarify the method of application for mud and mineral treatments. This resulted in the passing of the Law of Certification of Treatment in November 2012. In collaboration with the Lithuanian Resort Association, it builds awareness of spas by participating in trade shows and events in Lithuania, Russia, Latvia, Azerbaijan, Kazakhstan and Norway.

THE NETHERLANDS

Dutch Spa and Wellness Association

Postbus 130, 3130 AC, Vlaardingen, Holland

T: +31 10 841 60 30

E: info@dswa.nl

www.dswa.nl

Country represented: the Netherlands

Description: DSWA originated from the Dutch Spa Association collaborating with three other industry organisations for beauty (ANBOS), catering (KHN) and recreation (RECRON). This enables it to provide wider industry knowledge and independent research for the country's spa sector. DSWA has also developed its own quality certification for spas and it works with schools to create a good training structure for the industry. ►

► POLAND

Association of Polish Spa Communities

Ul Czarny Potok 27/25,
33-380 Krynica-Zdroj, Poland
T: +48 18 477 74 50
E: biuro@sgurp.pl
www.sgurp.pl

Country represented: Poland

Description: This association is focused on the promotion of high-quality facilities, such as Polish health resorts. It supports, educates and protects Polish spa communities and has initiated the promotion of its spa tourism services throughout Europe.

PORTUGAL

Portuguese Spas Association (ATP)

Av Miguel Bombarda, No 110, 2 Dt,
1050-167 Lisbon, Portugal
T: +351 217 940 574/05
E: geral@termasdeportugal.pt
www.termasdeportugal.pt

Country represented: Portugal

Description: ATP was established in 1996 as a result of a restructuring of the National Association of Medicinal and Table Mineral Water Industries. With 38 associate members, it seeks to promote and develop the country's thermal water sources and spas technically, economically and socially.

ROMANIA

The Organisation of Spa Owners in Romania (OPTBR)

2 Traian Street, Bl F1, 3rd District,
Bucharest 030574, Romania
T: +40 21 322 01 88
E: optbr@bluescreen.ro
www.romanian-spas.ro

Country represented: Romania

Description: OPTBR was set up in 1993 by representatives of the main health resorts in Romania in a bid to promote the spa and wellbeing sector to domestic and international tourists. The association has 62 members, representing almost all the spas in the country.

RUSSIA

National Guild of Spa Experts

Ulischa Kamchatskaya 8/2/14,
Moscow 107065, Russia
T: +7 495 226 4289
E: info@russiaspas.ru
www.russiaspas.ru

Country represented: Russia

Description: This non-profit organisation was launched in 2004 to develop the spa industry in Russia. It has a committee that oversees training and courses cover spa management, spa administration, ayurveda, spa cuisine, therapist training and cosmetology. A second committee oversees marketing and promotes the guild and its members as well as publishing industry-focused books and magazines.

Spa & Wellness International Council (SWIC)

21-5 Krassina Street,
Moscow 123056, Russia
T: +7 495 764 0203
E: elena@spapriori.ru
www.lswic.ru

Regions represented: Russia and the Commonwealth of Independent States

Description: In a major move the SWIC has worked to create state legislation for Russian spas that is now under the government's consideration. Previously, spa treatments (hydrotherapy, thalassotherapy and massage) were viewed

as medicinal practice and by law even a day spa had to employ a medical doctor – it's hoped that the passing of the new legislation will rectify this. With this work SWIC, which was formed in 2010, is already living up to its mission of promoting international standards in the region's new spa and wellness industries. It has also just published *Spa Red Pages* – the first regional spa guide that lists over 300 health resorts in Russia, the Ukraine, Kazakhstan, Belarus, Lithuania and Latvia.

SERBIA

Serbian Spas Association

Vrnjacka Banja 12A, Belgrade 36210, Serbia
T: +381 36 611 110
E: udruzenjebanja@gmail.com
www.serbianspas.org

Country represented: Serbia

Description: The Serbian Spas Association was established in 2010 as a successor to the Association of Spas and Resorts in Serbia that had been in existence since 1970s. Banjas, traditional Serbian spa resorts based on spring waters, have been recognised as a critical economic and tourism asset and since 2008 many of these public medical-focused facilities have gone through privatisation and are being transformed into international wellness resorts. The association's role is to oversee the improvement and preservation of the banjas. It also brings together local government and health institutions in spas and schools that educate in the fields of balneology, tourism and hydrogeology.

SLOVAKIA

Slovakian Spas Association

PO Box 113, 810 00 Bratislava 1,
Slovak Republic

T: +421 2 5244 4982

E: balneotherma@balneotherma.sk

www.balneotherma.sk

Country represented: The Slovak Republic

Description: Slovakia's spa association deals with business projects for spa resorts, hotels and clinics and provides personnel training/courses. It also offers expertise on the country's natural healing sources – mineral and thermal waters, muds and climatic conditions – used for treatments; and audits spa and health resort medical departments. In addition, it promotes Slovak spas and their offering to travel agencies in America, Canada and Europe.

SLOVENIA

Slovenian Spas/Skupnost Slovenskih Naravnih Zdraviliš (SSNZ)

Teharska cesta 40,
SI-3000 Celje, Slovenia

T: +386 3 544 21 11

E: info@ssnz.si

www.slovenia-terme.si

Country represented: Slovenia

Description: SSNZ is an umbrella organisation representing all 15 of the country's state verified natural spas and thermal spas. It offers information on the health and wellness programmes provided by its members, as well as details of accommodation and leisure activities available in the country.

SPAIN

Asociación Nacional de Bañerios (ANBAL)

Calle Rodríguez San Pedro, 56 Izda,
28015 Madrid, Spain

T: +34 902 11 76 22

E: anbal@baneanios.org

www.baneanios.org

Regions represented: Spain and the Balearic Islands

Description: Since its establishment more than 100 years ago, ANBAL's founding principle remains the same – all its operators members must have mineral-medicinal waters “declared to be of public utility”. The association currently represents 60 spas and set up its Spanish Spa Club to promote the spa market in Spain.

SWEDEN

Swedish Spa Hotels

Föreningen Svenska Spahotell, c/o Vista,
Box 3546, 103 69 Stockholm, Sweden

T: +46 70 824 97 21

E: info@svenskaspahotell.se

www.svenskaspahotell.se

Country represented: Sweden

Description: Swedish Spa Hotels aims to standardise spa businesses; market member establishments; provide training and networks; query conditions for employers and political decision-making; and be involved in benchmarking. It has introduced a common gift voucher scheme for association members. A fact-finding mission to New York by 29 members of the group during 2012 was considered a great success, with attendees gaining a valuable amount of information on the US spa and wellness markets to utilise in their own businesses in Sweden.

SWITZERLAND

Wellbeing Switzerland/ Wohlbefinden Schweiz

Bahnhofstrasse 2,
CH-9100 Herisau, Switzerland

T: +41 71 350 14 14

www.wohlbefinden.com

Country represented: Switzerland

Description: Wellbeing Switzerland is an umbrella organisation for rehabilitation clinics, spas, health spas and hotels throughout Switzerland.

TURKEY

Massage & Natural Therapies Association

Arapsuyu Mah 613 sok, Gulbitti Apt No 2,
Konyaalti, Antalya, Turkey 07100

T: +90 532 507 30 09

E: madoted@hotmail.com

www.madoted.org

Country represented: Turkey

Description: This voluntary, non-profit association was founded in 2005 for professional massage and natural therapists in Turkey. Funds are granted for research, community service, educational initiatives and conferences.

Turkish Spas Thalasso and Health Resorts Association (TURKSPA)

Tıbbi Ekoloji ve Hidroklimatoloji ABD,
Millet Caddesi 126, Çapa,

Istanbul 34093, Turkey

T: +90 212 635 1201

E: bilgi@spa-turkey.com

www.spa-turkey.com

Country represented: Turkey

Description: TURKSPA is an organisation representing spa, thalassotherapy and other curative, health and wellness facilities across Turkey. Its goals include protecting the common interests of spas, thalasso and health and cure centres in Turkey, as well as modernising and promoting new facilities.

UKRAINE

Ukrainian Spa Association

www.spaua.org

► THE UNITED KINGDOM

British Association of Beauty & Cosmetology (BABTAC)

Ambrose House, Meteor Court,
Barnett Way, Barnwood, Gloucester,
Gloucestershire GL4 3GG, UK

T: +44 845 250 7277

E: enquiries@babtac.com

www.babtac.com

Country represented: The UK

Description: Created in 1977, BABTAC represents around 10,000 beauty professionals in the UK and is one of its longest established membership organisations. Member benefits include the association's core insurance, training portfolio and *Vitality* magazine, plus access to Benefits by BABTAC – a free online discount tool offering discounts on suppliers and training.

Federation of Holistic Therapists (FHT)

18 Shakespeare Business Centre,
Hathaway Close, Eastleigh,
SO50 4SR, UK

T: +44 23 8062 4350

E: info@fht.org.uk

www.fht.org.uk

Regions represented: Mainly the UK, but also has Irish and overseas members

Description: The Federation of Holistic Therapists is the leading professional association for complementary, holistic beauty and sports therapists in the UK and Ireland. Founded in 1962, the FHT is a not-for-profit organisation and remains a leading authority in multidisciplinary therapies in these countries. Member benefits include an annual subscription to the *International Therapist* magazine and discounted insurance policies designed specifically for the beauty, complementary and

sports therapy sectors. The association will be hosting its annual Training Congress at the NEC in Birmingham, UK, in May this year.

Habia

Oxford House, Sixth Avenue, Sky Business Park, Robin Hood Airport, Doncaster, South Yorkshire DN9 3GG, UK

T: +44 845 2 306 080

E: hsocial@habia.org

www.habia.org

Country represented: the UK

Description: Habia, previously an acronym for the hairdressing and beauty industry authority in the UK, was formed in 1997. It's recognised by, and receives funding from, the country's government as the Sector Skills Council for the hair, beauty, nails and spa sectors. Its role is to represent the sectors on matters such as training, skills and business development and to create industry specific national occupational standards which form the basis of all qualifications and codes of practice. Significantly, in January, Habia announced that it's to develop a professional register for spa, nail and beauty qualifications in the UK to measure the multitude of certificates and courses against national standards.

The UK Spa Association

Suite 5-6, Philpot House, Station Road,
Rayleigh, Essex SS6 7HH, UK

T: +44 8707 800 787

E: spabusinessassociation@gmail.com

www.spabusinessassociation.co.uk

Regions represented: UK and Ireland

Description: This February two previously independent UK spa associations – the British International Spa Association (BISA) and the Spa Business Association (SpaBA) – joined forces to form one unified

body for the country's spa industry. The UK Spa Association has identified three priority areas for development: education; accreditation, benchmarking and the implementing of a code of practice; and market intelligence and providing quality data for the UK spa industry. Figures from BISA and SpaBA will serve on the board of the new association.

MIDDLE EAST

Middle East Spa Business Group, Dubai (MESBG)

Coress Solutions International Secretariat, Middle East Spa Business Group, Sheikh Zayed Road, PO Box 7631, Dubai, UAE

T: +97 14 303 4778

E: csi@emirates.com

Regions represented: The Middle East

Description: MESBG promotes the spa, wellness, health and beauty industries in the Middle East. Members enjoy information sharing and benefits such as spa seminars and workshops, newsletters and updates, regular member meetings and activities, as well as networking with spa, beauty, health and wellness professionals from the UAE and other figures international wellness organisations.

NORTH AMERICA

The Spa Association (SPAA)

1001 East Harmony Road, Suite A 167,
Fort Collins, CO 80525, USA

T: +1 970 218 5414

E: melinda@spaminton.com

www.thspaassociation.com

Regions represented: North America

Description: SPAA provides information,

resources and education in the US industry for owners of medical, day spas, resort, hotel and wellness spas.

CANADA

Alliance Spas Relais santé (SRs)

2984 chemin Milletta, Magog,
QC J1X 0R4, Canada

T: +1 819 868 1553

E: info@spasrelaissante.com

www.spasrelaissante.com

Region represented: Québec

Description: Founded in 1993, this is an alliance and marketing consortia of spas in Québec that meet its criteria for excellence which it developed in 2010. The criteria includes professionalism, quality of care, water quality and hygiene – and its standards in customer service were developed in collaboration with Tourism Québec.

Association Québécoise des spas (AQS)

2984 chemin Milletta, Magog,
QC J1X 0R4, Canada

T: +819 868 1553

E: info@associationquebecoisedesspas.com

www.associationquebecoisedesspas.com

Region represented: Québec

Description: The Association Québécoise des spas (AQS) was created in May 2012 following the decision by an existing group of top spa operators in Canada – Alliance Spas Relais santé (SRs) – that a larger, more representative organisation should be created for the whole of Québec's spa industry rather than just those that meet SRs' strict standards. AQS will prioritise training and education, lobbying government and sector promotion. It's also planning to a market study to get a clearer picture of the province's spa industry.

Leading Spas of Canada (LSC)

2680 Matheson Boulevard, Suite 102,
Mississauga, ON L4W 0A5, Canada

T: +1 800 704 6393

E: info@leadingspasofcanada.com

www.leadingspasofcanada.com

Country represented: Canada

Description: Leading Spas of Canada provides support for the development of the Canadian spa industry and the promotion of Canada as a global spa destination. It represents the broad spectrum of the spa experience, from resort and day spas, destination and mineral springs spas to medical spas, schools and suppliers.

Ontario's Finest Spas

www.ontariosfinestinn.com

Ontario's Premier Spas

20 Main Street North, Waterdown,
ON L0R 2H0, Canada

T: +1 800 990 7702

E: info@ontariospremierspas.com

www.ontariospremierspas.com

Region represented: Ontario

Description: Ontario's Premier Spas is committed to creating a superior standard of spa service in Ontario through member accreditation, professional development, industry advocacy and public education.

UNITED STATES OF AMERICA

American Massage Therapy Association (AMTA)

500 Davis Street, Suite 900 Evanston,
IL 60201, USA

T: +1 877 905 0577

E: info@amtamassage.org

www.amtamassage.org

Country represented: the USA

Description: AMTA is a non-profit,

professional association serving massage therapists, students and schools. With more than 56,000 members it promotes massage to the public and healthcare community; works for fair licensing of massage in all US states; actively supports research on massage; and offers local and national networking opportunities.

American Organization for Bodywork Therapies of Asia (AOBTA)

1010 County Rte 561, Voorhees,
NJ 08043, USA

T: +1 856 782 1616

E: office@aobta.org

www.aobta.org

Country represented: the USA

Description: AOBTA represents instructors, practitioners, schools and students of Asian bodywork therapy which includes all forms of therapeutic bodywork with a theoretical root in Oriental medicine theory, such as acupressure, amma, chi nei tsang, jin shin do®, medical qi gong, shiatsu and tui na.

Arizona Spa & Wellness Association

<http://azspawell.com>

California Spa Association

www.californiaspaassociation.com

Dallas Fort Worth Spa Association

<http://lei.sr?a=i8T5V>

Hawaii Spa Association (Hi-Spa)

www.hi-spa.com

Las Vegas Spa Association (LVSA)

www.lvspas.com

National Coalition of Estheticians, Manufacturers/Distributors and Associations (NCEA)

www.ncea.tv

► **New England Spa Association**
www.newenglandspaassociation.com

San Diego Spa Association
www.sdspaassociation.org

**The Spa Connection
 (Southern California)**
www.thespaconnect.com

Washington Spa Alliance (WSPA)
www.washingtonspaalliance.com

WORLDWIDE

**Comité International D'Esthétique
 et de Cosmétologie (CIDESCO)**

Waidstrasse 4A, 8037 Zürich,
 Switzerland

T: +41 44 448 22 00

E: info@cidesco.com

www.cidesco.com

Regions represented: Countries worldwide

Description: Founded in 1946, CIDESCO is a major global beauty therapy association represented in 30 countries. In 1957, the association developed its widely recognised and highly regarded diploma. Today there are more than 200 CIDESCO-approved schools and 78 accredited beauty centres worldwide. Every year it holds a global congress for its accredited bodies with the 2013 set to take place in Wuhan, China, in November.

**Confederation of International Beauty
 Therapy & Cosmetology (CIBTAC)**

Unit 1, Ambrose House, Meteor Court,
 Barnett Way, Gloucester, Gloucestershire
 GL4 3GG, UK

T: +44 1452 623 114

E: enquiries@cibtac.com

www.cibtac.com

Regions represented: Countries worldwide

Description: Established in 1977 as the education arm of BABTAC (British Association of Beauty Therapy & Cosmetology), CIBTAC is a not-for-profit organisation. Each of CIBTAC's courses are developed through close relationships with government agencies and employers from around the world, ensuring they are tailored to provide for the requirements of the international industry.

Day Spa Association (DSA)

2863 Hedberg Drive, Minnetonka,
 MN 55305, USA

T: +1 877 851 8998

E: dsa@dayspaassociation.com

www.dayspaassociation.com

Regions represented: the USA, Canada, Mexico, Central and South America, Asia, Australia, Europe and the Middle East

Description: The Day Spa Association is a professional membership-based trade organisation founded in 1991. It serves as a primary business resource for spa and wellness professionals through educational seminars and workshops, research studies, publications and internet information exchanges. Its members include people working in the areas of spa, salon, fitness, wellness, bodywork, medical, chiropractic, naturopathic, physical therapy, aesthetics, massage therapy, cosmetology, as well as all practitioners within the wider integrative healthcare community.

Green Spa Network (GSN)

PO Box 15428, Atlanta, GA 30333, USA

T: +1 800 275 304

E: jessica@greenspanetwork.org

www.greenspanetwork.org

Regions represented: Countries worldwide

Description: The GSN is devoted to

bringing greening and sustainability to the health, wellness and beauty community.

The network is a tax-exempt, not-for-profit association and its goal is to introduce sustainable operating practices to the spa industry and promote the natural connections between personal wellbeing, economic sustainability and the health of the planet.

Hydrothermal Spa Forum

www.hydrothermal-spa-forum.com

Regions represented: Countries worldwide

Description: The Hydrothermal Spa Forum is an alliance of industrial companies from the spa sector, focused on wet and heat experience areas, including Lux Elements, Werner Dosiertchnik (WDT), HygroMatik SPA, InnovagSnowSystems, and Sommerhuber. Its goal is to use the collective know-how of the alliance companies to develop technical quality standards for the manufacturing, installation and maintenance of heat and wet experience areas at an international level.

**International Medical Spa
 Association (IMSA)**

2863 Hedberg Drive, Minnetonka,
 MN 55305, USA

T: +1 877 851 8998

E: imsa@medicalspaassociation.org

www.dayspaassociation.com/imsa

Regions represented: the USA, Canada, Mexico, Central and South America, Asia, Australia, Europe and the Middle East

Description: This association was formed in 2000 to deal with the integration of spa with medicine. It is the sister organisation to the Day Spa Association, founded in 1991 (also listed in this section). IMSA is dedicated to helping to provide the industry with a myriad of

The spa business family



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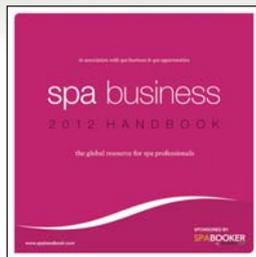
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International Society of Medical Hydrology and Climatology (ISMH)

Department of Medical Ecology & Hydroclimatology, Istanbul Medical Faculty, Istanbul University, Millet cad 126, Capa, Istanbul 34093, Turkey
T: +90 212 635 1201

E: mzkaragulle@ttn.net

www.ismh-direct.net

Regions represented: Countries worldwide

Description: ISMH aims to design, plan, and coordinate scientific research in the fields of health resort medicine and spa therapy for prevention, treatment and rehabilitation programmes. The organisation represents an international union of physicians, scientists, institutions, associations and societies.

This non-profit organisation also distributes knowledge gained from health resort medicine, in addition to supporting affiliated physicians and scientists.

International SPA Association (ISPA)

2365 Harrodsburg Road, Suite A325, Lexington, KY 40504, USA

T: +1 888 651 4772

E: ispa@ispastaff.com

www.experienceispa.com

Regions represented: Countries worldwide

Description: The International SPA Association is a global voice of the spa industry. Founded in 1991, it advances the sector by providing educational and networking opportunities, promoting the value of the spa experience and speaking as an authoritative voice to foster spa professionalism and growth. The association conducts much-valued

research each year – the *ISPA US Spa Industry Study* (see p106) reports on the number, type and size of spas in the US, their regional distribution, ownership structure, visitor numbers, revenues and the number of full- and part-time staff. It looks at the service and product offerings of spas too. Currently, ISPA is also working with the Global Spa & Wellness Summit to develop much-needed worldwide standards for spa manager internships, a recognisable career spa for spa therapists and to define the role of a spa manager (see p146). On top of this, it organises the ISPA Conference & Expo annually – an event which is considered a key date for spa leaders, professionals, therapists and vendors worldwide.

Medical Tourism Association (MTA)

10130 Northlake Boulevard, Suite 214-315, West Palm Beach, FL 33412, USA

T: +1 561 791 2000

E: info@medicaltourismassociation.com

www.medicaltourismassociation.com

Regions represented: Countries worldwide

Description: This association is the first and only international non-profit medical tourism and global healthcare association composed of the top international hospitals, healthcare providers, medical travel facilitators and insurance companies. The MTA has three tenets: transparency in quality and pricing, communication and education.

Medical Wellness Association (MWA)

3518 Acacia, Sugar Land, TX 77479, USA

T: +1 281 313 3040

E: info@medicalwellnessassociation.com

www.medicalwellnessassociation.com

Regions represented: Countries worldwide

Description: This international organisation for medical spa and wellness professionals and programmes across all areas, serves its members, partners and advisors by providing resources and programme definitions as well as professional standards.

Wellness Organization Worldwide (WOW)

Suite 2201, Cityland 10 Tower 2, 154 HV Dela Costa, Corner Valero Sts, Makati City, Metro Manila, the Philippines

T: +632 840 0242

E: cspererras@wellnessworldwide.org

<http://wellnessworldwide.org>

Regions represented: Philippines

Description: A not-for-profit organisation, WOW's goal is to link members of beauty, health and fitness practitioner associations with those in need of their services in homes, workplaces and communities nationwide and worldwide.

SECTION 2

SPA CONSULTANCIES

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414 Airport Executive Park,
Nanuet, NY, 10954, USA

Tel: +1 845 371 5670

Fax: +1 845 371 5680

Email: wbosalavage@americanleisure.com

www.americanleisure.com



Steve Kass, Wendy Bosalavage, Tom Johnston

Background briefing

American Leisure was founded over 30 years ago. The company conceptualises, designs and operates innovative spas, lifestyle, sporting and recreational wellbeing facilities worldwide.

Main products and services

Key elements of the American Leisure service:

- Facility conceptualisation and design
- Positioning in the marketplace/branding
- Staff selection
- Training and development
- Financial management
- Sales and marketing
- Increase utilisation and membership
- Implement standard operating procedures

Our reputation may be international, but our dedication to our clients is highly personal. Every project in which we participate gets individualised attention and we do whatever it takes to deliver quality and satisfaction.

We're committed to providing our clients with the finest service, along with the experience and expertise required to bring projects to life while remaining within feasible economic parameters to ensure success.

Additional services

We're capable of providing virtually every service associated with a project, from the conceptualisation of plans to equipment

purchasing and special events. A well-designed, superbly managed facility that achieves your goals is the hallmark of our work.

We operate most of the facilities we've designed and developed. Our management personnel develop creative and exciting programmes that please members/guests and assure retention, referrals, and satisfaction. Our spectrum of programmes and activities are designed to meet individual's health and wellbeing, educational, recreational, and social needs. Our input is based on a real world understanding of what works. American Leisure knows how to make it work for you.

USPs

We're proud to point to our reputation as innovators and trendsetters. As people increasingly focus on their wellbeing to optimise their lives, we're leading the way by anticipating and exceeding their rapidly changing demands.

Our ability to stay ahead of the curve has made American Leisure attractive to the hospitality and real estate industry worldwide. Overall health and wellbeing are the goal. For each project we determine the goals and vision for the type of facility that addresses that end. Our extensive experience includes hotels, commercial for-profit facilities, colleges and university residential facilities, municipal

facilities and luxurious private clubs.

Where in the world?

We work with over 60 spas, including The Setai Wall Street, Hotel Plaza-Athenee, Spa at The Edge (all New York); Broken Sound Club & Spa, Florida; and Encanto Spa, California.

Plans for 2013

Projects include Moonstone; Spa at Broken Sound Club, Boca Raton; and Spa at the Ocean, both Florida and Encanto Spa, California.

Who's who?

Steve Kass, chief executive officer; Wendy Bosalavage, president; Tom Johnston, chief operating officer; Terri Wiezycki-Barbaria, senior executive vice president.

What the clients say

"American Leisure has solid knowledge in spa management, staff development and training. They've guided us through the opening phase after solid pre-opening consultation and assisted us in the daily operations of our spa."

*Sebastian Wurst, general manager,
Hotel Plaza-Athenée, New York, NY, USA*

"We've recently renovated our spa and fitness centre. American Leisure's industry knowledge and expertise was invaluable and we thank them for our success."



Spa Wellness Solution Provider

www.geospa.de

Y Spa, Wyboston Lakes, Wyboston, Bedfordshire, UK

Conceptualise | Experience Zone Planning | Technical Design | Install & Commission | Train | Ongoing Support

GeoSpa boasts a unique experience in developing unsurpassed spa wellness facilities worldwide.

We provide developers, hoteliers, private investors and spa owners with stunning and innovative Spa Experience Zones.

We pride ourselves in partnering world-renowned Architects, Designers & Spa Consultants in the flourishing market of spa.

Together we create new concepts, trends & business opportunities for Investors.

GEOSPA Germany GmbH

Email: info@geospa.de

Europe

Middles East

South Asia

South East Asia

GeoSpa Germany GmbH

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Email: info@geospa.de

Skype: [hermann.holme.geospa.de](https://www.skype.com/people/hermann.holme)

www.geospa.de



Hermann Holme, MD

Background briefing

Hermann Holme, MD of GeoSpa, has played an integral role in the evolution of the spa industry over the last 18 years. He has developed a reputation for applying advanced German quality and design standards in the creation of the Spa Experience Zone. These standards have resulted in GeoSpa working with leading international hotel brands worldwide.

Main services

GeoSpa's design team works on international projects to explore new boundaries in the creation of bespoke Spa Experience Zones. GeoSpa calls this particular way of working 'Design by Desire'. A number of award-winning projects have resulted from this approach and GeoSpa is proud to demonstrate new trends in the creation of world class spas.

The next chapter in spa development is the incorporation of cutting-edge technologies into spas using contemporary materials, with a focus on minimising the carbon footprint of each new development.

Additional services

GeoSpa is strongly positioned in terms of its ability to work closely with architects, designers, consultants and hotel brands.



Y Spa, Wyboston Lakes, Wyboston, Bedfordshire, UK

The team is a hive of talent which can take a spa project from concept through development to creation. The development of the spa is supported by the philosophy of the company's Nine Pathways methodology which covers areas such as concept creation, design, space planning, equipment selection, promotions and management.

USPs

Using the latest SaaS-based learning management system (Software as a Service), GeoSpa's e-learning platform, www.geospa-institute.com, is a cloud-based training platform which supports in-house learning worldwide to reinforce standard operating procedures for spa clients in every part of the industry.

Top clients

Spa projects in over 40 countries, and 80 million US dollars of business to date. An impressive list of clients, such as Hilton, Kempinski, Six Senses, Taj & Cruise Liners. We're pleased to welcome new clients to our list of successful projects: Qsar Al Sarab Resort & Spa Abu Dhabi in UAE, Hilton Hotel Doha in Qatar, Jumeirah Hotel Spa Port de Soller Mallorca in Spain and The Leela Kempinski Gurgaon, Delhi in India. Spa has numerous applications so GeoSpa works in many market segments of spa, from destination, medical, hospitality, educational, private to royal.

Where in the world?

GeoSpa has strategically located offices worldwide in Germany (HQ), India, Europe, UK, Slovenia, South Asia, (eight offices) Sri Lanka, South East Asia and Bangkok, with further expansion planned over the next five years. Our efforts have ensured local after-sales service and support in order to protect and maintain the facilities of the investors.

Who's who?

The MD's office regionally encompasses the following departments: sales and marketing; design; planning; technical design; project management and product development.

IS YOUR SPA ALIVE?



Creating high-end spas with soul

How often do you refresh your wellness offer?

Is your spa commercially successful?

Could your spa evolve with your guests' growing expectations?

- › Business strategy & planning › Spa consulting › Spa management support
- › Project management › Brand & concept development › Brand roll out & representation



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LinkedIn: fr.linkedin.com/in/psaussay

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Patrick Saussay, CEO

Background briefing

The company was launched in 2012 by CEO Patrick Saussay and Christopher Ryan.

Main services

In response to the growing request for authentic upscale and profitable spas, our services are focused on:

- Business strategy & planning
- Spa consulting
- Project management
- Spa management support
- Brand & concept development

We focus as much on profitability and organisation as on customer experience in the concept definition. Our experience in project management allows us to attract the best experts to design extraordinary spas.

From concept definition to go-live support, we deliver all services, including business plans, treatment menus, signature treatment protocols, product brand selection and team training (treatments, retail and behaviour).

To provide a wellness experience we consider all customers' senses to create relaxing environments. Our vision is to respond to multi-sensorial needs with a consistent approach in all dimensions to create a balance between atmosphere, offering and resources.

Our experience of project development, combined with our ability to imagine being a guest

and understand investors' needs is key to avoiding the traps found in many spa businesses. This ensures we create friendly, comforting environments, not 'nice but empty' places.

Additional services

We get involved with the development of a spa or product concept before giving international development support. We enhance the brand, define the roll-out strategy and represent brands in prospecting and project assessment.

We offer operational support at critical stages, such as at launch and depending on the country, can undertake market research prior to investment. We also offer a range of project management services.

USPs

International spa projects have equipped the company with a wide knowledge of what wellness means in different cultures.

Saussay has 20 years' experience in consulting, mainly with the big five accountancy firms, and has been involved in the change process of large organisations like the French Healthcare Ministry where he advised on the balance between quality and efficiency before transferring this expertise to the wellness industry.

Christine Masson has 20 years' experience in the wellness industry and this, combined with the company's international network,

enables it to provide expertise in economics, wellness and development to reach sustainable solutions.

How many spas do you supply?

Until now our main focus has been on the evianSPA concept and development.

Where in the world?

We work in France, Switzerland, Turkey, the Middle East and Asia on spa projects or brand development; mainly with evianSPA.

Plans for 2013

Complete renovation of the five-star Evian Royal Resort, Evian-les-Bains, France. We are aiming to establish further evianSPA projects.

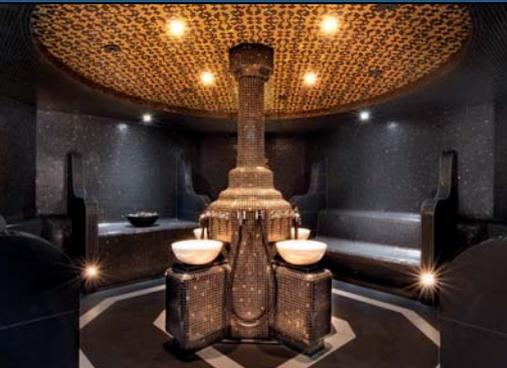
What the clients say

"Patrick has become a key member of the evianSPA development team. He's been instrumental in finalising our spa offer, from framing the business model to the full development of the treatment menu and protocols and is leading our commercial development approach." *Laurent Houel, Global Brand Director, Evian*

"Patrick's a gifted negotiator and creative solution developer, capturing the essence of your needs in his solutions." *Zeki Dickmen, Managing Partner, Spa Soul*

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Email: goco@goco.co

Skype: GOCO Hospitality

LinkedIn: <http://www.linkedin.com/company/goco-hospitality>

Facebook: www.facebook.com/gocohospitality

www.goco.co



Ingo Schweder

Background briefing

GOCO Hospitality was launched in 2011. It is a privately held company, led by key stakeholder and chief executive officer Ingo Schweder.

Main services

GOCO is a full-service hospitality and spa consulting and management company dedicated to delivering the most cutting-edge wellness hospitality concepts. We create, innovate and operate tomorrow's hospitality concepts, as well as deliver unique business solutions to a clientele ranging from individual investors to global hospitality brands.

Our scope of services includes:

- Market research and feasibility
- Brand and concept development
- Design and technical services
- Pre-opening and set-up
- Management

Through its ability to create sustainable and profitable concepts, it ensures value for its stakeholders, while stimulating GOCO's global growth. GOCO's projects are innovative, authentic, reflect local cultures, and strive to make a social impact in its communities.

GOCO Hospitality approaches the spa and hospitality business with an emphasis on sound financial structures, best-of-breed management systems, personnel development and brand-building prowess.

Additional services

GOCO is involved in the masterplanning processes for mixed-use wellness real estate projects. It also offers development services, operational analysis and reconceptualisation and refurbishment for underperforming spas.

GOCO carries out business, operational, sales, marketing and architectural audits to identify opportunities transform facilities, improve the guest experience and maximise revenues.

USPs

GOCO has a passion for wellness and an ambition to develop tomorrow's hospitality concepts. With 25 team members, representing 14 nationalities, it has international experience in business development, spa operations, hospitality management and marketing and branding. GOCO was recognised as Best Spa Consultancy by *SpaChina* Magazine two years in a row and Spa Consultancy of the Year by The Crystal Awards Asia Pacific in 2011.

How many spas do you supply?

Twenty-five projects in over 10 countries.

Top clients

MGM Hospitality with active projects in India, China, Vietnam, Middle East and South-East Asia; Marriott Hotels & Resorts; Mövenpick Hotels & Resorts; Starwood Hotel & Resorts;

Steigenberger Hotels & Resorts; Paramount Hotels & Resorts; IMC Octave Living Singapore/Shanghai; Interstate Hotels & Resorts.

Plans for 2013

GOCO will move into purpose-built 550sq m headquarters in Bangkok. Additionally, it will pre-open the iconic 8,000sq m GOCO Hot Spring & Wellness Center, in Xiangshan, China.

It will also develop an elephant sanctuary/eco-resort, Thailand; Song Spa at the Zilamen Exhibition International Hotel, Shenyang, China; GOCO spa at JW Marriott Resort, Venice, Italy and spa at Starwood's Ajman Palace, Ajman, UAE, with GOCO Barber and GOCO Medi-Spa.

Who's who?

Ingo Schweder, CEO; Thomas Wurzinger, group director operations; Josephine Leung Hok, group director design; Gisela Willmes, group director learning and education; Matthew Brennan, director finance; Emlyn Brown, director spa operations.

What the clients say

"GOCO's team, with its depth of experience and international track record brings a visionary eye to the design and detail of Paramount Hotels & Resorts' wellness experience."

*Thomas van Vliet, chief executive officer,
Paramount Hotels & Resorts*



CONSULTING
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www.schletterer.com



Heinz Schletterer, CEO
and owner

Background briefing

Schletterer was founded in the late 1980s by founder, owner and CEO Heinz Schletterer

Main products and services

Schletterer is one of only a few companies worldwide that covers all parts of the spa business, from project development and consulting, to architecture and design, realisation and management. The company works across the spa, medical spa, hotel and destination sectors.

Schletterer covers the entire process, including hotel/resort planning, spa planning, interior design, engineering, feasibility, construction and turnkey realisation. This guarantees maximum efficiency at optimal costs for projects of all sizes.

Additional services

- **Strategic project development:** strategic and market analyses; project evaluation; business vision; and feasibility/profit and loss studies.
- **Consulting:** expert consultation; strategic spa concept; and architectural master concept.
- **Architecture and design:** new construction – conversion, expansion, renovation; hotel and spa architecture and interior design.
- **Planning:** spa interior design; strategic spa concepts; equipment planning; M&E detailed planning; position planning; creation of energy, light and colour concepts and systems.

■ **Realisation/construction:** project management; construction management; general contractor; turnkey realisation at fixed costs.

■ **Audit:** operational spa audit; technical spa audit; energy efficiency analysis; energy and cost-saving strategies.

■ **Management:** medical spa operation; health resort operation; spa management services.

■ **Education & training:** training of medical spa therapists; staff training technology/maintenance; hands-on spa equipment training for technical staff, managers and therapists.

USPs

Unique, authentic hotel, spa and health solutions that are profitable and sustainable.

The focus is on individual clients and projects. Cultural understanding and a strong service orientation are characteristics of Schletterer's approach to international customers.

How many spas do you supply?

Over 2,000 projects – representing 2.8 million sq m of spa space – completed worldwide.

Top clients

Major hotel chains/investment groups: Hilton, Sheraton, Kempinski, Mövenpick, Four Seasons. Operators of city and resort hotels: Hotel Sacher Vienna, SPA & Golf Resort Andrus, Mohr Life Resort, Center Parcs UK. Health

centers/spas: Medical & Beauty 1st Vienna Day SPA, First BioDentSPA Düsseldorf.

Where in the world?

Headquartered in the Austrian Tirol, Schletterer has representatives/consulting offices in Dubai, Switzerland, Egypt, Russia, Spain, Croatia, UK, France, Hong Kong and Malaysia.

Plans for 2013

The worldwide launch of an innovative health and wellness brand which combines a holistic approach to health with curative, recreational and sustainable elements to form a unique healthness experience, catering for the rising demand for health tourism.

Who's who?

Heinz Schletterer, CEO and owner; Gertraud Moser, CFO ; Stefan Ghetta, chief design officer; Alexander Fasser, COO.

What the clients say

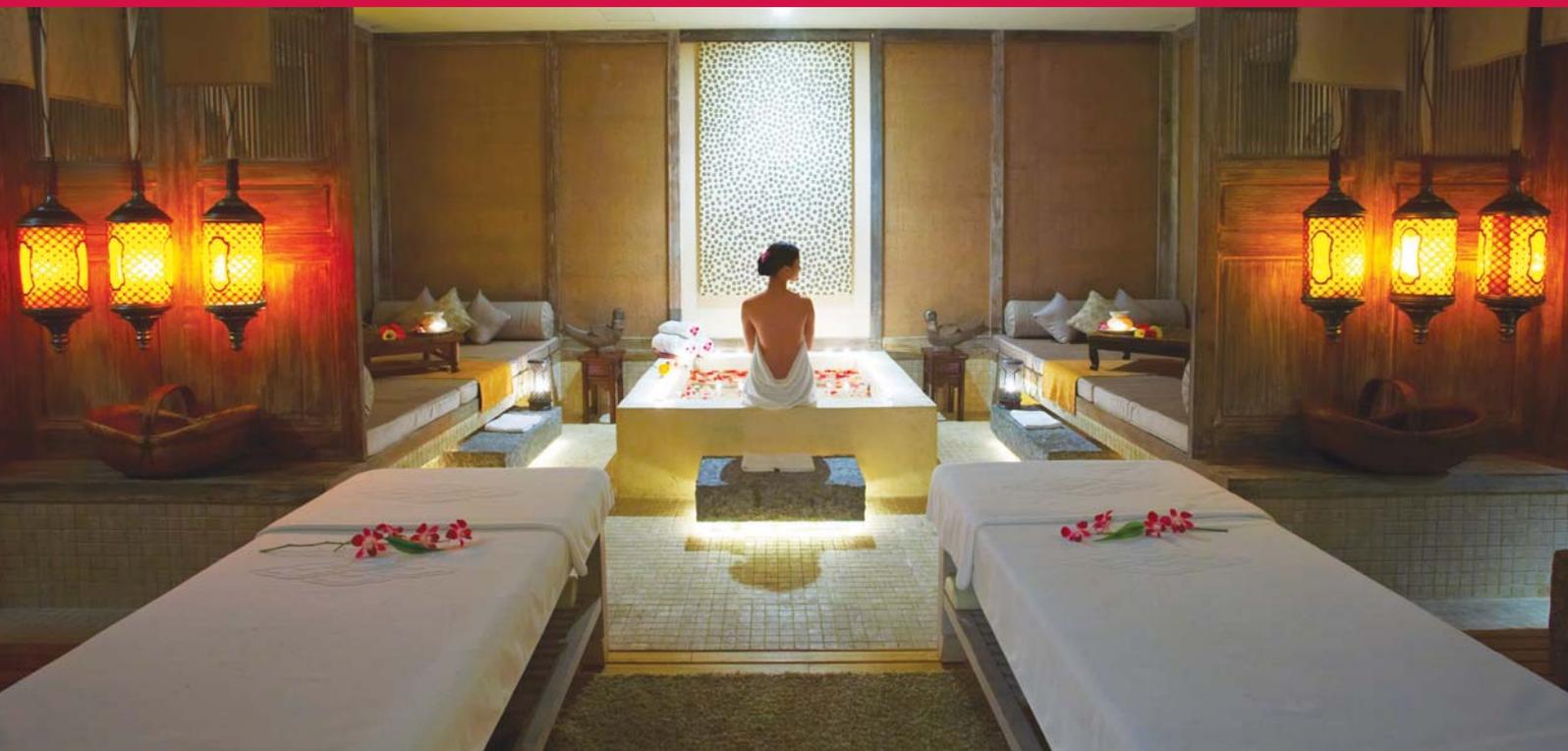
"We're overwhelmed by the result of Schletterer's work. The Aspen hotel and spa perfectly combines tradition and modernity, with great attention to detail.

The list of requirements was long and difficult, but was impressively implemented by Schletterer to the last detail."

Stefan Grossniklaus, GM, Aspen

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As the world's largest operator, we offer the most comprehensive range of services – from Concept & Design, Construction Assistance & Advice, Recruitment & Training, Pre-Opening Planning and Assistance through to Post-Opening Support and ongoing Operations Management.

With a portfolio of 7 spa brands, 6 product brands, and a network of training schools located worldwide, we have all the resources under one roof.

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*Jeff Matthews,
co-president and COO*

Background briefing

Steiner Spa Consulting is a part of Steiner Leisure – the world’s largest spa operator – which is NASDAQ traded on the New York Stock Exchange and is the most vertically integrated company in the spa and wellness industry, covering spa operations – land and onboard – training and education, skincare brands, equipment and supplies.

Main products and services

We provide the complete scope of services needed to take hotel spas from dream to reality. Our services include concept & design, construction assistance and advice, recruitment and training, pre-opening planning and assistance through to post-opening support and ongoing operations management.

Having developed and managed over 200 spas worldwide, across multiple brands, we have a reputation for delivering on both performance and profit. We have a team of 38 full-time professionals working in our spa consulting division.

Additional services

As part of the Steiner family of companies we bring a number of top industry brands to the table, including Mandara Spa, Chavana Spa, Elemis, Bliss, La Therapie, Remède, Steiner Education and Bodywork Mall.

Moreover, with education being a key industry concern, Steiner operates training schools, graduating over 8,000 spa therapists worldwide annually. In the United States, the company operates schools at 17 campuses located in Arizona, Colorado, Connecticut, Florida, Maryland, Nevada, Pennsylvania, Utah and Virginia. In Asia, Steiner has training centres in Indonesia, Malaysia, Hong Kong and India.

USPs

Quite simply, Steiner builds spas to last – consistently delivering both first class guest experiences and – most importantly – strong financial performance for our hotel partners and investors. Having developed over 200 hotel, day and on-ship spas in over 25 countries, Steiner has the internal resources and experience to deliver successful turn-key solutions.

How many spas do you supply?

There are 1,800 spas within Steiner’s spa and product brand network.

Top clients

Atlantis, Bahamas; Lotte, Moscow; St Regis, Abu Dhabi; One & Only Ocean Club, Bahamas; Park Plaza, London, Paris, Las Vegas; Sheraton, Malaysia; Nikko, Bali; Accor, India; Marriot, Thailand, Oman, Aruba; The H hotel, Dubai; Royal Park, Tokyo; Westin, Guam.

Plans for 2013

Steiner Spa Consulting has a number of new projects under various brands in the pipeline for 2013. The company will not only consult, but will also operate spas in locations that include the US, China, UAE, Africa, Russia and India, with spas at hotels such as St Regis, W hotels, Hilton, Pullman and a number of one-off boutique hotels.

Who’s who?

Jeff Matthews, co-president;
Bruce Pine, co-president;
Trent Munday, vice president.

What the clients say

“The success of Mandara Spa in adapting its concepts across borders and across brands is a testament to the hard work and commitment of a dedicated team of professionals.”

*Frank A. Liepmann, CEO,
Sutera Harbour Resort Group*

“Guest satisfaction for the spa service and services is very high, as our guests value the consistency in service, the friendliness and professionalism of the Mandara Spa staff and the innovation of the new products and services that Mandara Spa offers.”

*Marcel Hinderer, general manager,
Miri Marriott Resort & Spa*



LIVE
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SPA
WELL.

For 40+ years, WTS International has been one of the world's most prominent spa and leisure firms, providing both consulting and daily management for spas, fitness centers and leisure facilities of all types. We work with investors and developers to conceive, develop and operate successful spas.

Our goal is to create positive financial results for our clients by creating memorable experiences for guests.

Our services include:

- Feasibility studies
- Concept and brand development
- Design consulting
- Pre-opening and daily management
- Operational consultancy

LEARN HOW WE CAN HELP YOU:

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*Gary Henkin,
president and founder*

wts INTERNATIONAL

Background briefing

WTS International was founded in 1973 by the president of the company, Gary Henkin.

Main services

WTS International specialises in consulting and operational services for spas, fitness centres and leisure facilities of all types all over the world. Our services include feasibility studies, concept and brand development, design consulting, pre-opening and daily management.

Currently, our firm is working with over 100 properties worldwide, including hotels and resorts, exclusive private clubs, residential projects and real estate developments.

Additional services

- CREW Division: provides management and consulting solutions that incorporate best practices in university recreation and the entire recreation and wellness industry.
- RESORTlife: provides a comprehensive core programme management system designed to offer a structured foundation for the development, implementation and execution of successful and innovative experiences and events designed for guests and members of all ages and interests.
- COMMUNITYlife: WTS Lifestyle's 360° programme is offered exclusively to WTS

affiliated properties. Our 360° approach incorporates a comprehensive menu of programmes in specific categories to develop experiences which serve as connection catalysts for the community. The result? A greater sense of belonging and increased utilisation.

USPs

WTS has worked with hundreds of clubs, resorts, hotels and residential properties. We prepare facilities for a successful opening with the strong foundation necessary to achieve operational and financial excellence.

WTS also provides qualified staff, effective promotions and creative spa, fitness and activities menus. The seamless integration of our concepts, design and sophisticated systems enables us to produce operative excellence combined with cost-effective management.

How many spas do you supply?

WTS provides the aforementioned services to over 75 spas throughout the world.

Top clients

The Spa at the Yacht Club Costa Smeralda, Italy; The Spa of Colonial Williamsburg, US; The Spa at Trump, US; Wyndham Hangzhou Xixi Resort, China; The Woodstock Inn & Resorts, US; Kapalua Spa, US; ; Eau Spa at The Ritz-Carlton Palm Beach, US; Blue Harmony

Spa at the Wyndham Grand Orlando Resort, US; and The Peabody Hotel & Spa, US.

Where in the world?

WTS International provides services to over 100 properties in Europe, Asia, the Middle East, Australia, Africa and the US and North America.

Plans for 2013

- To continue to diversify in the leisure industry in the US and globally.
- To continue to provide innovative management and consulting solutions that achieve our client's financial and operational objectives.
- To expand our strategic alliances with partners in the industry to offer our clients the highest quality products and services.
- To leverage our expertise in fitness, wellness, spa and recreation to create unique experiences dedicated to building better lifestyles.

We anticipate setting up an office in Europe and possibly in the Middle East as well as additional offices in Asia Pacific. WTS will also have access to other offices throughout the world through its strategic partnerships and alliances with other companies.

Who's who?

Gary Henkin, president;
Alfredo Carvajal, chief operating officer.

Spa Consultants

In our spa consultants section, we've picked out a wide selection of leading companies worldwide which specialise in spa consultancy as well as a number of specialist spa contract management companies (starting on p90)

CONSULTANTS

360° Spa Solutions

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www.360spasolutions.com

3d Leisure

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www.3dleisure.com

Abbajay & Associates

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American Leisure

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www.americanleisure.com

Anderson & Associates

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www.anderspa.com

ASPA

TEL: +351 219 498 215
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www.a-spa.com

Aspen Resorts International

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BluePrint Spas

TEL: +44 7842 120 956
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www.bluesprintspas.com

Camelot Spa Treatment & Consultancy Group

TEL: +27 11 880 3850/1
EMAIL: info@camelothhealth.co.za
www.camelotspagroup.com

Chantara Spa

TEL: +603 2300 2909
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www.chantaraspa.com

The Club Synergy Group Consultants

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Deborah Evans & Associates LLC

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www.destinationhotels.com

Destination Spa Management

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www.destination-spa-management.com

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www.dr-global.com

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www.spadevelopers.com

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FH Consultancy

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FisioSphere

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EMAIL: hfd@hfdspa.com
www.hfdspa.com

Howard Spa Consulting

TEL: +44 1483 201 102
EMAIL: neil@howardspaconsulting.co.uk
www.howardspaconsulting.co.uk

HVS Spa and Leisure Services

TEL: +1 516 248 8828
www.hvs.com/services/spaleisure

Imagine Spa Management

TEL: +44 1603 812 727
EMAIL: davec@fitnessexpress.co.uk
www.imaginespamanagement.co.uk

Innovate Leisure

TEL: +44 8707 80 44 90
EMAIL: info@innovateleisure.com
www.innovateleisure.com

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TEL: +1 202 367 1134
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International Leisure Consultants (ILC)

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IS Wellness

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JGA Spa Consultancy

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Jon'Ric International

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Karma Spa

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KIS Lifestyle Group

TEL: +44 1749 880 801
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Kyricos & Associates

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Mestre & Mestre Spa Consulting

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Natural Resources Spa Consulting Inc

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Nika Consulting

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Niki Bryan Spas

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www.relaxedyet.com

Omdanne

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SECTION 3

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Sector Stats

WE REVEAL THE TOPLINE FIGURES FROM THE MOST RECENT INDUSTRY

RESEARCH AND STUDIES FROM RELATED SECTORS AROUND THE WORLD

INDUSTRY PERFORMANCE

US SPA REVENUES

US\$13.4bn

Source: ISPA 2012 US Spa Industry Study (see SB12/4 p40)

2011 FIGURES SURPASSING THE 2008 PRE-RECESSION PEAK

45
PER CENT

OF PEOPLE SAY SPA IS AN IMPORTANT FACTOR WHEN BOOKING A HOTEL

Source: Emerging Global Spa Trends, Hilton Hotels & Resorts, July 2012

RISE IN SPA DEPARTMENT REVENUES IN US HOTELS FROM 2010-2011

8.3%

Source: 2012 Trends® in the Hotel Spa Industry. PKF Hospitality-Research (see SB13/1 p40)

AVERAGE TREATMENT RATE IN US HOTEL LUXURY SPAS - DOWN 2.2 PER CENT IN 2012

US\$
134

Source: Spa STAR benchmarking report Jan-Oct 2012. Smith Travel Research (see p110)

US\$61.34

AVERAGE SALON SERVICE RATE IN US HOTEL LUXURY SPAS - UP 1.5 PER CENT IN 2012

Source: Spa STAR benchmarking report Jan-Oct 2012. Smith Travel Research (see p110)

19
PER CENT

RISE IN AVERAGE HOTEL SPA TREATMENT REVENUES IN DOHA, QATAR IN 2012 - OUTPERFORMING THOSE IN JORDAN AND LEBANON

Source: Middle East Spa Benchmarking Survey. PwC Middle East, Jan-Aug 2012 (see p98)

AVERAGE YEARLY SPA VISITS MADE BY THAI PEOPLE IN 2012

6.6

Source: Thailand Spa Consumer Report 2012, Intelligent Spas (see p102)

UK SPA OWNERS WHO ESTIMATE HIGHER REVENUES IN 2013

68
PER CENT

Source: National Spa Week survey, Groupon UK, 2012

EMPLOYMENT & EDUCATION

9.3% INCREASE IN FULL-TIME EMPLOYEES IN US SPAS FROM MAY 2011-2012

Source: ISPA 2012 US Spa Industry Study (see SB12/4 p40)

4,000 vs 130,000

NUMBER OF SPA MANAGEMENT STUDENTS COMPARED TO EMPLOYED SPA MANAGERS/DIRECTORS GLOBALLY

Source: Spa Management Workforce & Education. SRI International, 2012 (see SB12/4 p56)

95
PER CENT

OF INDUSTRY LEADERS CAN'T FIND SPA MANAGERS OR DIRECTORS WITH THE RIGHT MIX OF SKILLS

Source: Spa Management Workforce & Education. SRI International, 2012 (see SB12/4 p56)

64
PER CENT

OF EUROPEAN SPA AND SALON MANAGERS HAVE HAD NO ON-THE-JOB TRAINING

Source: Spa Business School 2012

TREATMENTS & PRODUCTS

83% OF US SPAS EXPANDED THEIR TREATMENT MENUS FROM MAY 2011 TO MAY 2012

Source: ISPA 2012 US Spa Industry Study (see SB12/4 p40)

40% OF UK SPAS WOULD LET CLIENTS TRY OUT A PRODUCT OR SERVICE FOR FREE TO INCREASE THEIR CUSTOMER BASE

Source: National Spa Week survey, Groupon UK, 2012

Globally, US\$97m was spent on premium cosmetics in 2012, while US\$287m was spent on mass market cosmetics. Skin/facecare came top in both sectors generating 35 per cent and 24 per cent of sales, respectively

Source: Skincare: The Powerhouse of Beauty, Euromonitor, 2013

32 per cent of Indian, 29 per cent of Chinese and 27 per cent of Brazilian consumers are more likely to buy premium products and services in the next 12 months compared to a global average of 15 per cent

Source: The Futures Company Global MONITOR, 2012 (see p126)

Therapies based on natural resources (mud and water) with proven benefits will be popular in wellness and spa facilities according to **45 per cent** (the highest result) of service providers/operators

Source: The Global Wellness & Spa Tourism Industry Monitor 2012

US\$1.7bn

PREDICTED GROWTH OF THE ORGANIC BEAUTY MARKET IN THE US BY 2015. THE SECOND MOST ATTRACTIVE MARKET IS JAPAN AND THIRD IS GERMANY

Source: Desire for Greener Formulations: The Rise of Organic Cosmetics. Euromonitor, 2012

► TREATMENTS & PRODUCTS CONTINUED

OVER 85 PER CENT

OF THERAPISTS SAY A CLIENT CONSULTATION RARELY IMPACTS CHANGES TO THE TREATMENT GIVEN

Source: *Spa Business School 2012*

GLOBALLY, MEN'S SKINCARE PRODUCTS ARE DEVELOPING **TWICE AS QUICKLY AS** PRODUCTS FOR WOMEN

Source: Emerging Global Spa Trends, Hilton Hotels & Resorts, July 2012

INTERNATIONAL SALES OF HALAL-CERTIFIED COSMETICS AND PERSONAL CARE PRODUCTS ARE UPWARDS OF **US\$5BN**

Source: Halal Cosmetics: Believing in the Label. *Organic Monitor, 2012*

Against a global average of 26 per cent, 44 per cent of Chinese, 43 per cent of Mexicans and 34 per cent of Indians are likely to buy products or services that will enhance their emotional wellbeing and relaxation in the next 12 months

Source: *The Future's Company Global MONITOR, 2012 (see p126)*

ONLINE & MOBILE

88% OF US SPAS USED SOCIAL MEDIA IN 2012, UP FROM 82 PER CENT IN 2011

Source: ISPA 2012 US Spa Industry Study (see SBI2/4 p40)

60% OF US ONLINE SHOPPERS BUY THEIR BEAUTY AND PERSONAL CARE PRODUCTS OVER THE INTERNET DUE TO THE VARIETY OF PRODUCTS, PRICE INCENTIVES AND CONVENIENCE

Source: Beauty and the E-Commerce Beast, AT Kearney, 2012

BIOMETRIC MEASURING **US\$400M** ESTIMATED VALUE OF HEALTH-FOCUSED APPS BY 2014

Source: Wireless Health and Fitness 2011, ABI Research (see p130)

ONLINE BEAUTY SALES IN THE UK GREW FOUR TIMES FASTER THAN OVERALL WEB RETAIL SALES FROM 2006-2011

Source: Beauty Care and the Online Beast Europe, AT Kearney, 2013

Facebook is the largest social media source for referral traffic for beauty brands but its influence declined from 89-71 per cent from 2011-2012. Meanwhile, YouTube rose from 20-41 per cent

Source: 2012 Digital IQ Index®: Beauty, L2

Gamification – Females make up 55 per cent of online social gamers and the average player is a 45-year-old woman. This sits squarely with the spa-goer demographic that is roughly 70 per cent female and aged around 40-45

Source: *Spa Business, issue 2, 2012 p80*

TRAVEL & TOURISM

Source: 2012 State of Spa Travel Survey, SpaFinder® Wellness

68 PER CENT

 OF TRAVEL AGENTS WORLDWIDE REPORTED A GROWTH IN SPA TRAVEL IN 2012, WITH ONLY 9 PER CENT REPORTING A DECLINE

A RECORD **1 BILLION TOURISTS** CROSSED INTERNATIONAL BORDERS IN 2012. ANOTHER 5-6 BILLION ARE ESTIMATED TO TRAVEL WITHIN THEIR OWN COUNTRIES EVERY YEAR

Source: UNWTO, 2012

THE **MEXICO/CARIBBEAN REGION** WAS THE NUMBER ONE GLOBAL SPA TRAVEL DESTINATION IN 2012, LEAPFROGGING THE 2010 AND 2011 LEADER, NORTH AMERICA

Source: 2012 State of Spa Travel Survey, SpaFinder® Wellness

GLOBAL HEALTH AND WELLNESS TOURISM WAS VALUED AT **US\$87M** IN 2011, UP US\$6M FROM 2010. ASIA WAS THE BIGGEST MARKET (US\$32M) FOLLOWED BY WESTERN EUROPE (US\$21M).

Source: Euromonitor International 2012

In 2009, Thailand was the world's most popular spa destination with nearly **4 million international spa visitors**. China was second (3.3 million visitors) and Indonesia third (2.5 million visitors)

Source: Spa Tourism is Big Business in Asia Pacific. Euromonitor, 2011 (see p126)

Family spas & wellness is the number one reason for domestic travel preferred by 34 per cent of people. In comparison, family-friendly spas are preferred by 17 per cent of international travellers.

Source: The Global Wellness & Spa Tourism Industry Monitor 2012

GLOBALLY, THE NUMBER OF FIRST TIME WELLNESS AND SPA TOURISM CUSTOMERS IS PREDICTED TO RISE BY 7 PER CENT IN 2013

Source: The Global Wellness & Spa Tourism Industry Monitor 2012

DID YOU KNOW...

US\$2.9BN

 THE PREDICTED VALUE OF THE US EMPLOYEE WELLNESS MARKET BY 2016 – UP 50 PER CENT FROM 2011

Source: ISPA 2012 US Spa Industry Study (see SB12/4 p40)

40% OF PEOPLE WOULD BE MORE LIKELY TO VISIT A HOTEL SPA NEAR WHERE THEY LIVED IF IT OFFERED A LOCAL MEMBERSHIP

Source: Emerging Global Spa Trends, Hilton Hotels & Resorts, July 2012

WITH SPA-GOERS TRYING TO PROLONG THEIR NEXT VISIT, RETAIL REVENUES IN US HOTEL SPAS **INCREASED BY 13.4 PER CENT IN 2011**

Source: 2012 Trends® in the Hotel Spa Industry. PKF Hospitality-Research (see SB13/1 p40)

76% OF US BABY BOOMERS ON HOLIDAY WANT TO RECONNECT WITH FAMILY AND FRIENDS AND 93 PER CENT WANT TO PUT MORE TIME INTO THEIR WELLBEING

Source: Boomer Values Realignment Survey. 2011 (see p142)

Middle East spas

Mohammad Dahmash of PricewaterhouseCoopers in the Middle East analyses how spas in Jordan, Qatar and Lebanon fared in 2012

The PricewaterhouseCoopers (PwC) Middle East Spa benchmarking survey is now in its third year since it launched in January 2010. The survey, which first focused on spas in the Dead Sea area in Jordan quickly expanded to include Doha, Qatar in 2010 and Beirut, Lebanon in 2011. These three

markets, along with Dubai in the UAE, are key locations today in the Middle East where the spa industry is very popular.

The report, which releases results on a quarterly basis, is currently the only benchmark survey to cover the spa market in each region. Its goal is to provide spa operators, owners and investors with a benchmark of



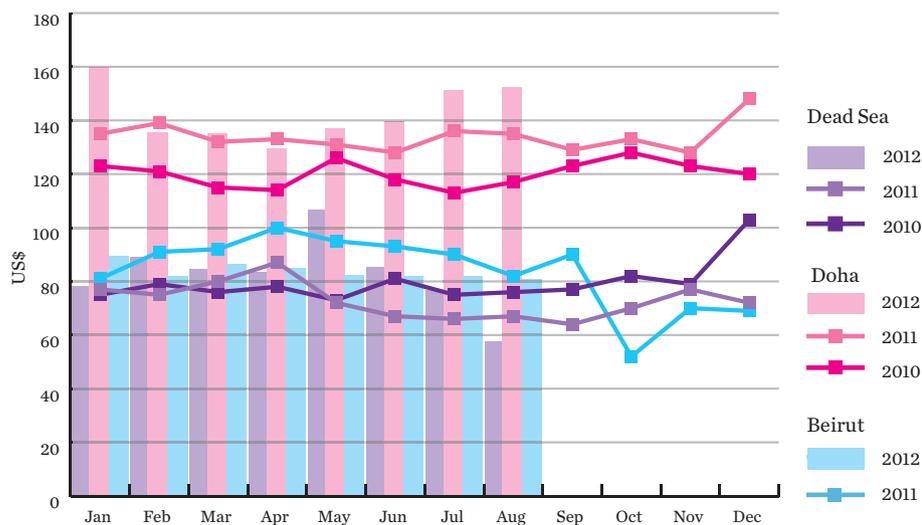
internal spa operations that can be used as a tool for driving operational decisions and profitability. This information concerning common indicators can also be used by investors and developers in the sector, as well as tourism ministries.

The analysis requires a minimum of three contributing spas of a similar category in each area in order to maintain confidentiality of information. Currently in each of our markets the contributing spas are all attached to five-star hotels and represent a large proportion of spa facilities in each region. The surveys track 11 key performance indicators related to revenue and in this feature we analyse figures for 2010-2012 for spas in the Dead Sea region and Doha and for 2011-2012 for spas in Beirut. It's important to note that for 2012, the survey only covers January to August figures, as those later in the year have yet to be released, while those for 2010 and 2011 cover the whole year.

Average treatment revenue

The spa industry in Jordan is mostly dependent on the Dead Sea – the world's most famous saltwater lake which is rich in minerals that can sooth the skin and give relief from conditions such as arthritis and

Graph 1: Average Treatment Revenue Per Treatment Sold*



*Source for graphs and table: Middle East Spa Benchmarking Survey 2012, PwC Middle East



allergies. The luxury hotels along the Dead Sea's coastline feature some of the finest pampering treatments, although similar therapies are also available in Amman (Jordan's capital) and Aqaba (along the Red Sea coast), which target business travellers who don't have time to drive to the Dead Sea.

From January 2010 to August 2012, the average treatment revenue per treatment sold in Jordanian spas increased by 14 per cent to reach US\$83 (€64, £54) per treatment. So how does this compare to the rest of the world? According to Intelligent Spas 2009 *Global Spa Benchmark Program*, it's

just below the worldwide average treatment revenue at US\$90 (€69, £58), where Asian spas are at the lower end of the spectrum with an average of US\$77 (€59, £50), and European spas are at the opposite end at US\$111 (€85, £71).

Out of all three regions, Doha's spas commanded the biggest increase in average treatment revenue of 19 per cent from January 2010 to August 2012. For the first eight months of 2012 the average revenue per treatment in Doha spas was US\$143 (€109, £92) – an impressive 70 per cent higher than revenues in both Dead Sea and Beirut spas.

In contrast, spas in Beirut generated an average treatment revenue of US\$84 (€64, £54) in 2012 amounting to a drop of 4 per cent from the previous year. This can be attributed to the volatility in the political framework and weakening economy in Lebanon for most of 2012.

Graph 1 provides a monthly breakdown of average treatment revenues for spas in all three regions in the last three years.

It's important that operators consistently work on increasing the average treatment revenue per treatment sold over time as this will help to increase the overall financial performance of the spa. However,

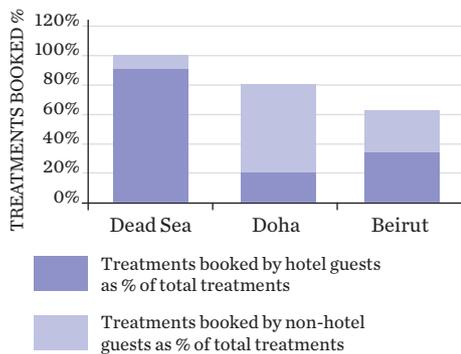
Spas in Jordan, like at the Mövenpick, are based at the Dead Sea (left); those in Doha, like Angsana at the Wyndham (middle) and Four Seasons (right), had the biggest treatment revenue increase

similar to hotels, something might just 'have to give' for this to happen and this could result in lower utilisation rates of treatment rooms and therapists hours. As a case in point, spas in Doha had the lowest utilisation of therapist hours (23 per cent) in the region.

Hotel versus local customers

It's interesting to note that there's a sharp contrast in the number of treatments that are booked by in-house hotel guests versus local residents in spas in the Dead Sea area, Doha and Beirut (see Graph 2). Significantly, a large proportion (91 per cent) of spa customers in the Dead Sea area are hotel guests. This is because the Dead Sea spa market is typically frequented by international tourist arrivals who come to Jordan for either leisure or medical purposes. Given the proximity to the Dead Sea, plus the fact that hotel guests/tourists might be more tempted to try out more

Graph 2: Treatments booked by Hotel Guests vs Non-Hotel Guests (Jan-Aug 2012)*



► in-depth treatment offerings than locals, it's no surprise that the wellness in spas in Jordan offering is far more sophisticated and has a focus on natural healing. At the 6,000sq m (64,583sq ft) Zara Spa at the Mövenpick Resort & Spa Dead Sea, for example, there's a 200sq m (2,153sq ft) medical clinic which has doctors, nurses and consultants who can offer hydrotherapy, electrotherapy, dermatology and rheumatology treatments. That's on top of therapeutic sessions in the Dead Sea and a range of pampering services.

In contrast, local customers are the mainstay of hotel spas in Doha and Beirut. In Doha, 80 per cent of customers are locals from outside the hotel, while Beirut has 64 per cent of customers who aren't hotel guests. Location is key here as hotel spas in both Doha and Beirut are usually conveniently situated in downtown areas in close proximity to the local population.

Spa RevPATH

Time is money and the revenue per available treatment hour (RevPATH) model captures the money that a spa generates with time being the common denominator. This is conceptually similar to the revenue per available room (RevPAR) concept used widely today in the hotel business.

The RevPATH method allows for an accurate evaluation of performance across different spas irrespective of location as it compares performance to time. Each spa

Table 1: Revenue per Available Treatment Hour (RevPATH)

Revenue per Available Treatment Hour			
US\$	2010	2011	2013 (Aug)
Dead Sea	15	12	14
Doha	22	23	33
Beirut	N/A	16	15



A honey date detox wrap at the Six Senses Spa, Evason Ma'In in Jordan

Hotel guests are the main customers in Jordan... while local customers are the mainstay in Doha and Beirut

operator should use the RevPATH model to profile customers, preference of treatments and high volume period in a day, month and year. Promotions, staffing, opening hours and tie-ups with the hotel can be designed around this matrix if carefully planned.

In our evaluation of the three Middle Eastern markets, Table 3 shows that Doha witnessed the largest growth in RevPATH over the three years, with a 50 per cent growth from January 2010 to August 2012 to US\$33 (€26, £22).

When it comes to RevPATH both hotel spas in the Dead Sea area and Beirut experienced a slight decline. From January 2010 to August 2012, RevPATH in Dead Sea spas

dropped from US\$15-14 (€11-10, £10-9) and from 2011-12, RevPATH in Beirut spas it fell from US\$16-15 (€12-11, £10-9).

Fitness and retail revenue

Fitness revenues are high contributors to total spa income in the Middle East. In Doha and Beirut spas, fitness membership made up 57 per cent of total revenues, and this is growing, with spas seeing an increase in fitness revenue from 3 per cent (Doha) and 8 per cent (Beirut) from 2011-2012.

Because of their location away from affluent inhabitants of Amman, 40km away, spas in the Dead Sea market area don't generate any money from fitness memberships.



Many spas in Jordan focus on natural healing. Above: the pool at the Six Senses Spa at Evason Ma'In Hot Springs

Another area where spas should focus on increasing their monies is retail – a revenue stream that is under capitalised in spas in all of the regions: representing 8 per cent of total income in the Dead Sea area, 5 per cent in Doha and 3 per cent in Beirut.

There are many possibilities for retail in spas with the obvious choices including the sale of goods and merchandise and carefully packaged products. Nutrition-based F&B items might also be a key retail revenue driver to consider, following a 2010 study by Canada's International Markets Bureau. The *United Arab Emirates Consumer: Behaviour, Attitudes and Perceptions Toward Food Products* study found people of all ages in the UAE are increasingly focusing on consuming healthier forms of food.

Increasing and declining

Out of all regions, Beirut has faced the most troubles of late which is reflected

in its declining spa performance in 2012. Overall, hotel spas in both the Doha and Dead Sea markets have seen a significant improvement across most of the 11 matrix areas that PwC benchmarks.

This positive growth can be attributed to the rise in tourist arrivals, an improving economy, Qatar being voted as the destination for the 2022 World Cup and Jordan showcasing Ma'an Governorate, an historical site which has become even more popular since it was voted as one of the New 7 Wonders of the World in 2007. It's anticipated these aspects will boost the leisure and hospitality segments in these markets, and positively impact the spa industry. ●

- For full copies of PwC's spa benchmarking surveys in the Middle East region, email yohaana.freitas@ae.pwc.com
- For a review of PwC's previous spa surveys in the Middle East, see *Spa Business issue 2, 2012 p36; and issue 3, 2010 p30*

➔ ABOUT THE AUTHOR

Mohammad Dahmash is a partner based in Dubai leading PwC's real estate advisory group. Prior to this, he led Ernst & Young's real estate advisory group in the Middle East, and Andersen's real estate and hospitality group in the Middle East & North Africa, where he managed and supervised many of the landmark projects in the region. He's also headed up a variety of corporate finance, business valuations, capital restructuring and merger and acquisition projects.

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Thai spa consumers

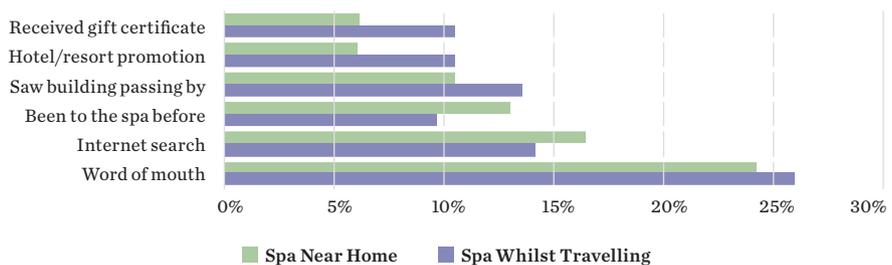
The *Thailand Spa Consumer Report 2012*, the first survey dedicated to spa-goers in the country, highlights how the industry has generated a strong consumer following with many visiting spas multiple times a year. Julie Garrow reports

The first-ever report focused on spa-goers in Thailand was released by industry research specialist Intelligent Spas at the inaugural World Spa and Well-being Convention held in Bangkok (see p26) last September. The *Thailand Spa Consumer Report 2012* was sponsored by the Tourism Authority of Thailand and conducted on behalf of the Thai Spa Association. The bilingual survey offered in Thai and English was completed by 316 people via a self-fill, online survey during July and August 2012. This convenience sample was used to better understand actual spa-goers' recent behaviours, current preferences and forecast spa visits. The analysis covered spa visits near where the respondent lived, as well as their spa experiences while travelling, providing very interesting comparisons.

SPA HABITS AT HOME

It's promising to see Thai spa-goers visited spas near where they lived 6.6 times on average during the 12 month period before completing the survey. Also interesting is that almost 18 per cent visited a spa more than once a month near where they lived during the same period.

Graph 1: How Respondents Heard About The Spa



Source: *Intelligent Spas, Thailand Spa Consumer Report 2012*

Surprisingly in this digital age, the most common form of awareness is still word of mouth, with 24 per cent of spa-goers hearing about the last spa they visited from friends and family (see Graph 1). The internet was the second most popular channel mentioned and 17 per cent of respondents found a local spa via online searches. Seven per cent learned about a spa after they received a gift certificate.

The majority of respondents visited a spa for relaxation (79 per cent) compared with just 8 per cent who went for beautification and 7 per cent for a reward or to spoil themselves. The treatment most commonly

experienced during the last spa visit was a body scrub/exfoliation, with about a third of spa goers selecting this (see Graph 2). Twenty-six per cent chose a Thai massage.

Over 50 per cent of respondents went to the spa with someone including their friends (32 per cent), their spouse (11 per cent) or their family (10 per cent). Seventy-one per cent took time to enjoy the spa's public water-based facilities such as plunge pools, whirlpool, steamroom and/or sauna.

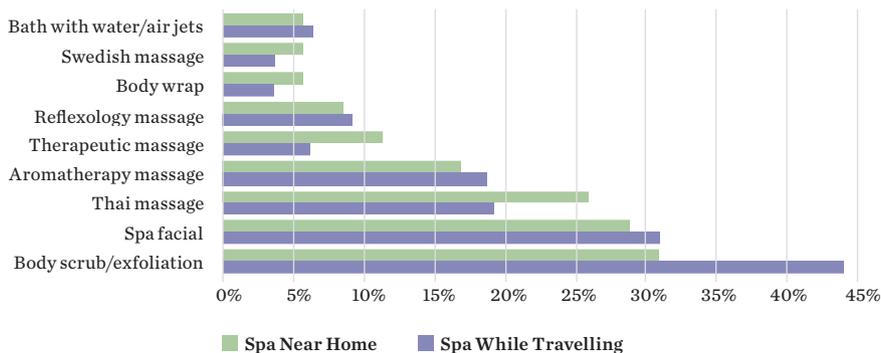
Average prices of spa treatments in Thailand are relatively cheap and 80 per cent of spa-goers spent less than US\$100 (€76, £64), with 30 per cent of that allocated to

Therapist qualifications were the most important factor when choosing a spa



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Graph 2: Treatments Chosen During a Spa Visit



Source: Intelligent Spas, Thailand Spa Consumer Report 2012

retail items. Skincare products were the most common retail item purchased at the spa according to the report.

SPA TRAVEL

The key differences in spa habits of Thai spa consumers while travelling include:

- Fifty-eight per cent visited a spa alone when they were travelling compared to 46 per cent who went alone to a spa near their home
- More respondents (44 per cent) chose a body scrub/exfoliation while travelling compared to when visiting a spa near where they lived (31 per cent)

The majority of respondents visited a spa for relaxation (79 per cent) compared with just eight per cent who went for beautification

- ▶ ■ Seven per cent stayed at a spa while travelling for at least three hours compared to just 1 per cent of local spa goers who stayed for that duration
- Twenty-five per cent chose not to use the public water-based facilities while travelling even though they were available, compared to 18 per cent of those spa-ing near home
- Travellers surveyed reported spending 130 per cent more on tips/gratuities compared to non-travellers

PREFERENCES AND FORECASTS

Over 40 per cent of Thai spa-goers stated that their favourite spa treatment was aromatherapy massage, although this was



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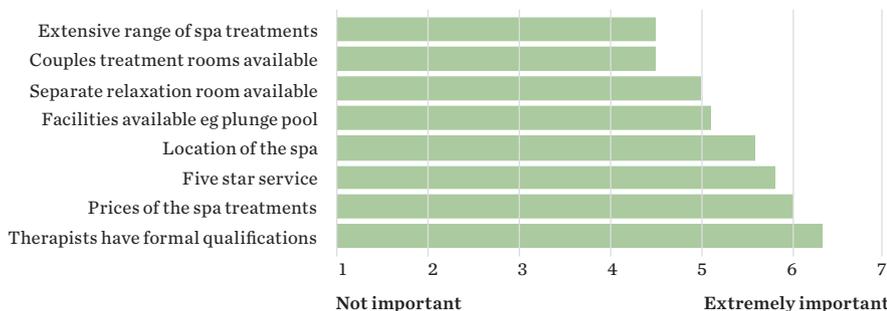
chosen in only 17 per cent of the last local spa visits and 19 per cent of the last travelling spa visits.

The most important factor when choosing a spa was that spa therapists have formal qualifications (see Graph 3). This was rated 6.4 on a scale of one to seven, where seven was defined as extremely important.

Of those surveyed who did not visit a spa within the year before completing the questionnaire, 42 per cent said they felt spas were too expensive and 18 per cent said they were too busy to go to a spa.

When it comes to future use, the Thai spa consumers stated that, on average, they planned to visit spas near where they live 6.6 times on average, during the 12 months following the survey. Three quarters of respondents said they were likely to visit a spa while travelling, six or less times in the 12 months following the survey.

Graph 3: How Important Are The Following Factors When Choosing a Spa Facility?



Source: *Intelligent Spas*, Thailand Spa Consumer Report 2012

TAKEAWAY POINTS

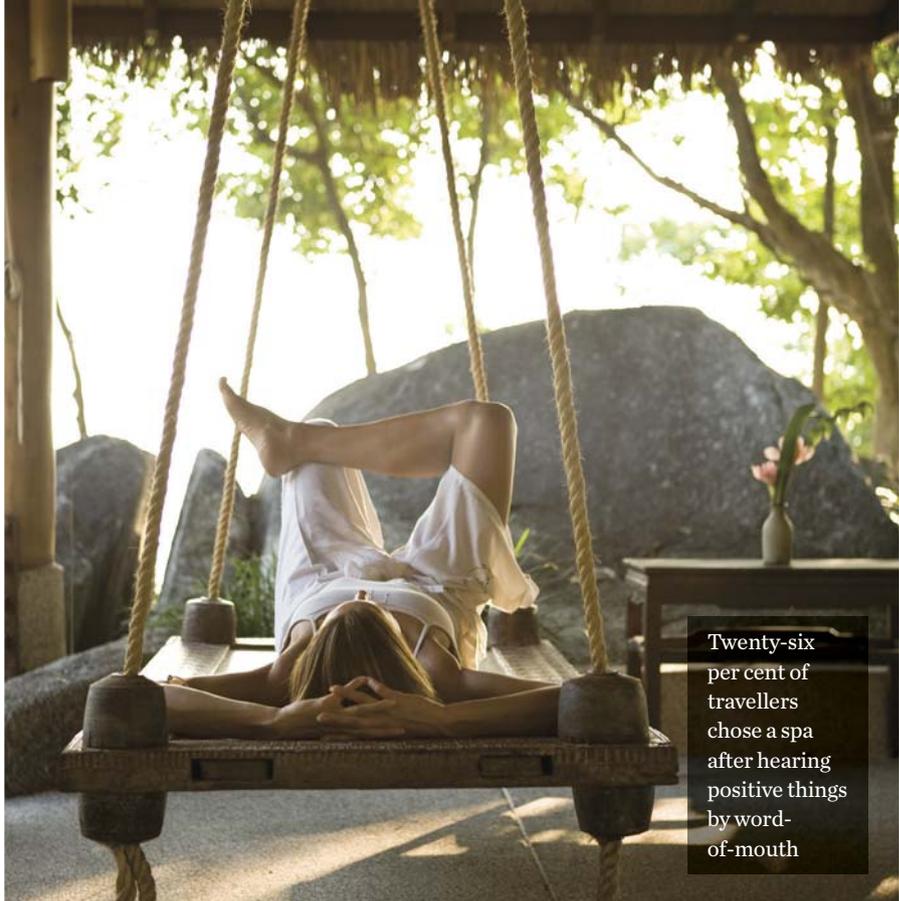
Research is interesting to read but taking action based on the intelligence is often difficult. The following points aim to provide examples of how spas, consultants and other users may interpret the survey findings and apply them to make positive changes, in order to address the current behaviours and preferences of spa-goers.



The survey showed pricing was more important than an extensive spa menu

Firstly, understand the power of word-of-mouth and ensure the spa's values and operations incorporate high service standards and continuous training to maximise client satisfaction. Sometimes staff delivering treatments to travellers become complacent assuming they will never return, however this survey showed that 10 per cent of respondents visiting a spa while travelling had previously visited that spa and a further 26 per cent chose that spa after hearing some positive things about it via word-of-mouth.

Secondly, this survey suggests that spas should promote the professional qualifications of spa therapists to provide clients with a better peace of mind that their spa treatment will be delivered by a skilled therapist. Making this information available on the spa's website and/or mentioning therapists by name and qualification level when potential clients call to enquire, are both ways to help generate more spa visits



Twenty-six per cent of travellers chose a spa after hearing positive things by word-of-mouth

and make the decision to choose one spa over another easier.

Thirdly, pricing is more important to spa-goers than an extensive range of treatments so examine the spa menu to check if the pricing is competitive and delete treatments or packages not being selected. Ensure popular treatments are easily visible in the spa menu and available as a single treatment, as well as packaged with other relevant treatments to enable up-selling. ●

The Thailand Spa Consumer Report 2012 was organised by the Thai Spa Association and sponsored by the Tourism Authority of Thailand, Voya, Spa Ritual, Kamalaya, BEAUTYdepartmentstore and Ramburi. Purchase the full report at www.intelligentspas.com.

➔ ABOUT THE AUTHOR

Julie Garrow, MD of Intelligent Spas, founded the specialist spa industry research company in 2001 and has conducted surveys in over 100 countries to date. She has a 20-year career in hospitality and leisure research.

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US spa sector

Total revenues in US spas have surpassed the pre-recession peak according to the latest figures from *ISPA's 2012 US Spa Industry Study*. Colin McIlheney reports

The *2012 US Spa Industry Study* by the International Spa Association (ISPA) is based on more than 800 spa operators spanning all different categories – from day, club and hotel/resort spas to medical, destination and mineral spring spa facilities.

It provides a profile of the US spa industry throughout 2011 and also into the first half of 2012 and focuses on the industry's performance as it kept pace with an economy still in gradual emergence from the recession, and as spas adapted to an increasingly competitive marketplace where cost-conscious consumers are shopping around.

The report gauged the extent to which the industry has stabilised and experienced growth. This was measured by examining the change across five key indicators: revenues, spa visits, number of locations, floor space and staffing levels. To gain insight into recent and emerging trends, spa operators were asked about their experiences in the period of September 2011 to March 2012. Answers show that the gradual upward trajectory has continued from 2011.

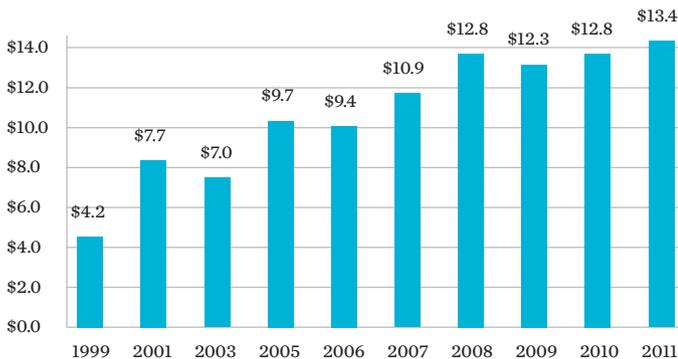
Survey questions also identified the key challenges facing spas as they regain ground and the changes operators have made to ensure they stay competitive.

STEADY AND STABLE

During 2011, the US spa industry continued to build on the moderate growth experienced in 2010 when business gradually picked up after the downturn and customer visits increased (see SB11/4 p38).

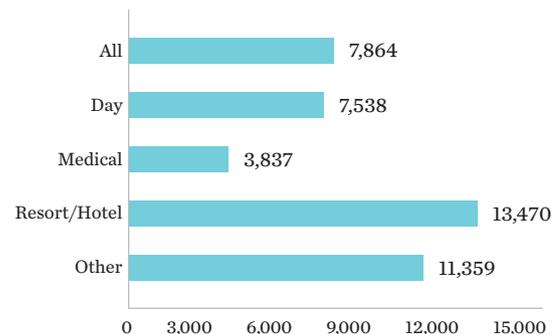
All five key performance factors for the spa industry either grew or held steady compared to their 2010 performance. Total spa revenue for 2011 rose to US\$13.4bn (€10.2bn, £8.7bn) – a 4.5 per cent increase on 2010 and a figure which has now surpassed the pre-recession peak of US\$12.8bn (€9.8bn, £8.3bn) achieved in 2008 (see Graph 1). This is an important milestone

Graph 1: Total spa revenue in the US (billions)



Source: ISPA 2012 US Spa Industry Study

Graph 2: average number of spa client visits per spa



Source: ISPA 2012 US Spa Industry Study



Day spas represent almost 80 per cent of all spas in the US

“ The majority of spa operators reported a lift in demand compared to the same period a year ago, and 55 per cent reported increased client spending per visit ”

as the industry recovers.

The performance mirrors the overall recovery rate across the US economy. In 2011, total consumer spending on services in the nation grew by 3.7 per cent. While, for the second year in a row, average revenues per spa expanded, rising by 4.9 per cent in 2011 to US\$673,000 (€514,000, £439,000). This increase in spa revenues is driven largely by a boost in visits, up by 4.1 per cent in 2012 to 156 million. Notably, hotel/resort spas had the highest average number of spa client visits per spa (see Graph 2). But while visits were up, revenue per visit stayed virtually unchanged at

US\$86 (€66, £56), with a lift of 0.4 per cent compared to 2010. Nonetheless the notable increase in visits is a positive sign.

Across the US, the total number of spa locations now stands at 19,850, largely unchanged from 19,900 in 2010. After declines in both 2009 and 2010, this is welcome news. In those years, spa locations fell by 1,400. Day spas are still by far the largest category, representing 78.9 per cent of all spas in the US, followed by medical spas at 8.8 per cent, resort/hotel spas at 8.7 per cent, club spas at 2.9 per cent, destination spas at 0.4 per cent and mineral springs spas at 0.3 per cent.

Total employment held steady, with a 0.2 per cent increase between May 2011 and May 2012. Yet there's been a marked shift towards full-time employees, up by 9.3 per cent; a further sign that the industry's back on track. Graph 3 shows the average number of staff employed in different types of spas across the US.

Total square footage also held steady, with an expansion of less than 1 per cent.

2012 IMPROVEMENTS

The survey of spa operators from September 2011 to March 2012 revealed a continuation of the upward trend. The ▶

► majority of spa operators reported a lift in demand compared to the same period one year ago. Almost six in 10 respondents said visits were up and 55 per cent reported increased client spending per visit, across all types of spas. Sixty per cent of operators saw a growth in revenues. Staffing levels stayed evenly balanced.

These are positive developments, showing an improvement on the 2011 survey results when a minority of 45 per cent reported a growing spend per visit.

PROFIT MARGINS INCREASING

Driven by increasing demand, profitability is on the upswing. Fifty-five per cent of spas reported a 2011 profit percentage topping 10 per cent, up from 49 per cent in 2010. Most also said that profitability had improved between September 2011 and March 2012 compared to 12 months previously. But almost one in five spas, reported a net loss in 2011, virtually unchanged from 2010 (18 per cent). Together, these results show an industry that has stabilised in terms of staffing and location numbers and is experiencing a modest but broadly-based recovery.

ABOUT ISPA RESEARCH

ISPA is recognised worldwide as one of the voices of the spa industry, representing providers in more than 70 countries. It has been publishing in-depth studies of the spa industry in the US since 2000. Topics covered in detail in the full *ISPA 2012 US Spa Industry Study*, prepared by PricewaterhouseCoopers, include: industry size and continued modest growth; an industry profile looking at size and geography by type of spa; facili-

ties, including elements of indoor square footage; services and products offered; prices and the composition of revenue; and visitor and employee numbers.

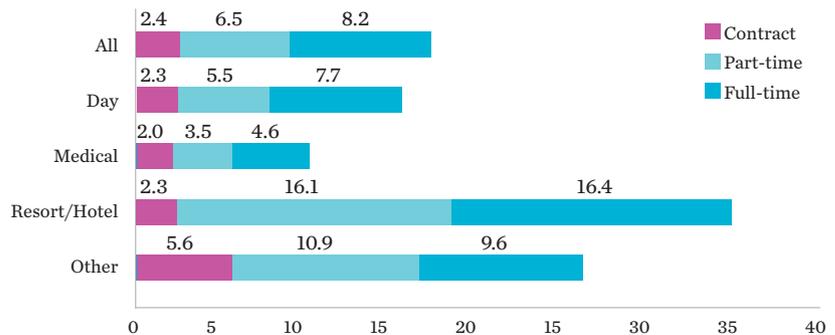
The full report is available at experienceispa.com. ISPA members can download a copy and non-members can purchase the report via this site.

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Graph 3: average employment per spa



Source: ISPA 2012 US Spa Industry Study

“Spas across the board are expanding their portfolio of services, offers and products to provide more choice and flexibility to busy customers”

STIMULATING DEMAND

Spas have been adopting a range of different strategies to stimulate demand and increase visits in an arena which is highly competitive, and where consumers are now

more price conscious than they were before the recession.

Operators are keeping prices steady to maintain competitiveness against a backdrop of rising consumer prices. Average price per spa service – US\$80 (€61, £52) – remained unchanged in 2011 compared with both 2010 and 2009. This is likely to reflect the moderate pace of consumer spending and the use of discounts and rewards to encourage visits and loyalty. However, holding prices steady also means that improving profitability is likely to remain challenging for many spas for now.

At the same time spas across the board are expanding their portfolio of services, offers and products, to provide more choice and flexibility to busy customers. Over 83 per cent reported making one or more changes over the past 12 months in response to recent economic conditions.



Almost one in three operators said they had expanded their treatment menus

SERGEY NIVENS / SHUTTERSTOCK.COM

Nearly one in four added additional wellness programmes such as individual wellness consultations, nutritional programmes and group wellness packages. In addition, 28 per cent introduced shorter treatments of 30 minutes or less to bring value and efficiency to time-pressed clients. Almost one in three operators expanded their treatment menu and 55 per cent added new retail products. On average spas have made 2.5 changes to their operations in the past year.

Ninety-six per cent of spas have a website and are stepping up the use of online social media, up from 82 per cent in 2011 to 88 per cent in 2012. Three in four spas offered one or more gift card promotions.

GAINING CONFIDENCE

As the industry continues to make further progress along the road to recovery, the spa

operators we questioned noted there were a range of challenges that the industry is still facing. These challenges included:

- The economy in the US and consumer spending;
 - Pricing, inflation and profitability.
- In a competitive environment, with consumers shopping around for the best deals, spas are seeking to maintain quality but without raising prices. Against a backdrop of rising costs, margins are being squeezed
- Shortages of qualified staff and rising payroll costs
 - Perceptions and the need for consumer education. Spas continue to tackle a general public perception that they are places offering only luxury and pampering. There remains a need to educate consumers about the health benefits that can be offered by the spa

experience and to position spas as places which promote wellbeing.

Overall, however, an overwhelming 78 per cent of all spa operators are confident or very confident that revenues will continue to increase in the next six months. ●

➔ ABOUT THE AUTHOR

Colin McIlheney is the global research director at PricewaterhouseCoopers and in his 30-year career, he's designed more than 200 worldwide surveys. He's also the research advisor for ISPA and served as the lead manager for the *2012 US Spa Industry Study*.



US luxury spa performance

STR's Jan Freitag analyses the performance of US spas, including average revenues and utilisation rates, in luxury hotels in 2012 based on findings from the SpaSTAR benchmarking report

Smith Travel Research's (STR) *SpaSTAR* report is based on 45 luxury hotels with spas in the US. Each month these spas send STR their performance figures covering treatment (such as massages and facials), salon (such as manicure, pedicure and hair services) and retail operations. In this article we examine some of these metrics and put them into context.

The latest data available runs up to October 2012 and we discuss the operational performance of the three operations centres in light of this. Please keep in mind that the sample set of this data is rather specific: these are high-end spas in high-end hotels in the US. In other words, results from these studies should only be used as directional

indicators and may or may not reflect the trends in your spa. They would not be a good indicator for free standing day spas, for example. We do believe, however, that they show how the industry fared for the upper end of the hotel spa segment last year.

TREATMENT RESULTS

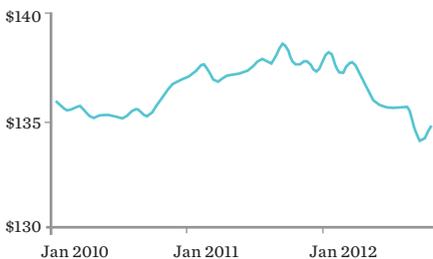
The average treatment rate (ATR) for the first 10 months of 2012 dropped by 2.2 per cent from the same period in 2011 to US\$134 (€104, £88). This drop reversed a trend we observed in 2011 when ATR picked up slightly and increased 0.6 per cent from the first 10 months of 2010.

Graph 1, which shows the monthly average performance, reveals that the ATR increased in the beginning months of the

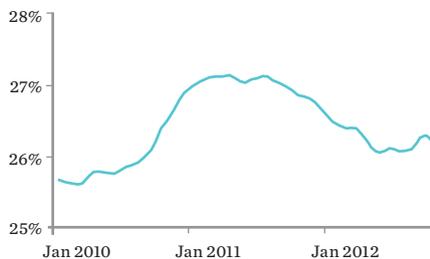
year 2011 and then dropped again starting in late 2011. Yet in 2012, operators were not able to stem the slide. It needs to be pointed out, however, that the monthly declines were only between US\$1 and US\$3 on average.

Following the general trend in ATR, the average utilisation of treatment rooms increased in 2011 and then dropped in 2012 (see Graph 2). In October, the year-to-date utilisation stood at 26 per cent, down 2.7 per cent from the first 10 months of 2011. As always we caution that the interpretation of this utilisation number through 'hotel operator glasses' will cause consternation and lead to asking the wrong questions. Since treatment rooms are open up to 12 hours per day and can be occupied by the

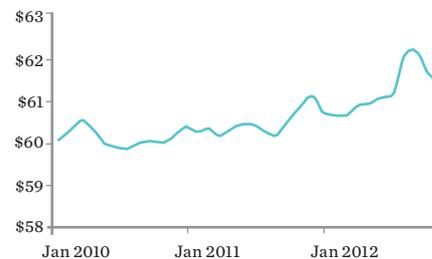
Graph 1: Average Treatment Rate:
2012 was a tough year



Graph 2: Treatment Room Utilisation:
Can you move this line?



Graph 3: Average Services Rate:
Uptick throughout the year



Source (all graphs): Spa STAR benchmarking report Jan-Oct 2012, Smith Travel Research

New service offerings to drive more customers to the spa and tight monitoring of opening hours are essential to assure ongoing profitability

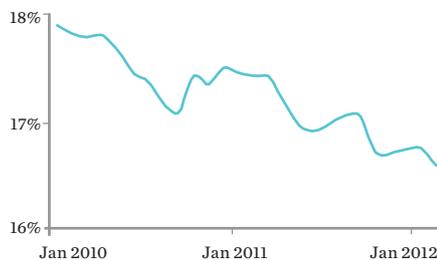
hour the utilisation rate is hardly comparable to a hotel occupancy rate which routinely ranges between 60 per cent and 80 per cent.

The question for operators in 2013 remains how to increase utilisation and ultimately ATR. New service offerings to drive more customers to the spa and tight monitoring of opening hours are essential to assure ongoing profitability.

SALON RESULTS

After initial stagnation in the average salon rate (ASR) – covering services such as manicures, pedicures and hairdressing in spas – we saw some improvements in this department in 2012 as shown in Graph 3. The ASR increase to the end of October 2012 ▶

Graph 4: Average Salon Utilisation: Threat? Opportunity?



The average treatment rate dropped in the first 10 months of 2012 but only by a couple of dollars



It may be harder to raise salon service rates (compared to therapies) as consumers know what prices to expect

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► was only 1.5 per cent over the 10 months but given the uncertain macro economic environment and decreases in ATR any good news is worth highlighting. Looking back further, in January 2010 the ASR was US\$60.08 (€46.83, £39.50) and in October 2012 it was US\$61.43 (€47.88 £40.39). An interpretation of the steady pricing may be that commoditisation of salon services makes it harder to increase rates. Consumers can't easily compare treatments, especially if operators use different names for the same treatment, but on the services

side the outcome expectation is well set and consumers know what they get from spa to spa and expect to pay similar prices.

After initial stagnation in the average salon rate – covering spa services such as manicures and hairdressing – we saw improvements in 2012

Salon station utilisation has been on a downward slide for the last two years (see Graph 4). The latest annualised utilisation rate now stands at just under 16 per cent, down from almost 18 per cent in early 2010. Again, these numbers need to be seen in the context of seats in the spas being available for 12 or more hours per day and therefore utilisation rates are expected to be lower than hotel occupancy rates. To interpret if the current level of utilisation for our sample is high or low depends on the individual spa manager's point of view.

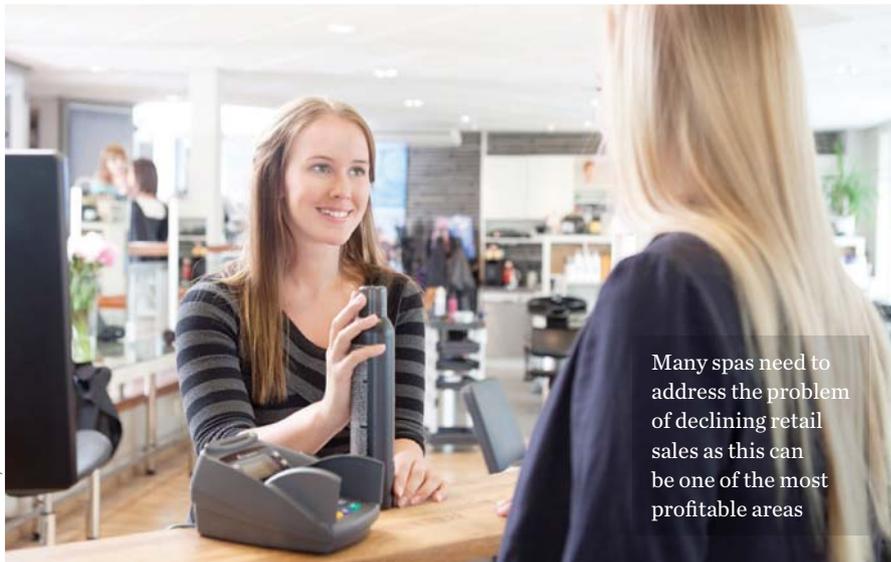
JOIN THE SPA STAR REPORT

Smith Travel Research (STR) first launched the *SpaSTAR* report in 2007 as an online benchmarking tool for hotel and resort spas. Its definitions are based on the uniform system of accounts for the spa industry by the International Spa Association (ISPA) which has been sponsoring the report since 2010.

It's free to participate in and receive a monthly *SpaSTAR* report which outlines nationwide metrics on nine spa performance indicators providing valuable and much-needed information to spa operators. However, there is a fee for competitive set analysis.

Sign up today: www.spa.str.com

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Many spas need to address the problem of declining retail sales as this can be one of the most profitable areas

The question for operators in 2013 is how to increase salon station utilisation since revenue gains seem to be hard to come by.

RETAIL SALES

Rather than provide a total retail sales number per spa we calculate the average retail spend per treatment. This number has declined over time and now stands at US\$18 (€14, £12), down from US\$23 (€18, £15) in 2010. Since the average treatment room utilisation has declined, as discussed, and assuming that the treatment room availability has remained somewhat static this can be interpreted to mean that treatments and total retail sales have both declined. In any case, this decrease is probably the most remarkable fact in this feature since it could be argued that the decline in this number hits the spa bottom line disproportionately. If spa managers could increase one number to make spas more profitable that number is probably the amount of retail revenue.

SUMMARY

In 2012, the US luxury hotel industry continued to recover demand and the average daily room rate (up 4.6 per cent) that was given up during the 2009 economic slowdown. The next step forward is to continue increases by pushing auxiliary revenues in other departments such as F&B, meetings and spa.

As demand for hotel rooms increases it is more important than ever to target hotel guests and make spa treatments accessible by providing an attractive value proposition. Treatments and salon service offerings need to be communicated effectively to increase utilisation and ultimately treatment and service revenues. Spa retail revenue is more profitable than the other spa departments so extra care needs to be taken to increase retail revenues from existing guests.

Progressing through 2013 we are expecting that as the ongoing hotel recovery finally spills over, we will be able to show

some positive results on the spa side. We are expecting room occupancies in luxury hotels to continue to grow, so now it is time to start bringing more of those hotel guests into the spa. ●

➔ ABOUT THE AUTHOR

Jan Freitag is the senior vice-president at Smith Travel Research (STR) which offers its hotel STAR benchmarking to more than 43,000 chains globally. He's also responsible for growing the STAR report in other areas and sectors with the spa industry being an obvious fit. Prior to STR, Freitag focused on hospitality consulting for hotelreports.com and Ernst & Young in the US.
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Spa Foresight™ 2013/14

From *Spa Business* magazine

Spa Foresight™ looks at trends and influences and identifies opportunities for industry growth and diversification. Liz Terry and Katie Barnes report

FRESH FOOD DELIVERIES READY PREPARED

Fresh prepared food deliveries – meals delivered to order and ready to eat – are a growing industry, as busy consumers choose to control their nutritional and calorie intake by passing responsibility for this to the experts.

Spas have the opportunity to move into this market on a joint venture basis, by lending their name and nutritional expertise to create branded ranges of home delivered spa food.

This will enable busy consumers to enjoy spa-quality fresh food at home, as part of their weight management, weight reduction or wellness management programmes.

Apart from the profits which could accrue from this type of deal, spas would also gain valuable brand profile from being part of people's everyday lives and the consumer connection could be used to market further spa visits with on-package promotions.

Spas could sign-up guests for home delivery services during their spa visit when their intentions are most resolute.

ONLINE REVIEWS STAR PERFORMANCE

Online reviews are having a huge impact on service businesses and although spas have yet to embrace them to the degree seen in the hotel and restaurant sectors, the opportunity is there to increase business by encouraging and managing reviews.

A study by economists at the University of California, Berkeley found a variance of just half a star rating can determine whether a business thrives or goes bust. Researchers focused on restaurant reviews on Yelp.com and found that the difference between 3 and 3.5 stars increased the chance of a business reaching capacity at peak times from 13 per cent to 34 per cent.

Further reinforcement comes from a TripAdvisor study which found that properties with 11 reviews or more see a 28 per



cent rise in user engagement when compared to those with 10 or fewer.

Dealing well with complaints relating to online reviews is also important according to a PhoCusWright report which found that 84 per cent of TripAdvisor users said an appropriate management response to a bad review improves their impression of a hotel.

■ See *Spa Business*, issue 1, 2013, p26 for a more detailed look at how to effectively handle online customer reviews.



Wearable tech will bring new opportunities. Spa trainers will be able to share coaching tips with students all over the world in real-time using Google Glass



WEARABLE TECH**GOOGLE GLASS**

We're moving from an era when we interface with technology using a keyboard and mouse, to a time where touch and voice are the new norm and putting on our wearable technology – watches, glasses, sensors and controllers – is just routine.

It will give us voice-activated access to a wide range of functionality. Enabling us, for example, to have a display in our field of vision, to film and take pictures with ease, and to search, translate, communicate and share on the go.

Wearable tech will find business- and consumer-facing applications in the industry. Google Glass, for example, Google's augmented reality glasses, and rival Telepathy One, which enable the capturing and sharing of video from a users' eye view, will be used by spa trainers to share coaching demonstrations in real-time, while customers will be given Google Glass pre-loaded with relaxation content to create an augmented reality experience.

We'll need protocols to deal with wearable tech too – will we allow it to be worn in spas?

The growth in image-based technology is also turning photography and video into communication mediums that replace words in some contexts – a valuable resource in an increasingly global economy.



▶ Google Glass will bring augmented reality to the mass market

DEATH

END OF LIFE CARE

There's an increasing interest in having a 'good death' which avoids unnecessary medical intervention and with an ageing population, the number of people dying each year is increasing, making it a major growth market.

This gives experts and operators in the spa industry a business opportunity to develop a new category of specialist, spa-inspired facilities, focused on death. They would give people have the chance to reflect and spend time with loved ones, while offering comfort, engagement, personal care, appropriate rituals and a spiritual dimension.

We believe end of life care is a market which is ripe for disruption.

EMOTION

ENGAGING THE HEART

Considering the spa industry aims – and claims – to be holistic, a spa visit is normally an emotionless experience.

Spas focus on protocols and standard operating procedures and guests are asked to adhere to etiquette which prescribe controlled and passive behaviour with little or no room for emotion.

But being touched can be an emotional experience and humans are creatures of emotion so a truly holistic experience should be respectful of this.

On page 3, we explore the opportunity for spas to encourage more emotional responses from customers to deliver richer experiences.



PHOTO: SHUTTERSTOCK/LIGHTPOET

The spa industry can only achieve its full potential if it can attract and train great people

SKILLS REGISTER

GET ENLISTED

This year, a global initiative by the Global Spa & Wellness Summit (GSWS), led by its Spa Management Certification Task Force, will define the role and skills necessary for spa managers/directors (see p146). The task force is headed by Lynne McNees – president of the International Spa Association.

It's an important step in developing globally recognised standards for spa management and one which will filter down to spa management education and training (see SB13/1 p74).

In a study – *Spa Management Workforce & Education: Addressing the Market Gap* – commissioned by the GSWS and conducted by SRI International, one area highlighted for further discussion is the potential for

“an industry-level accreditation for spa management training programmes/curricular that meet industry standards for quality and content”.

Something similar has already been successfully undertaken in the fitness industry with the creation of the Register of Exercise Professionals and the European Register for Exercise Professionals – registers for training providers and fitness professionals to verify that their qualifications meet globally recognised standards. And in January, UK trade body Habia (see p58) announced it will develop a professional register for spa, nail and beauty qualifications to measure existing qualifications against national standards.

We expect the spa industry to work its way towards national skills registers in the same vein and for these to eventually consolidate to form a global register of spa skills.

“ In spite of their importance, treatment of the gluteals is largely avoided for reasons of decorum, especially in the US, where strict draping rules apply



GLUTE MASSAGE

THE BOTTOM LINE

Experts advise that a significant percentage of back problems originate in the gluteal muscles, or are made worse by tension and misalignment in this area.

Treatment of the glutes is largely avoided for reasons of decorum, especially in the US, where strict draping rules apply. However, when done effectively, massage of the gluteals can release tension which affects the neck, back and legs.

As the spa industry continues to develop its holistic purpose, we expect technical, specialist, curative treatments such as glute massage to become more mainstream.

Treatment of the gluteal muscles can be effective in relieving back pain

PHOTO: SHUTTERSTOCK/WAVEBREAKMEDIA



MORE WITH LESS GETTING CREATIVE

The recession put spa businesses under pressure to innovate without spending, so operators found ways to create value without increasing costs, using the same facilities and staff.

Much of this innovation has been around creating either new, customised or added-value experiences which are an upsell from standard treatment menus, creating a higher perceived value for consumers.

Future innovation is likely to follow this model, as economies rally and spas seek to achieve increases in income while maintaining lower cost bases.

DELICIOUS EXTRAS SMALL & POWERFUL

We expect spas to customise more – the little things can make the biggest difference and they can be cheap to deliver. Wrap a customers' feet in a blanket during a massage to keep them snug, steam or press clothes while they're having a treatment or give a take home gift.

PHOTO: SHUTTERSTOCK/ANDREY_POPOV



A small treat makes a big impact



French brand Caudalie has a pop-up concept

POP-UP SPAS NIMBLE SOLUTIONS

Investing in spa infrastructure is costly and bricks and mortar tie an operation to a specific location permanently.

We're seeing early signs that the pop-up trend, which has taken retailing by storm, will make its way into the spa market,

creating opportunities for operators to extend their brands and try out locations on a low-cost basis, before making a more costly investment in permanent operations.

Pop-ups can be more innovative and playful, offering greater freedom in their delivery, and can create new audiences by attracting consumers who are drawn to a more edgy offering, but who may not normally frequent spas.

“Corporations will embrace spa – some by opening their own facilities and others by subsidising their employees to use external spas and services”





NEW ALLIES

SHARED AIMS

The industry will become more aware of its natural allies: governments seeking to reduce healthcare bills and boost wellness tourism, corporations which see commercial value in a healthier workforce and consumers who want to take charge of their own health.

Working with the first two groups, spas will extend services into new environments – government-run facilities will open accessible spas which can be used by the mass market and corporations will embrace spa – some by opening their own facilities and others by subsidising their employees to use external spas and services. We expect to see more partnerships developing between the spa industry and these powerful stakeholders.

The industry will seek out allies with shared goals and values

CELLULITE

A FEMALE OBSESSION

For years manual lymphatic drainage and suction were spa's cellulite-targeting options, but technological advances have led to a surge of newcomers such as Mesotherapy, VelaShape, cavitation and cryolipolysis. We expect this market to grow, especially in Italy and Brazil, where demand for cellulite treatments has always been high.

HOME SPA

PERSONAL SPACES

The already popular trend towards home spa treatments will evolve to the next level, with people choosing to add spa facilities to their homes.

This won't just be the preserve of the super rich – although they'll continue to invest in substantial spa-standard facilities – more ordinary working people will add steamrooms, heat experiences such as saunas and infrared rooms, whirlpool baths, gyms and meditation spaces. The trend towards therapists paying home visits will continue.

Spas may view this as competition, but consumers' deeper commitment to a spa lifestyle will mean they're engaged in these routines more of the time and this will increase the amount of focus they have on self-care, creating opportunities for spas to function at the core of their world, acting as the repository of knowledge. These consumers are likely to visit the spa more as a result of this higher level of involvement.

CHILDHOOD OBESITY

TEACHING SELF-CARE

Few segments of the population will benefit more from the expertise, programmes and facilities of spas than overweight and obese children and teenagers.

More young people are growing up lacking the knowledge needed for effective self-care and spas are ideally placed to provide it.

“ Biometric readers will monitor health indicators and serve up advice in real-time on action needed – when to rest, how long to exercise and how much more to eat ”



Customers will stay connected to the spa

PHOTO: BOBYPEDIA

Creating specialist spas for kids will not only make business sense, but will also enable the industry to bond with the next generation of spa goers.

Parents who lack the knowledge to help, or find they're unable to advise and teach in a way their kids can accept, will welcome the opportunity to set them on the right path in life and to ingrain good lifestyle habits. Family counselling and intervention will also be offered.

MOBILE BIOMETRICS

EXPERT ENGAGEMENT

Consumers can monitor all elements of their health – from stress levels to sleep patterns – via biometric readers. This presents spas with an exciting opportunity for constant engagement with customers.

We see a time when spas offer apps which firstly monitor and analyse all clients' key health indicators and then give lifestyle advice based on the findings via wearable tech (see p130). This advice can be given in real-time so people can make better choices, such as how many more calories can be consumed that day, when a test is needed or when it's time to take a break.

This level of engagement with customers will keep spas top of mind with tech-savvy customers and boost repeat visits.

SEX IN SPAS**NO LONGER TABOO**

With some of the world's most prestigious, well-respected spas beginning to hire out their couples rooms by the hour and the growth of couples treatments outstripping that of single treatments for some, sensual time spent with a partner is good for business.

Couples rooms are becoming more lavish and now routinely feature beds or lounging areas, double whirlpools and other private facilities, while treatments factor in alone-time behind locked doors, champagne and other treats, to create the perfect ambience.

It's appropriate that spas, with their focus on the holistic, are moving in this direction, as our sexuality is an important part of our wellbeing. We expect this trend to evolve, with a focus on developing these options in a wholesome way with sensitivity and integrity.

Sex in spas is consistent with the industry's spiritual ethos and just as friends are more likely to enjoy and wish to repeat their spa experience as a result of companionable time spent together, so attracting couples brings the benefits of repeat visitation, increased retail spend and opportunities to upsell by adding treatments to basic facility-use charges.

The industry is aware of the importance of retaining a highly professional reputation around this type of offer, especially in parts of the world which have suffered from links with the sex-trade – so the growth of couples bookings is being played down – and understandably so. However, we anticipate this trend will grow. ►



Sensual time with a partner is proving to be good for business

PHOTO: SHUTTERSTOCK/TYLER OLSON

SPA BRANDS

MOVING IN ON RETAIL

For years spas believed they had to offer product lines which weren't available on the high street and although this still works for many, times change and there's now an awareness that consumers are attracted to brands they trust and this had led to two changes. Firstly, spa brands are working to build consumer awareness and exploring direct retail sales, with some, such as Caudalie and Aromatherapy Associates launching high street stores. Secondly, existing consumer brands like Clarins, have moved into the spa market and are helping spas to boost their retail sales.

Consumer spend on body and face-care products is increasing and this will drive increasing activity in this sector.

HAND & ARM MASSAGE

SMARTPHONE RELIEF

People are experiencing pain in their hands and arms from smartphone over-use and this is creating an opportunity for spas to offer specialist treatments designed to break down adhesions and release tension in these areas.

The hands and arms are largely overlooked during a routine massage, but we predict training bodies responsible for massage protocols will ramp up the proportion of time spent on them, as well as teaching techniques to address these issues. We also foresee a time when hand and arm massage is offered as a stand-alone treatment.



PHOTO: SHUTTERSTOCK/ROBERT KNESCHKE

Loyal customers can contribute up to 90 per cent of spa revenue



Customer loyalty and reward points are the second largest currency in circulation worldwide after the US dollar, according to futurist Edie Weiner



REPEAT BUSINESS

KEEPING LOYAL

It's a given that roughly 80 per cent of sales come from 20 per cent of customers, with some spas reporting levels of up to 90:10.

This means regular customers are like gold dust and we'll see an increased focus on their recruitment and retention.

Regulars spend more, if they're local, they're more likely to use the spa at off-peak

times and they're important in buffering fluctuations in the number of tourists and ad hoc guests who come through the door.

Reward and membership schemes can keep clients coming back for more. Futurist Edie Weiner – a popular speaker at the 2010 Global Spa Summit in Istanbul – says reward points are the second largest currency in circulation worldwide after the US dollar, suggesting loyalty points could become a 'new currency in spas' and an effective way of encouraging repeat visits.

AFRICA**IN SIGHT OF CHANGE**

Back in 2003, Goldman Sachs coined the term BRIC – the acronym for Brazil, Russia, India and China – to group together what it predicted would be the world's dominant economies by 2025.

Next the CIVETS were identified as being the ones to watch: Columbia, Indonesia, Vietnam, Egypt, Turkey and South Africa – this acronym was coined by Robert Ward at the Economist Intel-

ligence Unit in 2008 to predict the next generation of emerging economies.

We think much of the rest of Africa will show exciting growth over the next two decades, with the spa industry already identified as a driver for both domestic and inbound tourism markets. This will be especially exciting in nations which have developing middle classes and growing tourism infrastructure.

With his Kenyan roots, we believe Barack Obama will turn his attentions to the development of Africa at the end of his second term in office.

PHOTO: REUTERS



Barack Obama at the University of Johannesburg, Soweto, South Africa, 29 June, 2013

VARIABLE PRICING

SOFTWARE SUPPORT

Using daily deal websites has given some spas a taste of the shape their businesses would be in if they could optimise yield and sell more off-peak time.

But although daily deals have been good for some operators, businesses ultimately want to take advantage of better yield without surrendering a percentage of revenue to deal sites.

This year we're seeing a new trend emerging, as the leading software providers add yield management functionality to their systems, giving spas the tools to take more direct control of their variable pricing and marketing and meaning less reliance on deal sites.

Where deal sites are still used for marketing, spas which use this software will be able to upload new deals directly from their yield management systems. They'll also be able to design better deals, based on the knowledge gleaned from these systems – both for third party distribution through deal sites and for their own direct marketing.

LAST IMPRESSIONS

POWERFUL RECALL

Spas focus on creating a great welcome, but evidence suggests customers are more likely to remember the last thing that happened to them than the first*.

Spa operators need more emphasis on making a great last impression to ensure customers come back for more.

* Credit: Jeremy McCarthy



Rapid change in the world of exercise is opening up new opportunities for spas

PHOTO: TABATA

EXERCISE

THE KEY TO WELLBEING

Two things are happening in the world of fitness and exercise which have important implications for spas.

The first is that the growing body of evidence about the value of exercise is showing clearly and beyond doubt that it's the biggest determinant of longevity and wellbeing, trumping all other factors. In this handbook we give a round-up of some of the latest findings (see p134).

The second is that exercise scientists are using this research to create a new generation of exercise protocols which are more

effective and also suitable for use in spas. These include high intensity training (HIT) which comes in many forms, such as Tabata, which is based around four minute workouts and Vasper, which combines cooling and compression to biomimic the physiology of children and convince the brain it's been exercising hard for several hours, rather than just 20 minutes.

There are also technological innovations coming to market which can be adopted by spas, such a virtual trainers – high-level experts are videoed delivering classes and these are played back via big screens to enable classes to be held at any time.

We believe, in short, that it's time fitness was taken far more seriously by spas.

➔ ABOUT THE AUTHORS

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HOSPITAL SPAS

PROVABLE OUTCOMES

The spa industry is working to develop its credibility and show provable outcomes for its treatments. If this continues, we expect spa to become valid partners for the medical sector, with facilities being developed alongside hospitals.

The launch of the website spaevidence.com in 2011 – which gives search access to existing research on spa modalities from four medical websites – helped accelerate this process.

A number of treatments which are traditionally delivered in spas are as effective or more effective than the allopathic alternative and with pressure on government health budgets, the economics of this will drive decision-makers in the medical sector to seek out collaborations with spas.

Other factors will come into play too: private patients will demand spa treatments in hospitals for their life-enhancing and medical value and research into the placebo effect will show that spa treatments are some of the most powerful deliverers of these benefits.

Spas will be built within hospitals as the efficacy of treatments is proven

PHOTO: SHUTTERSTOCK/DEEPELJE-PHOTOGRAPHER



Rising stars

Vera Kiss from global foresight firm The Futures Company identifies trends and opportunities in emerging markets which hold the most potential for spa operators

THE CHANGING DEMOGRAPHIC OF SPA TOURISM

Spa tourism is by no means new to the emerging markets, as spa resorts have long attracted millions of tourists in search of holistic relaxation. Thailand is the world's most popular spa destination with nearly 4 million international visitors arriving for spa holidays in 2009. China and Indonesia are also key spa tourism markets, with 3.3 million and 2.5 million international spa visitors respectively in 2009, according to a 2011 EuroMonitor blog, *Spa Tourism is Big Business in Asia Pacific*. As holistic approaches to wellbeing become mainstream and there is growing openness to eastern approaches to health in western markets, spas will maintain their momentum among international visitors who are resilient to current economic troubles.

Nevertheless, spa operators should not overlook the rising potential in catering for domestic and regional visitors as emerging economies expand. According to the

China is now a key spa tourism market. In 2009, it saw 3.3 million international visitors



2011 Deloitte report *Hospitality 2015: Tourism, Hospitality, and Leisure Trends*, domestic tourism in China grew by 30 per cent from 2005 to 2007 and in India domestic travel increased by 15.5 per cent in 2009. Partly driven by rising domestic demand, the Spa Association of India says that the country's spa industry has seen rapid growth in recent years, with over 2,300 spas operating in 2010, generating revenues around US\$400m (€306m, £256m) annually. Moreover, as noted by The Futures Company's *Golf 2020 Vision* report, recent years have seen the rising popularity of golf and country club culture in both India and China, with rising uptake of golf in second-tier Indian cities and the number of golf courses in China more than tripling between 2004 and 2011 to over 600, which signals healthy prospects for other aspirational health and wellbeing activities. Accordingly, there will be growing opportunities for operators both at the high and medium spectrum of the industry.

The Indian spa industry has had rapid growth, with over 2,300 spas detailed as operating in 2010, including Leela Kempinski in New Delhi (above)

THE DRIVERS BEHIND CONSUMER DEMAND

Alongside growing incomes, local spa tourism will be driven by rising health awareness as lifestyle diseases, such as obesity and diabetes are set to increase in emerging markets. According to The Futures Company's *Global MONITOR* survey, in many fast growing markets, consumers struggle to have control over their health. Between 2009 and 2012 in China, those who felt they had control over their health dropped from 64 per cent to 55 per cent, in India from 72 per cent to 63 per cent, and in Brazil from 41 per cent to 30 per cent.

Moreover, as stressful urban lifestyles become the norm for many newly affluent professionals, there are more opportunities

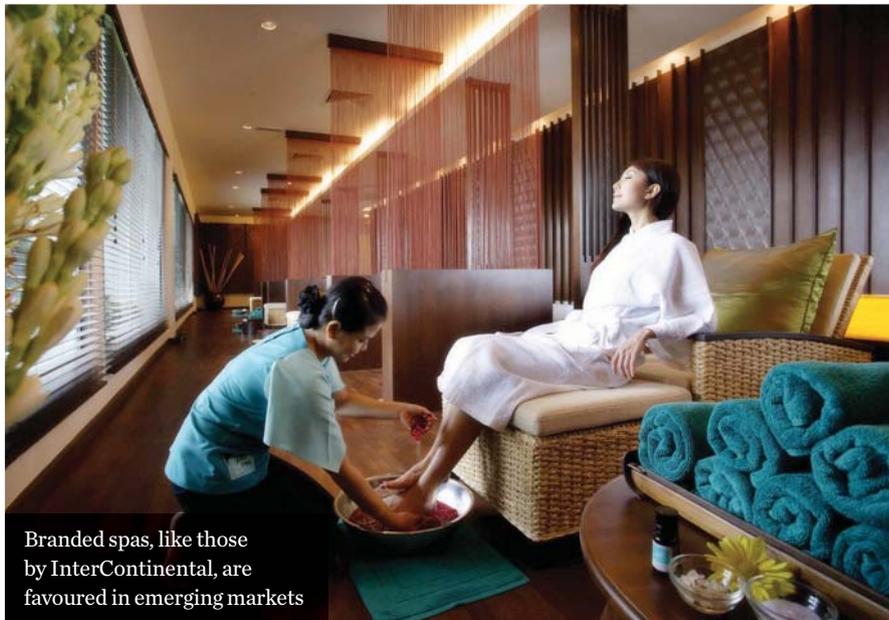
for services that provide relaxing solutions for wellbeing. As a result of growing stress, levels of emotional wellbeing have also been dropping in key markets. Between 2009 and 2012, reported levels of satisfaction with emotional wellbeing have decreased from 63 per cent to 55 per cent in Brazil, 72 per cent to 64 per cent in China and from 70 per cent to 57 per cent in India. Against a global average of 26 per cent, 44 per cent of Chinese, 43 per cent of Mexican and 34 per cent of Indian *Global MONITOR* respondents are also more likely to buy products or services in the next 12 months that will enhance their sense of emotional wellbeing and relaxation. The *MasterCard Worldwide 2011 Index of Consumer Purchasing Resilience* survey also shows that 69 per cent of Vietnamese consumers surveyed said they would prioritise for fitness and wellness spending. As a result, it will be increasingly important for operators to understand local consumer needs as well as locally anchored approaches to health and wellbeing. ►

About The Futures Company

The Futures Company is a strategic insight and innovation consultancy, with expertise in futures and foresight work. The company has teams in the US, Mexico, Brazil, the UK and Argentina and partnerships in China, India and Poland. It was formed in 2008 by the merger of two businesses – Europe’s Henley Centre HeadlightVision and US-based Yankelovich. It’s a division of Kantar, the insight arm of WPP. By exploring the future needs, motivations and behaviours of consumers, and the broader dynamics shaping the marketplace, the company unlocks new sources of growth for its clients.

WEB: www.thefuturescompany.com

Twitter: @FuturesCo



Branded spas, like those by InterContinental, are favoured in emerging markets

HOW TO BUILD THE APPEAL OF SPA EXPERIENCES

Brands hold much stronger resonance with consumers in emerging markets with 62 per cent of Russian, 59 per cent of Chinese and 52 per cent of Indian *Global MONITOR* respondents considering it best to buy famous brands because you can rely on their quality, compared with a global average of 35 per cent. As a result, branded spa and leisure facilities will hold stronger appeal for many local consumers.

However, this does not mean that future consumers will exclusively or even primarily respond to western brand propositions. For example, South Korean brands and cultural exports are very popular in many other Asian markets, like Vietnam. As recently noted by the *Financial Times*, western brands will increasingly face competition from local and regional brands, including in the premium and luxury space.

This also results in the blending of eastern and western concepts in products as recently demonstrated by Osiao, Estée Lauder’s new beauty brand for Chinese consumers. Osiao was designed as a hybrid east-meets-west skincare brand. The brand’s aspirational English language labeling is combined with a product formula tested with East Asian consumers, catering to local expectations such as clarity and luminosity, and it incorporates Chinese medicinal plant extracts.

Accordingly, successful branding will be able to tap into the quality associated with western products but also cater to local needs and tastes. In most markets spa tourism and membership is likely to remain aspirational. In this context it’s important to note the higher appeal of premium and luxury products in many key emerging markets. According to *Global MONITOR*, 32 per cent of Indian, 29 per cent of Chinese and

27 per cent of Brazilian consumers report they are more likely to purchase premium products or services in the next 12 months, against a global average of 15 per cent.

Luxury is especially important for Indian consumers with 59 per cent of *Global MONITOR* respondents considering it important to purchase luxury products against a global average of 30 per cent. As new upper classes expand in markets like India, China and Russia the demand for increasingly high-end spa experiences is also set to grow.

THE IMPORTANCE OF TAILORED OFFERINGS

It is also essential to understand the types of services that are most likely to resonate with local spa visitors. The public bathing culture that has traditionally been associated with European spas is likely to clash with notions around modesty held



“ SUCCESSFUL BRANDING WILL BE ABLE TO TAP INTO THE QUALITY ASSOCIATED WITH WESTERN PRODUCTS, BUT ALSO CATER TO LOCAL NEEDS AND TASTES ”

The higher appeal of luxury and premium products is most notable in many key emerging markets such as Brazil (Lapinha spa above) and India

by consumers in some Asian markets. On the other hand, there are positive prospects for attracting consumers with beauty treatment offerings, such as skincare.

In China the beauty market is worth roughly US\$21bn (€16bn, £13.5bn). A SpaFinder Wellness' *Top Ten Spa Trends for 2012* report predicts Brazil, Russia, China and India are expected to contribute over half of the total US\$43bn (€32.9bn, £27.7bn) growth for the global beauty industry by 2014. Smaller markets like Vietnam have also seen market expansion of beauty – an article in a 2010 *McKinsey Quarterly* journal stated that “The Vietnam Ministry of Industry and Trade forecasts that

the market for beauty products will grow 15 per cent a year for the foreseeable future.”

In addition to locally relevant service offerings, spa operators will also benefit from integrating local approaches to health and wellbeing. This is likely to attract international as well as local customers. As recently noted by an Indian commentator from The Futures Company's Global Streetscape network: “People are embracing modernity but they also preserve old beliefs. Blindly adopting western customs or lifestyle is not considered cool and belief in traditional systems of knowledge such as ayurveda, and vedic astrology is growing.” Many Indian spa operators include ayurvedic therapies in their offering both to attract foreign visitors and domestic visitors who know their benefits, or want to try local therapies for the first time.

As the world becomes more multipolar both in its economic and its cultural

exchanges, understanding the needs, aspirations and tastes of new consumer groups will increasingly be a differentiator for the spa business as well. ●

➔ ABOUT THE AUTHOR

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App-reciation society

Mobile apps and technology platforms focused on improving wellbeing are set to dramatically improve people's health and lifestyles around the world. Jay Williams explains how spas can get in on the act and outlines some of the leading devices in the market

Although global healthcare is in an overall state of crisis, there's much to be positive about. Eighty-six per cent of people believe they have the power to change their own level of wellness, according to the 2012 *Truth About Wellness* report by ad agency McCann, while 73 per cent feel positive about their overall health and the average person now believes they will live to be 79 (in China this rises to 84). This optimism is being fuelled by a health technology revolution, which is itself being driven by escalating levels of poor lifestyle-related diseases worldwide. Technology may be the answer to some of the everyday barriers that keep us from achieving better health.

The 2012 *Rock Report on Fitness Technology*, by tech firm Rock Health, says: "half of consumers say they would buy mobile health technology". Their reasons included the ability to monitor fitness and wellbeing and to allow a healthcare professional to remotely monitor their condition. The new mantra of health technology is that 'you can't improve what you can't measure' and today's consumers are infatuated with monitoring their personal statistics.

For years, insurance companies, telecommunication firms and retailers have been utilising platforms and apps to engage their

clients. And the health and fitness industry is a prime example of how things have taken off – according to *Wireless Health and Fitness*, a 2011 report by ABI Research, the market for sports and fitness apps will gross US\$400m (€311m, £263m) in 2016. The rise of apps for connected wearable fitness devices will be a primary factor in the industry's growth with ABI predicting 80

Health technology is a market that's perfectly matched to spas, especially in terms of corporate wellness programmes and guest connectivity

million such sensors by 2016. Elsewhere, a blog on *MobiHealthNews* in 2012 estimates that 80 per cent of people who exercise at least once a week and own a smartphone would pay US\$140 (€109, £92) for a combined sensor and software programme.

Bearing in mind how things have escalated in the fitness arena, health technology is clearly a market that is also perfectly

matched to the spa industry – especially when it comes to the potential of offering wellness programmes to large corporations. Even more exciting is that as the technology becomes more sophisticated, the industry will become even more important in terms of connectivity to spa clients.

But what challenges or barriers might the spa industry face and what are the solutions? And what monitoring devices and apps would be most appropriate?

CHALLENGES AND SOLUTIONS

In the McCann survey, 7,000 people reported on the top three barriers to wellbeing, which are outlined below, along with some ideas of how spas might tackle such obstacles:

Barrier one: Economics

Spa solution: Provide an affordable online take home spa solution, such as an easy to follow yoga guide, that seamlessly integrates your brand into the client's everyday wellness efforts until their next visit

Barrier two: Time

Spa solution: Create a spa-branded app that integrates on-the-go lifestyle choices that fit into a busy schedule – ie daily message reminders to breathe, drink more fluids, or walk when possible

Barrier three: Willpower

Spa solution: Focus on mobile solutions



The BodyMedia Core 2 armband enables food, activity and sleep tracking

that motivate users towards healthy alternatives to unhealthy behaviours. David Kirchoff, the CEO of Weight Watchers, was recently quoted as saying: “You have to start making healthy choices easy and automatic... willpower is completely over-rated, it just doesn’t deliver”. Significantly, the company has introduced an online programme and app including a healthy shopping guide, community forums and reminder messages, that makes healthy choices easier for the user.

The spa industry faces some additional challenges to the traditional healthcare model. It has limited time with the client and lacks the ability to monitor them after they leave. The solution here would be to develop (or white label) a real-time device/app/or platform that tracks lifestyle stats and the steps towards the client’s goals. There is the difficulty of remote monitor-

ing spa clients’ personal data. The answer? To connect activity trackers, weight scales, blood pressure cuffs, and even glucose monitors to the cloud for data sharing.

DEVICES

The device market is growing rapidly and consumers are becoming educated through the press about the advantages of tracking their daily lifestyle activities. Retailing devices offers the spa an additional revenue stream but more importantly an opportunity to stay connected to the client after they leave the spa. Data from the following devices can be sent to and viewed on a spa’s private labelled platform reminding the client daily of your brand.

Tinké

This iPhone-based monitor, retailing for US\$119 (€93, £78), measures blood oxygen,

respiratory rate and heart rate variability when a person presses their thumb onto a device that plugs into the phone. Tinké’s Zen Index is then used to measure a person’s stress and helps them to manage it via suggested deep breathing exercises. Details: www.zensorium.com/tinke



The Tinké can help people manage their stress levels

The Smart Body Analyzer is an all-in-one system to measure BMI, blood pressure, glucose and sleep



BodyMedia Core 2

A smaller, more stylish, waterproof version of its first armband with the option of continuously recording heart rate. Priced at US\$150 (€117, £99), it

still offers the same four FDA-cleared sensors focused on skin temperature, heat flux, galvanic skin response, and a three-axis accelerometer. The Core 2 also has Bluetooth connectivity, allowing BodyMedia data to be uploaded to a smartphone app in real-time. Details: www.bodymedia.com

Watch out for...

BodyMedia and Avery Dennison are continuing to develop Vue Patch, a disposable sensor patch worn on the back of the upper arm continuously (including to bed and in the shower) for seven days. The waterproof patch has a micro-USB port for uploading the data after the patch has been removed, but future versions will be Bluetooth-enabled. The patch “offers a comfortable, economical way to gather physiological data for health and wellness initiatives.”

There are also many devices coming on the market that monitor weight, BMI, blood pressure, sleep and blood glucose. Withings' Smart Body Analyzer, for example, is an all-in-one measurement system for weight, heart rate, BMI and body fat. The scale syncs with wi-fi to upload readings and communicates with an app that tracks progress. “Sleep more soundly”, Withings says, with the air-quality monitor, which notifies you when to open a window and get air circulating. Meanwhile, the Zeo Sleep Monitor tracks the quality of sleep and then gives personalised advice (sleep coaching) to help you improve it.

Choosing brands that ‘connect’ the collected information with a spa app or platform, will allow monitoring of the client after they leave the spa.

PLATFORMS AND APPS

The white labelling of online wellness platforms and apps goes beyond the opportunity to continue a relationship with a client after a visit. Having a spa brand and philosophy – not to mention the visuals – in front of the client on a daily basis provides a conduit to send spa promotions and events along with new spa product announcements.

Combining in-spa services with at-home tracking of sleep, stress, nutrition and activity gives clients a complete well-being package. Optionally, the data can be used to quantify the success of programmes. The following platforms offer unique ways for spa brands to connect with customers.

SelfOptima

This customisable web-based platform, used by operators such as Rancho La Peurta, enables spas to offer holistic health assessments and scoring in all lifestyle areas



Dacadoo allows people to share activities with friends and set goals

Fitbit Flex

Fitbit's new Flex wristband, sold for US\$100 (€78, £67), features LED lights indicating how daily steps and calories burned stack up to personal goals. It also has the ability to record the number of hours slept and quality of sleep. Stats are uploaded in real-time to iPhone and Android phones. FitBit's data can be sent to a spa website to allow for a more tailored programme on their next visit. Details: www.fitbit.com/flex

Basis B1

This wristband aims to provide a precise view of a person's health immediately and over extended periods. It includes a heart rate detector, a 3D accelerometer, a body temperature sensor to measure exertion and a galvanic skin response sensor to record sweat output. The band, which costs US\$199 (€155, £131), can link to a web dashboard for easy viewing, sharing and engagement. Details: www.mybasis.com

Salutron SmartHealth C200 and C400

Physiological monitors in these wristbands, which retail for US\$59.99 (€47, £40) and US\$89.99 (€70, £59), collect heart rate, calorie, and step activity. They have screens that enable users to view a week's worth of records and they're also able to capture, hold and wirelessly transmit data to smartphones and branded platforms making the device a good match for a spa wellness programme. Details: www.smarthealthusa.com

“ **Combining in-spa services with at-home tracking of sleep, stress, nutrition and activity gives clients a complete wellbeing package** ”

including physical, nutritional, emotional, prevention and toxin-free living. The site can be branded to allow the user to choose a spa's products, therapists and personal coaching, as well as on- and off-site workshops and services before and after visits. Details: www.selfoptima.com

+en programmes

Launching in mid-2013, the +en Weight Management and +en Well programmes are based on users accumulating credits towards a daily goal (+en) by eating and doing things that positively impact their health, like eating fruit or going for a walk. Likewise, credits are deducted for consuming bad foods or being sedentary. The credits are assigned based on age, height, weight and gender and users receive an online health assessment and tracking to help them see where they are compared to the health recommendations – and how they can bridge the gaps. Spa white labelling is available. Details: info@beten.com

Dacadoo

The Dacadoo online platform (for mobile viewing) and app allows users to track their fitness, nutrition and health stats. Stress and sleep will be added in the future. The platform, which can be white labelled by a spa, enables people to share activities with



The GetHealth app uses social interaction and gameplay to help users monitor their wellbeing

friends, create and enter challenges, and set goals. The platform calculates a person's Quantiq health score – an indication of their health on a scale of one to 1,000. The score is based on medical and emotional surveys, personal stats (blood values and body metrics), and activity. Using wi-fi, fitness activity, weight and blood pressure monitor data, can be uploaded to affect the score. Details: www.dacadoo.com

GetHealth

GetHealth is a mobile and online platform that helps people improve their health through social interaction and gameplay with their family and friends. The user checks in to earn points in three categories: move, munch and mind (focused on de-stressing) and at the end of each week, they receive a progress report. 'Motifications' are sent via phone to keep people engaged. An affordable corporate version of the programme, including reports to measure return on investment, is available. Details: www.gethealthapp.com

Beyond spa walls

This year will bring a new wave of apps and platforms enabling connectivity to clients. Many consumers still think of wellness as something that only exists in certain places and at isolated times. A spa visit fits that profile. If we want to create a broader vision for the industry's future then spa wellness must extend beyond the spa walls and into a 24/7 model that's seen as a life long journey, not a short-term goal. ●

➔ ABOUT THE AUTHOR

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Exercise is medicine

There's increasing awareness of the important role exercise plays in wellbeing, from lengthening telomeres to reducing stress and spas are starting to adopt more comprehensive fitness programmes. We round-up some of the latest research to help spas educate guests about the varied benefits of physical activity

Exercise mends a broken heart

Regular and strenuous exercise can reactivate dormant stem cells, leading to the development of new heart muscle, according to research published in the *European Heart Journal*. These findings indicate that the damage caused by heart disease or failure could be partially repaired by exercise.

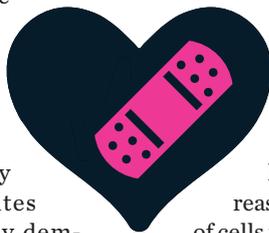
Researchers from Liverpool John Moores University in the UK showed that healthy rats undertaking 30 minutes of strenuous exercise a day demonstrated activity in 60 per cent of previously dormant heart stem cells. After two weeks, there was a 7 per cent increase in the number of cardiomyocytes – the 'beating' cells in heart tissue.

While previous research has shown that injections of chemicals known as growth factors can coax dormant stem cells back

to life, this is the first study to show that regular exercise can have a similar effect by stimulating growth factor production.

Scientists will now examine the effects of exercise on rats that have suffered heart attacks to determine if the results are even more pronounced. Dr Georgina Ellison, who led the study, says: "We hope exercise might be even more effective in damaged hearts, because you have more reason to replace the large amounts of cells that are lost" – ie the body has a greater need to adapt and repair itself after a heart attack.

While an exercise routine is normally included in cardiac rehabilitation programmes, "maybe to be more effective it needs to be carried out at a higher intensity, in order to activate the resident stem cells," adds Ellison.



Waring, CD et al (Oct 2012). The adult heart responds to increased workload with physiologic hypertrophy, cardiac stem cell activation, and new myocyte formation. European Heart Journal

Exercise protects the brain from fat attack



A diet containing lots of fatty foods is associated with a decline in brain functioning, which elevate the risk of conditions such as Alzheimer's. Exactly how this occurs remains unknown, but researchers think that fatty acids from food infiltrate the brain and jump-start a process that causes damage to the regions responsible for memory and learning.

A recent study carried out by researchers at the University of Minnesota in the US examined the result of a high-fat diet (where at least 40 per cent of calories were from fat) on memory in rats, and then the subsequent effects of exercise. Memory declined after four months of the high-fat diet, but then improved once exercise was introduced.

After seven weeks, the rats on the high-fat and exercise diet were scoring as well on the memory test as they had at the start, whereas the memory of those not exercising continued to decline. The results suggest that exercise stimulates the production of substances that fight the effects of fatty acids on the brain. The amount of exercise wasn't excessive – the rats did the equivalent of 30 minutes' jogging a day – but researchers stress the same protective effect might not be noted in humans.

Mavanji, V et al. (2012). Exercise reduces cognitive decline induced by dietary fat. Presented at the annual meeting of the Society for Neuroscience

“ Exercise is thought to increase exposure to antioxidant enzymes which may help boost sperm count ”



Exercise improves male fertility

Recent research from Harvard University in the USA has reported that moderate exercise boosts the chances of fatherhood. Men who undertook 15 or more hours of moderate to vigorous exercise each week had, on average, sperm counts that were 73 per cent higher than those who exercised for less than five hours a week. Interestingly, mild exercise had no effect.

Sedentary activity, measured by the number of hours spent watching television, had a negative effect on sperm count. Those who watched 20 or more hours of television each week had a 44 per cent lower sperm count than those who watched very little television.

According to the researchers, one of the reasons for the higher sperm counts was an increase in the exposure to antioxidant

enzymes, which have been shown to have beneficial effects on sperm count. Being inactive has the opposite effect, leading to high levels of oxidative stress and poor sperm production.

However, researchers warn that too much exercise can be harmful to sperm production. Previous studies involving professional marathon runners, cyclists and triathletes have reported poor semen.

Gaskins, AJ et al (Feb 2013). Physical activity and television watching in relation to semen quality in young men. British Journal of Sports Medicine



► **A fitter outlook – exercise improves eyesight**

According to a review of the current research, exercise is associated with an improvement in two measures of visual prowess: contrast sensitivity and visual acuity.

Contrast sensitivity is the ability to distinguish between overlapping, stationary and poorly outlined objects. For example, those with low contrast sensitivity may not detect black letters on a poorly-lit white page, while those with high contrast sensitivity may be able to distinguish between two overlapping, near-identical objects from a distance in poor light. Visual acuity, meanwhile, is the ability to see fine detail.

Athletes display higher levels of contrast sensitivity, and while exercise may or may not directly improve this measure of vision, previous research has suggested that the chemical dopamine may play a

part. Dopamine levels increase with exercise, and higher levels of this chemical have been shown to increase contrast sensitivity.

In addition, the review showed that those who exercised had better visual acuity than

non-exercisers. Indeed, visual acuity was shown to improve during exercise – as the intensity of the participants’ cycling increased, so visual acuity improved. Researchers repeated the tests two days later and found that visual acuity remained higher than before exercise, indicating that you may be able to retain these gains in the longer term, not just during exercise.

These improvements in visual acuity are thought to result from the temporary boost to various systems and functions in the body that occur as a response to physical exertion: the body interprets exercise as a form of stress and instigates the primitive ‘fight or flight’ response. As part of this process, pupil size increases, allowing more light into the eye and enhancing visual acuity.



Vision may be better even after exercise

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Zimmerman, AB, Lust and KL, Bullimore, MA (2011). *Visual Acuity and Contrast Sensitivity Testing for Sports Vision*. *Eye & Contact Lens*. 37(3): 153-159

Exercise lowers prostate cancer deaths

In a study by Harvard Medical School and the University of California, US, researchers tracked 51,529 male health professionals over an 18-year period. Among the 2,705 who were diagnosed with prostate cancer, the amount and intensity of exercise undertaken was correlated with risk of death.

Any form of activity conveyed a protective effect, but the most significant reductions in risk were associated with vigorous exercise. Compared to those who did the least amount of activity,

those doing 10 or more hours of non-vigorous activity a week had a 49 per cent reduction in risk of death from all causes.

Those doing more than three hours of vigorous activity a week had a 61 per cent reduction in risk of mortality from prostate cancer – even though they had already been diagnosed with this condition.

Researchers proposed a number of mechanisms by which exercise conveys its protective effects. Previously it’s been demonstrated that higher levels of insulin production and inflammation are associated

with increased risk of prostate cancer death. Exercise has been shown to raise the body’s sensitivity to insulin, resulting in lower insulin production and levels of inflammation. Physical activity has also been shown to boost activity of the innate immune system – the body’s first line of defence against infection or disease.

While the present study was unable to identify which of these mechanisms was responsible, it was considered likely that one or more contributes to the protective effects of exercise.

Kenfield, SA et al (2011). *Physical activity and survival after prostate cancer diagnosis in the health professionals follow-up study*. *Journal of Clinical Oncology*. 29(6): 726-732



Study: Walking appeared more beneficial than cycling

Walking women less likely to suffer stroke

Women who walk at least three hours a week are 43 per cent less likely to suffer a stroke than women who walk less or not at all, according to new research from Spain. In the study, researchers surveyed nearly 33,000 men and women and divided them by gender, the type of exercise undertaken and their total weekly exercise time.

Interestingly, women who walked for 210 minutes or more each week had a lower risk of stroke than those who cycled or did other higher-intensity workouts for a shorter amount of time. Another notable finding was that no reduction was seen for men

based on type and frequency of exercise. The researchers did point out, however, that their findings might not translate directly to the general population due to certain characteristics: the majority of subjects in the study were blood donors, who tend to be in good health in order to give blood. These characteristics make the group studied very specific, with notable differences versus the general population.

That said, there is evidence to show exercise is related to a reduced risk of stroke and other diseases, and that 30 minutes of moderate physical activity a day can help prevent disease.

Huerta, JM et al (2013). Physical activity and risk of cerebrovascular disease in the European Prospective Investigation into Cancer and Nutrition-Spain study. Stroke. 44(1): 111-8

THE TIME IS NOW



Susie Ellis tells the industry why its focus should be on wellness tourism not medical tourism and that now is the time to make the distinction and act on it

Susie Ellis, president, SpaFinder® Wellness

After many years of research, countless discussions with industry stakeholders and extensive travel to experience first-hand how things are developing, I've come to an unwavering conclusion: wellness tourism and medical tourism are very different, and must be conceived of, acted upon and promoted as totally separate categories.

We as a spa industry need to take action now: we need to clearly define the distinctions between medical tourism and wellness tourism – and we need to embrace the fact that our massive opportunities lie natu-

rally with the latter, while we still encourage cooperation between both. The time is now for the consumer, spa industry, wider travel industry and the medical world to all get clear on the distinction, and then embrace our unique directions with one voice.

CATEGORY CONFUSION

One of the key issues holding back wellness tourism is category confusion. As the 2011 research *Wellness Tourism and Medical Tourism: Where do Spas Fit?* commissioned by the Global Spa and Wellness Summit (GSWS) put it: “The terms medical

tourism and wellness tourism are defined and applied inconsistently around the world, and this causes confusion for the industry, consumers, and governments.”

Table 1 outlines some clear definitions between medical and wellness tourism and tourists. Interestingly, Keith Pollard, managing director of the web-based healthcare publishing company Intuition Communication Ltd, has astutely pointed out that medical tourists aren't really tourists at all. They're travellers seeking medical treatment elsewhere, but they're not typically seeking vacations and travel experiences that will help them feel and get healthier.

Table 1: Definitions and Difference Between Medical Tourism and Wellness Tourism

MEDICAL TOURISM	WELLNESS TOURISM
<p>Reactive</p> <p>.....</p> <p>A medical tourist generally seeks a medical cure or surgical, cosmetic or dental procedures or enhancements</p> <p>.....</p> <p>Involves people who travel to a different place to receive treatment for a disease or a condition, or to undergo a cosmetic procedure. They seek lower costs, or higher quality or better or different access to care, than what they could receive at home</p>	<p>Proactive</p> <p>.....</p> <p>A wellness tourist generally seeks integrated wellness and preventative approaches to improve their health/ quality of life</p> <p>.....</p> <p>Involves people who travel to a different place to proactively pursue activities that maintain or enhance their personal health and wellbeing, and who are often seeking unique, authentic or location-based experiences/therapies not available at home</p>

WHO DOES WHAT BEST?

Another way to better understand the differences between medical and wellness tourism is to be clear on what each sector does best. A medical establishment's mission is to provide professional services in a safe, regulated environment, administered by highly trained doctors and staff. Medical tourism involves licenced medical facilities and professionals administering procedures. The process is infinitely more complex, including diagnostics, pre-operative and surgical procedures and expert aftercare. Rules and regulations abound.

Conversely, the core strength of spas or hotels/resorts offering wellness programming is relaxing experiences and other preventative health offerings like fitness,



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Many tourist boards – like Switzerland – are harnessing their unique wellness brands

healthy sleep and food, mind/body therapies, beauty treatments and, often, alternative medicine. Consumers typically seek wellness destinations for their nurturing environments where the core focus is physical, emotional and spiritual rejuvenation. While spa personnel may be credentialed in acupuncture or ayurveda, licenced medical doctors are not routinely part of the equation. It's hospitality not hospitals, and visitors are clients or guests, not patients.

Medical tourism should be the province of the government's department of health, while wellness tourism should fall under the ministry of tourism. But both should be considered initiatives for a country's department of economic development.

And while there are some hybrids – integrative health centres, like hospitals incorporating spa programming, medical

spas or hotels delivering medical services through partnerships – they should be primarily classified as either medical or wellness to avoid confusion.

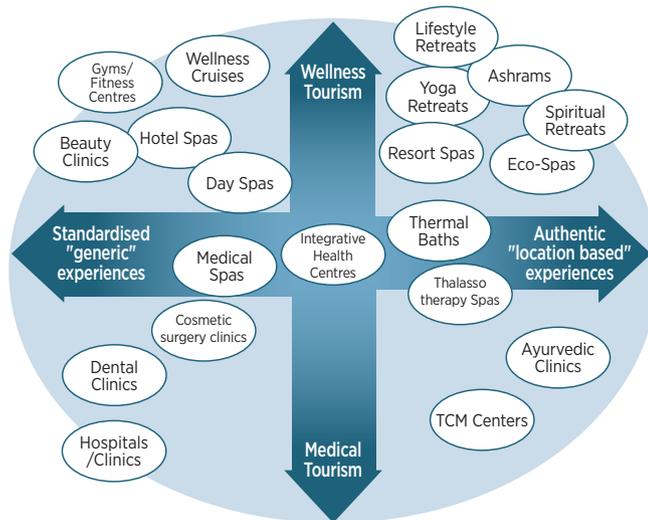
In attempting to clarify these 'tourisms,' throwing health tourism – an umbrella term used in medical and wellness tourism – into the mix should be avoided as it re-ignites the confusion for consumers, the media, medical professionals and the spa industry. There are a few instances where health tourism will get 'grandfathered in' – most notably in European countries that introduced it to describe destinations based

People are deciding they can't afford the old model of the excessive, bad-for-you vacation – they need revitalisation

around mineral springs, rest and relaxation, typically also staffed by doctors. Yet the term blurs the wellness tourism concept and it would behoove every nation, tourism board, travel agency, medical establishment and spa to avoid using it going forward.

Terminology confusion leading to ultimate clarification is normal when industries evolve. It was only around 2005 that the United Nations finally established standard tourism definitions like domestic, inbound and outbound tourism. Definitions matter: it makes it possible to meaningfully compare national statistics and growth. ▶

Diagram 1: Components of wellness



Source: Wellness Tourism and Medical Tourism: Where do Spas Fit? SRI International/GSWs 2011.

Diagram 2: Value of the wellness market



Source: Spas and the Global Wellness Market: Synergies & Opportunities SRI International/GSWs 2010. Above values are in US\$ billions

► What's essential is that the two highly distinct sectors of wellness tourism and medical tourism stop being bundled together in amorphous marketing jargon. Diagram 1 is one way to visualise both tourism as a market spectrum. When looking at wellness tourism from this angle, it's easy to see that it's not one, big shapeless continent, it's numerous, tangible islands.

A GROWING MARKET

Let's flip the calendar back three years to when a study by SRI International, *Spas and the Global Wellness Market: Synergies & Opportunities* found that wellness tourism already represented a US\$106bn (€81bn, £68.2bn) global industry – more than double the revenues of the far more discussed and promoted US\$50bn (€38.2bn, £32.2bn) medical tourism market (see Diagram 2).

The report noted that “wellness tourism is an idea whose time has come”.

Since then, while too little progress has been made in promoting wellness tourism, the consumer has not stood still. In fact, if wellness tourism simply means the intent to travel to destinations to pursue health and wellbeing, it's clear the category is not just at a tipping-point – it's a far vaster category than ever imagined.

With people working harder and more stressed out than before – and chronic disease intensifying – more are deciding they can't afford the old model of the excessive, exhausting, bad-for-you vacation. They need change and revitalisation. While travelling with the intent to get healthier and feel better may seem too capacious a category to track, EVEN Hotels, the healthy hotel brand announced by the InterConti-

ental Group (IHG) in 2012, has identified a group focused on wellness. “This group represents about 17 million travellers and 39 per cent of the US travelling public,” said IHG VP Christian Hempell in *Hotel Management* magazine article last year.

HEALTHY EXPERIENCES

Wellness tourism is so mainstream that, as reported in *SpaFinder Wellness' 2013 Trends Forecast*, new, wellness-branded hotel chains like IHG's EVEN or Westin are appearing and serving up accessible, affordable health-focused experiences. And, branded or not, more hotels/resorts are simply infusing far more wellness throughout properties to meet consumer demand – whether it's in-room yoga gear or centrepiece juice bars rather than centrepiece happy hours.

So, while wellness tourism can sound niche or overly exotic, it needs to be recognised as a powerful, rapidly growing, mainstream consumer force that will just continue to grow the spa market – and shake up where people choose to go, and what they choose to do, on their increasingly precious time off.

In this sense, every country would benefit by promoting their wellness resources – whether natural hot springs, ancient healing traditions or a wealth of practitioners – like they would any other natural resource. And while wellness tourism is the conceptual category you should organise around, every region needs to clearly tell its unique, tangible wellness resource story. India, for example, heavily promotes its rich history of ayurveda, yoga and meditation, while Thailand spotlights its rich tradition of spa and Thai massage and Italy its fango mud.

Significantly, more government tourism departments are now ‘getting’ the wellness tourism opportunity. Spain has made wellness a core focus for its current tourism initiatives. Switzerland has a spa tourism brochure (see SB09/4 p28), while encouraging wellness/spa tourism on its website. Meanwhile in Sweden, the government is spreading the word about Swedish massage, and listing numerous spas on its website where authentic versions of the modality can be experienced.

At the 2013 GSWS, which is to be held in New Delhi in October, a Global Wellness Tourism Congress will take place on the first day, where major public and private sector stakeholders will gather to share their wellness tourism strategies. During this special congress, SRI International will share findings from its new research, *The Global Wellness Tourism Impact Study*, the first authoritative report benchmarking this category and that will quantify the value of a wellness tourist to a country’s



Thailand is a leading example of how countries can benefit from promoting wellness resources

economy both in terms of increasing revenue as well as job creation.

TAKE ACTION NOW

So what steps can spas and spa associations take now to help spread the wellness tourism message loud and clear?

- Always communicate these clear and consistent definitions
- Educate national/regional tourism organisations about promoting medical tourism and wellness tourism separately
- Encourage them to start promoting their wellness resources in their mainstream campaigns
- Encourage a cooperative, collaborative spirit between medical and wellness tourism and recommend one to the other
- Market to domestic, intraregional and international medical tourists and wellness tourists
- Tell your story: promote your authentic, indigenous, signature offerings
- Package/promote total experiences: wrap up spa offerings with other wellness experiences like fitness, nature and healthy cuisine
- Expand data collection efforts on wellness tourism in general, and for its individual sub categories (the specific reasons for travel)

- People seek results: promote the medical evidence that exists for your spa and region’s unique wellness modalities. Use www.spaevidence.com as a resource.

Wellness tourism and medical tourism are very different and that’s a good thing. The bottom line is that we have to catch up with – and inspire – the new wellness-focused traveller. We need to support a global wellness tourism movement, and innovate about how to establish it as an accepted category of travel... like eco-tourism or adventure travel. It is (and will be) a far larger, more mainstream market than either of those. But first, let’s work together to put category confusion to rest, and start taking concrete action. ●

➔ ABOUT THE AUTHOR

Susie Ellis is the president of SpaFinder® Wellness, a leading spa and wellness media, marketing and gifting company. She’s also chairman and CEO of the Global Spa & Wellness Summit, which brings together leaders to shape the future of the global wellness industry.

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New attitude

Civano Living's Kevin Kelly explains why there's a shift in the attitudes and values of spa and wellness consumers towards relationship building and sustainability and what this means for the industry

A shift is occurring in the wellness consumer segment in the US – a market which has doubled in the last 10 years and is part of a global US\$500bn sector which, according to Paul Zane Pilzer's book *The Wellness Revolution* is set to become the next US\$1 trillion dollar industry. There has been a significant change in attitudes as individual wellness has become more prevalent and planetary health, such as climate change and sustainability is more top of

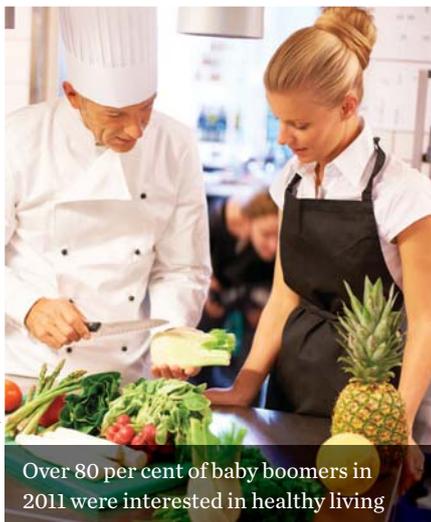
mind. So, what's the reason for this change? How big is the market and just what are the shared attitudes and values of today's wellness consumer?

A CATALYST FOR CHANGE

In 2002, as president at Canyon Ranch, I commissioned the psychographic research firm American LIVES to examine the attributes of the affluent wellness traveller with a focus on baby boomers in the US – amounting to 78 million US citizens aged 46-65. At that time, the research concluded approximately 40 per cent of those baby boomers were interested in health and wellness programmes, such as preventive medicine, healthy dining, fitness programmes, spiritual quests and massages. A report we released in late 2011 *The Boomer Values Realignment Study* (see p144), found this wellness interest had grown to over 80 per cent. And, in both studies, almost a decade apart, the majority of respondents agreed that they measured their sense of wellbeing by how

“hopeful, joyful and energised” they felt. In essence, personal wellbeing is determined by an emotional outcome or aspiration. The study also found common values connecting the consumer's interest in personal and planetary wellbeing.

According to Brooke Warrick, president of American LIVES: “Deeply rooted attitudes and values do not change easily or often.” They change if there's an emotional event that traumatises or inspires the individual or culture. In the US three events occurred in recent years that together act as a catalyst to alter attitudes, values and behaviour. The first, is the life-stage baby boomers find themselves in at their age: a more reflective period with new priorities. The second, is the vulnerability and shock people felt due to the economic downturn. The third, is concerns over whether the US' infrastructure, economic, educational, and political systems are up to par and capable of competing and leading in a global economy. In our 2011 *Boomer Values Realignment Study*, 70 per cent of the



Over 80 per cent of baby boomers in 2011 were interested in healthy living

“ In both studies, almost a decade apart, the majority of respondents agreed that they measured their sense of wellbeing by how ‘hopeful, joyful and energised they felt’ ”



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respondents were concerned the US was slipping in its global position. These three factors changed attitudes and shifted values which, in turn, are starting to impact consumer choices.

While these were US studies, I'd argue that the new attributes we identified in today's wellness consumers are even more embedded in European customers where many countries have a history of healing spa waters and an acceptance of alternative medicine and sustainable practices.

MY BETTER SELF

Americans appear to be shifting priorities away from consumption, merely buying products or services for status, and are becoming more inner-directed and focused on wellbeing and relationship (re)building. As Marc Freedman describes in the book, *Encore*, baby boomers are "beginning a

In the study, the wellness experience that outpaced getting a massage was "laughing and socialising" with friends

new chapter" and looking for a new sense of purpose. Meanwhile, Andrew Cohan, a hospitality market researcher for HVS International says people go on vacation for one of three reasons – romance, adventure or escape. While on vacation, they are exploring some aspect of their spiritual, intellectual or physical self, if not all three. The leisure traveller seeks what Cohan coined the 'my better self' experience.

In our study, that explored different lifestyle categories involving community design, wellness, leisure time and vacations, the overriding desire was to deepen one's personal relationships. Eighty-five per cent of respondents said they wanted

to live or visit where there are "gathering places to socialise with family and friends." Seventy-six per cent said they wanted to go on holiday in order to reconnect with family and friends, with three quarters of this group seeking to "develop a deeper understanding of people close to me". While 93 per cent wanted to put more time into their health and wellbeing, the wellness experience that outpaced eating healthy food or getting a massage was "laughing and socialising with family and friends."

This suggests people want wellness services and healthier food in a setting with formal and informal gathering places and programmes that encourage interaction but are not instructional workshops. After all, if one seeks to deepen their relationships while on vacation this requires activities to create shared experiences as well as informal self-directed moments. And ▶

► companies may want to consider modifying their message and programmes. While many spa and hotel marketing images focus on ‘the woman by the pool’, this longing for relationship suggests placing a greater emphasis on group, mother/daughter or reconnecting get-away packages. And, more space designed for lingering in addition to active spa, fitness or dining facilities.

NATURAL BEDFELLOWS

Another significant value we picked up on is that people are making a connection between their personal wellbeing and environmental health. Wellbeing and sustainability are very compatible categories: natural bedfellows. Seventy-three per cent of the respondents in the 2011 *Boomer Values Realignment Study* believed there was a “need to live in better harmony with the earth.” Ninety-two per cent preferred less toxic construction and cleaning materials to avoid exposure to carcinogens. Sixty-six per cent were concerned about the air, water and food their families consume and the impact on their health. In fact, when

looking at a scale that measures consumer interest ranging from negative, neutral, leaning or positive, the positive responses for wellness or sustainability overlapped by almost 50 per cent. If we add the neutral and leaning scales to this – people open to some level of wellness or sustainable ideas – the market overlap is closer to 75 per cent. To this end, if you are promoting health and wellness, you should also be thinking sustainably within your company and your product development efforts. While consumers may have different motivations for wellbeing and sustainability, the two can coexist in a business, resort or product placement as the customer has partial or overlapping shared values associated with them.

Yet while the morphing of these two consumer categories is at a tipping point, the convergence has been evolving for the last 50 years. Today’s spa industry was part of the early nucleus for this change – first through the original European spas and American hot springs and later in the healing centres and health farms of the

50s, 60s and 70s. Furthermore, the genesis of today’s ‘triple bottom line’ – sustainable thinking focused on the social, economic and environmental needs of a business or a society – evolved from a younger baby boomer generation seeing the natural connection or interplay between mind, body and spirit and applying it to communities and nature.

The spa and wellness industry has been in the middle of this change. But with such a plethora of healing choices how do consumers differentiate between them and what does the future of wellness look like?

FUTURE WELLNESS

Going forward, it’s hard to imagine a spa or wellness lifestyle company being a leader in the marketplace without also being committed to sustainability. In many instances, spa, wellness and sustainability can be seen as one mega-consumer category, with many outlets from resorts, day spas and preventive medical practices to green products, health food stores and fitness centres.

This mega-category is all the more powerful because it’s rooted in people’s value systems. Having shared values with your customer or having consumer’s identify with your product at a values level will engender greater brand loyalty and strengthen your market position. However, if you use this value proposition to distinguish your business, it will be important for your company to believe in and act on these values consistently or you risk eliciting a feeling of betrayal if they are breached through your customer experience.

The market for wellness activities, healthier food and a more sustainable lifestyle has been expanding for years, as has the consumer’s demand for a more complex, authentic wellness experience. After all, an authentic wellness experi-

REPORT METHODOLOGY

Data for the *Boomer Values Realignment Study* was gathered in September 2011 and based on a random sample of baby boomers in the US aged between 45-65 with a minimum household income of US\$75,000 (€76,600, £65,650). In total, 1,204 people answered an online survey which covered

350 items including lifestyle, attitudes and values questions; retirement, health and wellness, housing and leisure preferences; and, historical choices and travel patterns. The demographic breakdown of respondents is shown in table. The three companies behind the report were real estate and hospitality consultancy Civano Living, marketing agency Ypartnership and psychographic research company American LIVES.

Annual household income	Age	Gender
US\$75,000-100,000 44 %	45-54 46 %	Male 49 %
US\$100,001-150,000 41 %	55-65 54 %	Female 51 %
More than US\$150,000 15 %		



ence is much more than just a pampering massage. It's a service that's delivered by healing therapists who have training in musculoskeletal design and knowledge of a number of modalities from energy functions and nutrition through to core training and orthopedic massage. This is combined with a nurturing culture and staff who help to create a 'safe place' for people to let their emotional guard down and experience healing at a deeper level.

Serving customers who see the connection between many modalities requires a larger treatment menu, a bigger budget, greener designs and more knowledgeable operators. Today, health resorts need sensual spas, expert practitioners and coaches, great food, and a plethora of movement, fitness and exotic classes. Healthier restaurants now offer organic, gluten-

Today's consumer wants a more complex, authentic wellness experience that is much more than just pampering

free, biodynamic, clean, fresh and locally sourced food. Fitness centres cannot just simply provide weight training, aerobics and stretching sessions but need to offer core and muscle confusion training, high energy movement and weight-loss classes. We found the market leaders in these segments also convey authentic wellness intentions to their customers through the members of staff.

For hotels and resorts, the notion of luxury has been redefined because aesthetics and functionality need to also reflect these emerging social values. Eighty-seven per cent of the respondents in our survey said

➔ ABOUT THE AUTHOR

Kevin Kelly is the CEO of Civano Development, LLC, a sustainable real-estate company, which he founded in 1996; and CEO of Civano Living, a resort advisory firm established in 2009, that focuses on sustainable resort design and wellness programming. Kelly was the developer of Arizona's 1,200-acre Community of Civano, one of the first sustainable communities in the US and has consulted on numerous other projects. From 2001-2008 he served as the president for Canyon Ranch, the health and wellness company.
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they would look favourably on a hotel that has a green, sustainable design and two-thirds said they'd pay 5 per cent more per night to stay there. In addition to the top-spec bathroom, people want beautiful, high-end natural materials, like stone and wood, in a calming, refined environment with an energy-efficient, sustainable design. They want light, water and flowing indoor/outdoor spaces with immediate access to the latest technology and social media.

In one sense the world is becoming more complex and through its social media, global economy, environmental stress and pace of change. But, if our values and practices are aligned with the emerging consumer psychographics, we can elevate our business, capture a larger per cent of market-share, enjoy better customer loyalty and have more satisfied employees. ●

Getting educated

Two global task forces are working on some key industry-wide initiatives to bridge the gap in spa management education and career development.

What are they focusing on and how can others get involved?

“Spa businesses are facing a fundamental challenge in their management workforce – they are simply not able to find enough people with the right skills to fill management-level positions.” This was the key message from a 2012 study by SRI International, *Spa Management Workforce & Education: Addressing the Market Gaps* (see SB12/4 p56) which was commissioned by the Global Spa & Wellness Summit (GSWS). It also found that 95 per cent of spa leaders face problems in hiring spa managers/directors with the right combination of qualifications and experience, with 52 per cent expecting these problems to remain or worsen over the next decade.

The challenges are threefold:

- 1) Current/future spa managers do not have the right skill sets and they lack clear career paths
- 2) Education and training providers are not meeting industry needs
- 3) Spa businesses don't provide sufficient training and development for managers

With this in mind, GSWS board member Anna Bjurstam has formed two

groups consisting of industry leaders, operators and educational institutes to overcome these challenges.

THE SPA MANAGEMENT ADVISORY COMMITTEE

The spa industry needs talented leadership. With a goal of enticing service and hospitality orientated individuals to join the worldwide spa, the Spa Management Advisory Committee is focusing on three areas – internships, mentorships and career paths.

The committee, which represents some of the most well-known leaders in the worldwide spa industry, is being co-chaired by Jeremy McCarthy (see p56), director of global spa development and operations for Starwood Hotels & Resorts; and Lori Hutchinson, founder of spa and hospitality recruiting firm Hutchinson Consulting.

Hutchinson says: “If we inform people of all of the wonderful benefits of working in the spa industry and provide tools to support them along the way, it will be an easier decision for students and other hospitality professionals to take the spa management career path.”

Internship goals:

- Research, inform and create global-wide partnerships between large and small spa businesses (hotel/resort/destination/day/corporate) and appropriate vehicles (associations and/or companies) to facilitate internships for thousands of students who desire and need practical training after gaining a degree or finishing courses in spa management
- Gain commitment from at least 20 large and small spa company leaders that they and their companies will participate in the internship programme
- Start a global spa manager/director job shadowing programme to help entice people into a profession in the spa management world

Mentorship goals:

- Identify a successful mentorship programme in



Task force leaders (left to right): Bjurstam, Hutchinson, McCarthy and McNeas

If we inform students of the benefits, it will be an easier decision for them to take a spa management path

another service-orientated industry and use their best practices as a benchmark. Start with a pilot programme. Create a worldwide mentor programme between spa managers, directors and executives that works easily on an informal basis. Recruit mentor volunteers

- Gain commitment from at least 20 large and small spa company leaders that they and their companies will actively participate in the mentorship programme

Career path goals:

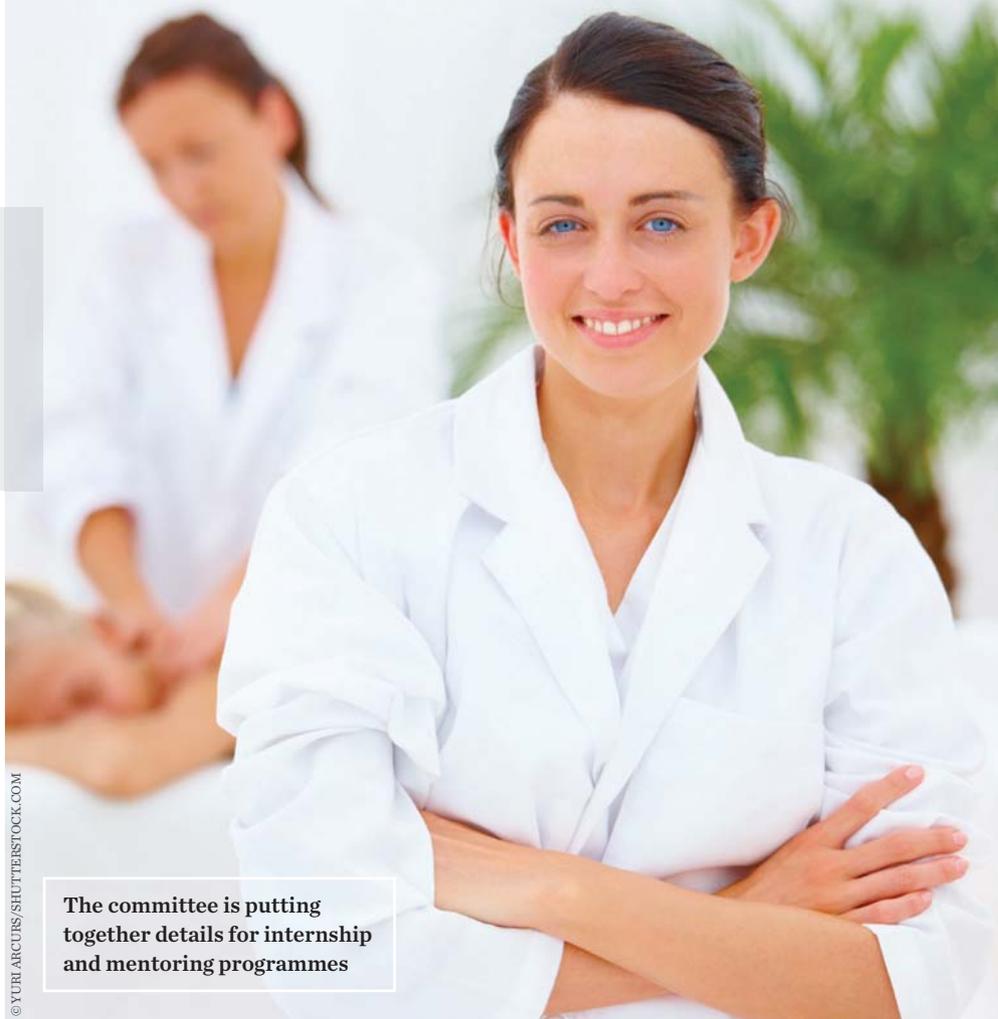
- Create and provide easily accessible information on realistic career paths, experience details and leadership qualities required for each position in all types of spas and spa related businesses based on a survey completed by thousands of participants

- Summarise and communicate this information to the global spa world. Use this information for a PR campaign to entice hospitality oriented professionals

- Provide expert advice on ways to develop the skill sets that the spa industry needs from its leadership

- Explore ways to create career growth opportunities beyond the spa director level. Where does one go next?

After the committee has gathered the survey information and put together



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The committee is putting together details for internship and mentoring programmes

details for the internship and mentorship programmes, in time for the 2013 GSWS in October, it hopes to kick start an advertising campaign via social media sites in order to build awareness of the virtues of a spa management career.

As well as McCarthy and Hutchinson, the following industry figures are working on the committee to meet objectives and create results: Elena Bogacheva (SWIC), Angela Cortright (Spa Gregorie's), Aldina Duarte Ramos (Sofitel), Elaine Fenard (Spa Strategy), Geeta Morar (SVA Spas & Salons), Kim Matheson Shedrick (Natural

Resources Spa Consulting) and Deborah Smith (Smith Club & Spa Specialists).

SPA MANAGEMENT CERTIFICATION TASK FORCE

The Spa Management Certification Task Force, led by Lynne McNees – the president of the International Spa Association (ISPA) – has been charged with defining the role of, and skills necessary for, spa managers/directors with the aim of creating a certification programme for spa managers and directors which can be applied worldwide. It's building on an existing ISPA initiative ►

Spa professionals are contributing their time and knowledge to lay the foundation of the benchmark

- ▶ which had the same goal and around 50 leading, international spa professionals are contributing their time and knowledge to lay the foundation of the benchmark.

Goals:

- To create a foundation for a certification programme geared towards spa professionals who have significant work experience and want to advance in their careers
- To lay the framework for a global designation that has significant meaning to both individuals and the spa industry

“The first step has been refining and adding to a body of knowledge, originally developed by ISPA, which will serve as an overview of all things seasoned spa directors must know in order to operate at a high level in the industry,” says McNees. “The group is continuing to work through the body of knowledge to finalise recommendations and create a comprehensive foundation for the certification programme.” The aim is to complete the body of knowledge in May and then create a programme framework. After that, the next step will be to identify a plan of action for creating the competencies upon which the certification programme should be based.

Aside from McNees, individuals contributing to the initiative include: Peter Anderson (Anderson & Associates), Anna Bjurstam (Raison d’Etre and Six Senses),



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Elena Bogacheva (SWIC), Rekha Chaudhari (JCKRC Spa Destination), Jean-Guy de Gabriac (Tip Touch Academie), Samantha Foster (Destination Spa Management), Su Gibson (University of Houston), John Korpi (SpaQuest International), Ginger McLean (Walt Disney Company), Dr Mary Tabacchi (Cornell University), Deborah Waldvogel (Sedona Resorts) and Dr Mary Wisnom (Lutgert College of Business).

CONTRIBUTIONS ARE WELCOME!

“The success of these initiatives relies on the contribution of our group volunteers – those passionate enough to give up their free time to help grow the industry,” says Bjurstam. “While the groups have been

formed, there’s still place to contribute and we welcome new members depending on where each group is in its development.

“I’m honoured and overwhelmed by the amazing response we’ve received – there’s no doubt that this subject engages the whole industry. Many said this was an impossible task to take on, yet the small steps we have already made have proven otherwise... although there’s still much work to be done.” ●

- *Anyone who’s interested in contributing to the Spa Management Advisory Committee and the Spa Management Certification Task Force should email Anna Bjurstam at ab@raisondetrespas.com.*

spa business

2 0 1 3 H A N D B O O K

SECTION 4

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AFLS+P



AFLS+P Architects

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Christine-Alice Hartigan

Background briefing

AFL Architects and S&P Hotel have merged to form AFLS+P. The two practices have 37 years' combined experience in the design and delivery of successful projects within the wellness industry, from masterplanning and architecture to interior design and project management.

Alongside their spa sector experience, their work spans healthcare, education, residential, retail and commercial.

Main services

AFLS+P's work has been recognised for its innovative approach and stylish functionality. The practice promotes the importance of health and wellness in everyday life, helping clients offer the best facilities to encourage awareness and growth. They support the entire wellness industry, including health, beauty and spa.

AFLS+P's corporate policy and vision are recognised for delivering value with an innovative and imaginative methodology. Every task is approached with positivity, a 'can do' belief, and with the aim of being a valuable asset and creating buildings that are considered beautiful. However, AFLS+P only sees them as truly successful when they add life to the communities they serve. The goal of the practice is to achieve this outcome within the constraints of budget and time, to the highest quality.



The Verulamium Spa, UK

Additional services

Feasibility, design development, technical, RIBA stages A-L, planning, building, DDA, HSE expertise, DQI services and consultancy, listed/heritage buildings and sustainability.

USPs

AFLS+P provide ideas and designs which set a company's brand above their competitors, and have experience in niche spa markets.

S&P interiors

Christine-Alice Hartigan leads the spa and wellness team. She works with clients to ensure they're best placed to meet the challenging nature of the industry, with a mantra: 'the environment is as important as the service'.

Recent and current spa projects

Mandala day spa; La Stampa Hotel, Dublin, Ireland; Cupcake Mum, London, UK; Enniscrone spa, Enniscrone, Ireland and private spas in Guernsey and London.

Other recent projects: London 2012 Aquatics Centre; Peter Makaba Stadium, South Africa; Abu Dhabi Sports Village.

Where in the world?

Europe, Africa, Middle East, Asia, South America, China, India, UK and Europe, UAE and South America. AFLS+P has offices in London, Manchester, Nottingham, Glasgow and Dublin. Regional growth will continue both internationally and in the UK, with a new office in Birmingham.

Who's who

The board of directors are Keith Ashton, Peter Simpson, Martin Morton, Phil Osborne, Garry Rowlands and John Roberts.

Plans for 2013

Supporting hotel developers in the delivery of synergistic approaches to wellness. Developing schemes to provide solutions to the ever increasing constraints on customers' time and making wellness/spa/health and beauty more accessible. The novelty of 'pop up' spas/salons are also an area for further development.

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amala



Ute Leube, founder

Background briefing

Founded in 2008 and part of a privately-held German company committed to environmental and social responsibility. Founder, Ute Leube, Germany's *Veuve Clicquot* Entrepreneur of the Year 2013, is a key and influential stakeholder.

Main products and services

Amala's plant-powered, clinically proven skin care products all have certification from NATRUE – the global authority for natural and organic cosmetics. This attests to their all-natural, organic content.

We also work very closely with each spa client to provide a highly effective, exclusive retail business model, custom treatment protocols, bespoke marketing and merchandising support, and a public relations partnership.

We take a holistic, comprehensive approach to formulating our results-oriented skincare products by considering the full spectrum of needs of each individual – inside and out. We take the same approach with regard to our overall spa business – we consider the full needs of each client, from retail products and promotions to five-star treatment experiences and high-profile launch events.

USPs

Amala is built around four key pillars:

Proven effectiveness: products are

clinically tested for efficacy at a third-party, dermatologist-led lab in Bonn, Germany and deliver exceptional results, particularly in the anti-aging category.

Authenticity: in a market flooded with greenwashing and vague claims, Amala's NATRUE certification stands out. Each product is chemical-free and GMO-free.

Environmental sustainability: we source our plant actives from 14 organic, fair trade farms around the world, with whom our founder has worked for over two decades.

Social responsibility: we're committed to fair trade business practices, particularly with our organic farm partners. We pay a higher fixed price for superior plant actives from these small local suppliers.

How many spas do you supply?

Fifty high-calibre spas worldwide.

Top clients

Rancho La Puerta; Six Senses Spas (nine); Michlifen Ifrane; The Spa at Four Seasons (four); The Spa at Mandarin Oriental, New York; The Spa at Pebble Beach; Abhasa Spa at The Royal Hawaiian Resort; The Dolder Grand.

Where in the world?

Fifteen countries, including USA, Germany, Austria, Switzerland, Hong Kong, Morocco,

Qatar, Mexico and the Dominican Republic.

Plans for 2013

We're excited to announce the launch of our high-performance *Brighten* skin care collection, which is clinically proven to address dark spots, discoloration and hyperpigmentation on facial skin without harsh chemicals or synthetic ingredients. The end result? Beautiful, radiant clarity and more even tone.

Our focus regions for expansion in 2013 are Europe, Asia and Latin America where we're partnering with five-star luxury spa leaders.

We also launched *Steigenberger's The Spa* at Frankfurter Hof in Frankfurt, Germany in January, in partnership with GOCO, and are launching in-room bath amenities with *The Dolder Grand* in Zurich, Switzerland.

Who's who?

Ute Leube, founder, Mark Wuttke, president; Joi Ruud, global marketing director.

What the clients say

"The products are processed to the highest standards in a green building complex. Amala shines with integrity and authenticity in every aspect, from soil to skin. The products are beautiful, pure, uplifting and nourishing. It brings me great joy to share Amala with our guests every day."

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*Alister MacDonald,
group managing director*

BARR + WRAY

Background briefing

Barr + Wray has demonstrated the value of never standing still. Since 1959 it has grown from a traditional water engineering business to become the UK's leading provider of aqua-leisure facilities. It's management owned.

Main products and services

Wet spa area design, installation, commissioning and after-sales service – conceptual engineering consultancy to detailed design.

Additional products

POOLS: vitality/hydrotherapy; lap/exercise pools; cold plunge pools; Onsen pools and mineral pools. THERMAL CABINS: saunas; steamrooms; hamams; snow cabins; rasuls; experience showers; ice machines; and heated loungers/benches. FFE: massage tables.

USPs

Integrated supplier of spa wet area solutions, offering flexible and cost-effective services unrestricted by geography, range or size.

How many spas do you supply?

Over 200 spa projects in over 29 countries.

Top clients

Four Seasons; Mandarin Oriental; Shangri-la; Jumeirah Group; One & Only; Ritz Carlton;



ESPA at Resorts World™ Sentosa

IHG; Fairmont/Raffles; Anantara; Rocco-Forté; Sofitel; Le Meridien; and Armani.

Where in the world?

Headquartered in the UK with subsidiary offices in Dubai and Hong Kong.

Plans for 2013

Further expansion in the MEA region, China and Europe. Spas due for completion: Four Seasons Baku; Sheraton Al Salam; Burj Khalifa; Le Meridien; Sofitel; Fairmont Ritz Carlton, UAE; Jumeirah, Kuwait; Qatar Foundation,

Qatar; W Hotel, Singapore; Pangu, China; Crow Wood Spa, UK; and Gainsbrough Spa, UK.

2013 trade shows

Global Spa & Wellness Summit, India; Hotel Expansion Summit, Turkey; Spatec, Tenerife.

Who's who?

Alister MacDonald, group MD; Peter Rietveld, MD of B+W Dubai; Derek Barton, MD of B+W Hong Kong; Lorne Kennedy, European sales director; Corrine Sunter, sales director Dubai; Cheryl Hanna, spa sales manager.



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www.biologique-recherche.com



Left to right, Pierre-Louis Delapalme, Rupert Schmid and Dr Philippe Allouche

Background briefing

Biologique Recherche was founded in 1978 and is 65 per cent owned by Rupert Schmid and Pierre-Louis Delapalme and 32 per cent by Josette and Philippe Allouche.

Main products and services

Training is the company's focus and method of passing on know-how and the Biologique Recherche approach, which focuses on excellence and achieving results.

It took 35 years to build the company's rigorous, complex methodology and it can only be passed on through intensive training.

Biologique Recherche also provides spas with communication and marketing tools and support that help them to develop their businesses.

USPs

Biologique Recherche's best asset is its methodology, which combines powerful products and effective treatment procedures with respect for skin structure and physiology.

The company's hyper-customised solutions target clients' individual needs and this makes Biologique Recherche the brand of choice for the most discerning clientele.

The manufacturing process is responsible in part for the effectiveness of the formulations, as there is no mass production and every batch receives great attention.

Biologique Recherche's products contain high concentration of botanical, marine and biological extract – over 20 per cent in most products. The company chooses the highest quality of active ingredients available and cold made formulations to preserve their structure. Finally, to preserve their integrity and decrease the chance of allergic reactions, artificial fragrances are not used.

Top clients

Ambassade de la Beauté Champs Elysées, Paris, France; Faena Hotel, Buenos Aires, Argentina; Finca Cortesin, Malaga, Spain; Four Seasons, Baku, Beijing, Budapest, Guangzhou and Hong Kong; Peninsula, New York, Beijing and Shanghai; Ritz Carlton, Chengdu, China; Spa Kennzur, Sao Paulo, Brazil; Thalassa Sea & Spa, Quiberon, France; The Alpina Gstaad, Switzerland.

Where in the world?

Biologique Recherche has a global network of selected distributors and is available in 3,000 locations in over 50 countries worldwide, from medispas to high-end urban hotels and spas.

2013 trade shows

Mondial Spa Paris; Cosmoprof Hong Kong; Beauty World, Middle East and Tokyo; Intercharm, Moscow and Ukraine.

Who's who

Rupert Schmid, chairman; Pierre-Louis Delapalme, CEO; Josette and Philippe Allouche, head of creation, innovation and research.

Testimonials

"Our partnership with Biologique Recherche enables us to offer guests truly customised facial and body treatments that are luxurious, yet still highly clinical and results-oriented.

The affinity between our talented estheticians and Biologique Recherche's outstanding techniques and products showcases a truly unique spa experience that has proven extremely popular with our spa guests."

*Jonathan Crook, General Manager,
The Peninsula New York*

"At the Ambassade de la Beauté on the Champs-Elysées, we have a very demanding and international clientele who comes to our place expecting the best and long-lasting results with non-invasive treatments. Biologique Recherche has been the key success factor to the reputation and to the loyalty-driven customer base of our place."

*Delphine Camaly,
Directrice Ambassade de la Beauté,
Paris & Air France La Première Lounge*



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*Roger Sholanki,
founder and CEO*

Background briefing

In 2004 Book4Time was the first company to bring Software-as-a-Service (SaaS) spa management to the professional spa market. Since that time the company has continued to make significant advancement towards leveraging the full potential of the world's largest cloud – Amazon EC2.

As a result, Book4Time has become a leading provider of cloud-based spa management solutions to the world's most exclusive spa brands in over 30 countries.

At Book4Time, every installation starts with a bespoke experience tailored around your most pressing business challenges.

Main products

Book4Time's cloud-based spa management solution enables spas to solve a wide range of challenges from online booking to acquiring new customers through social media.

With a robust full-service software suite which includes everything from real-time online booking and guest management to mobile front desk, marketing, social media and comprehensive reporting tools – Book4Time is the platform of choice for spa industry professionals and high-end luxury brands looking to scale their business.

Book4Time's open API is designed to integrate seamlessly with third-party systems

and leading hotel management systems. With Book4Time, businesses can easily customise every detail of their guest experience from scheduling and check-in to post-service follow-up and marketing.

USPs

By working closely with world class spa brands and leaders in the community, Book4Time continues to create leading edge solutions to traditional industry challenges, including yield management, social marketing and centralised reporting.

Book4Time's innovative edge delivers a full range of solutions which enable businesses to holistically manage, grow and extend the value of their business. This can directly result in an overall increase in booking rate, repeat sales and a healthier bottom line for spas and the industry as a whole.

Where in the world?

Book4Time is the solution of choice to manage spas and salons in over 30 countries.

Currently powering many of the world's largest and most exclusive hotel and day spas, Book4Time is rapidly entering new and emerging markets.

The company has a major presence in the UK, USA, Canada, UAE, India, China, Mexico and the Caribbean. But it doesn't stop there,

because Book4Time's technology is designed to run on low-bandwidth it can reach spas in remote regions of the world from Bali to Tanzania and beyond.

Top clients

Many of the world's most exclusive and best run spas, along with millions of their guests worldwide, count on Book4Time. Major accounts include W Hotels, Red Door Spas, Bliss, Four Seasons, Hyatt, St Regis, Westin and Selfridges.

2013 trade shows

ESI Toronto; ISPA; Starwood IT Conference.

Who's who?

Roger Sholanki, founder and CEO; John McDonald, VP of sales & marketing.

What the clients say

"The team truly understands our needs, and that's because they took the time to listen."

Paul Kaczmarek, CIO, Red Door Spa

"Book4Time is easy to learn and very intuitive to use. My staff and I found we could 'learn as we go' while still being able to run a seamless business."

Joey Detenber, spa director, W Hotel, Atlanta

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BRADFORD PRODUCTS



Dale Brodeur Senior, owner

Main products and services

Founded by Dale Brodeur Sr. over 30 years ago, Bradford Products is a global fabricator of stainless steel aquatic vessels. Bradford has a fully integrated team of designers, engineers, project managers and customer service staff, operating from an ISO-9001 manufacturing facility in Wilmington, North Carolina, USA.

Bradford Products is the premier provider of specialty pools, hot tubs, thermal rooms and water features for resorts and hotel destination spas around the world. We design, manufacture and install steamrooms, saunas, hammams, experience showers that feature LED starscape lighting and mood settings, heated loungers and water design features.

From concept design to installation and support, Bradford delivers an innovative and guaranteed product for commercial and residential applications. Each of our products has a variety of finish choices of tile, vibrant stainless steel or a distinct combination of both.

Additional services

Bradford Products has a strategic understanding of the aquatic engineering of water experience products and collaborates with designers, architects, consultants and contractors to create wet treatment environments.

Bradford's engineering delivers imaginative, handcrafted products tailored specifically for

a property's theme and our experienced team installs on-site. Bradford offers continuing education about the attributes of stainless steel through an AIA accredited course, *Stainless Steel Pools and Spas for Elevated Installations*.

USPs

Aquatic products constructed in stainless steel are long-lasting, low maintenance and backed by our 25-year warranty. Welded stainless steel is your first choice for pools and spas in rooftop and elevated installations and beachfront environments. All products are made of 65-80 per cent recycled stainless steel and are also recyclable, making them a greener choice.

Top clients

Mandarin Oriental; Four Seasons; The Wynn Encore; Park Hyatt; Starwood Resorts; M Resort; The Palazzo; The Bellagio; Aria; The Floridian; Aulani Resort; Trump Luxuria; Crystal Cruises; The Setai; US Coast Guard; Acqua Edificio; Omni Hotel; Turning Stone Resort; The Landings St Lucia; The Palms Casino.

Where in the world?

Worldwide.

2013 trade shows

ISPA; HD EXPO; Megayacht Design Symposium; ASLA; International Pool-Spa-Patio Expo.

Plans for 2013

We'll launch The Private Heaven that features dry heat, steam, synchronised lighting and aroma, with an experience shower, all in one unit. Snow rooms, arctic caves, and aromatherapy cabins will also be developed in 2013.

Being an international manufacturer, Bradford will go where the business is. The Far East and India are the next logical choices.

Spa projects in 2013 include: The Joule, Dallas, TX; The Four Seasons, Orlando, FL; The Heavenly Spa at the Westin Diplomat-Hollywood, FL; The Regency Palace, Amman, Jordan; The Mansions at Aqualina, Miami, FL; Chuan Spa at the Langham Hotel, Pasadena, CA.

Who's who?

Dale Brodeur, Senior, owner; Michael Brodeur, vice president; Peter Miller, sales and marketing manager; Paul Greenman, business development director.

What the clients say

"It is a pleasure working with Bradford Products. Their innovative, profoundly creative designs deliver the 'wow' experience our clients are looking for. We know we can count on them to provide quality service and products in a timely and professional manner."

Kimberley Shedrick-Matheson, president, Natural Resources Spa Consulting, Inc

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Pulpe Vitaminée anti-ox facial,
formulated with divine textures

1/3 Grapes

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www.caudalie.com



Mathilde Thomas, Founder

CAUDALIE

PARIS

Background briefing

Caudalie was founded in 1995 and is owned by Bertrand and Mathilde Thomas.

Main products and services

Caudalie supplies beauty products that are not only effective but also natural and luxurious. The company harnesses the unparalleled anti-oxidant power of grapevine polyphenols, offering the grape's ultimate gift.

Caudalie creates powerful, luxurious skin solutions for all ages and skin types. Best sellers include Beauty Elixir – the make-up artists' must-have – which boosts skin throughout the day, and Divine Oil – a multi-use miracle oil. Divine Oil will keep your hair and body feeling exquisite.

We've always favored natural ingredients, and since we were established, have never used paraffin, mineral oils or synthetic coloring in our formulae.

Neither do we use parabens, phthalates, sodium laureth sulfate and phenoxyethanol in any of our products. Everyday, Caudalie seeks high-performance "green" active ingredients to incorporate into its products.

Caudalie has been part of "1% for the Planet" movement since 2012 and donates 1 per cent of its worldwide sales to charities that work to protect the environment. As a result, all paper and plastic used in packaging are recycled.

USPs

In 1999, Caudalie created the world's first Vinotherapie® Spa in the heart of the Chateau Smith Haut Lafitte vineyard in Bordeaux.

In this magical location, untouched by city life, luxurious treatments provide all the restorative benefits that grapes and grapevines have to offer.

Now Caudalie brings a touch of serenity to the hustle and bustle of cities around the world. Allowing people to be pampered by the expert hands of Caudalie Vinotherapists who are delivering exceptional Caudalie beauty treatments,

lauded across the world for their anti-oxidant properties.

How many spas do you supply?

We supply 10 Caudalie Vinotherapie® spas worldwide and 50 spas in the UK.

Top clients

Les Sources de Caudalie, Bordeaux, France; Plaza Hotel, New-York, USA; The Shangri La,



Recently launched: Divine Oil (left) and Divine Legs (right)

Toronto, Canada; The Yeatman, Porto, Portugal; Hotel L'And Vineyards, Portugal; Marques de Riscal, Spain; Captain's Club, Christchurch, UK; SpaNK, London, UK.

Where in the world?

Caudalie is distributed in 30 countries, including France, Germany, Italy, USA, Spain, Portugal, Switzerland, Russia, Poland, Greece, Belgium, Canada, Brazil, Turkey, Hong-Kong, Korea and Malaysia.

Plans for 2013

Caudalie has just launched Divine Body Massage, a perfect pre-holiday pamper session. This luxuriously

relaxing treatment will prime your clients' skin and have them looking picture perfect.

This treatment is a signature Caudalie massage and is coupled with Caudalie's award-winning Divine Oil and brand new Divine Legs.

Who's who

Jean-Christophe Samyn, director UK and Ireland; Mathilde Thomas, founder, Bertrand Thomas, founder.

Integrated software solutions for Golf, Spa & Leisure industries worldwide



CONSULT • CREATE • EXCEED

CONCEPT SPA & LEISURE SOFTWARE

Concept Spa & Leisure Software is a global leading Spa product, providing functionality and management information for today's growing Spa industry.

Spa business management solutions:

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CONSULT • CREATE • EXCEED



Malcolm Rennie

Main services

Concept provides bespoke, scalable spa management software for high-end hotels, resorts and leisure venues. The Concept Spa & Leisure System manages all operational aspects including reservations, Point-of-Sale, inventory management for retail and professional inventory, customer profiles, membership administration, online reservations, CRM, Business Intelligence and PMS Integration.

The key to the software is its flexibility. Whether a spa has three treatment rooms, or in excess of 100, it has the features and customisation to match. The system controls an unlimited number of services that are linked to associated resources such as locations, equipment or therapists. Appointments are booked quickly via a series of flexible grid control screens or through a search, where the system automatically finds available times.

Reservations can be made for a range of activities: treatments, tennis court rental, and pre-scheduled activities such as classes.

Additional services

- Concept Golf Management: an integrated solution for golf courses and resorts. In use at five former Ryder Cup venues.
- Concept POS and Inventory Control – the most comprehensive leisure retail solution – designed for spa retailing and golf pro-shops.

- Concept Membership and CRM System: a standalone or integrated Membership Billing and Management System which manages pre-membership sales and client marketing.

- Concept Business Intelligence System: (Concept BI) a dynamic reporting tool which can be utilised by new and existing clients.

- Concept Web Services: providing online and mobile spa and leisure or golf tee-times reservations via a range of customisable APIs.

- Concept Interface Center: as a partner of Micros-Fidelio, Concept continuously develops solutions and enhances interfaces to provide the industry's premier resort solution.

- Concept Services: 24/7 multi-lingual global support, installation, training and project management, retraining courses, Oracle database administration, software auditing and consultancy, development and customisation.

USPs

By paying close attention to client reactions and the way each company interacts with the software we install, we're able to constantly develop our systems to meet industry demands. The benefit of this approach is passed directly to our clients in the form of bespoke features and system updates.

How many spas do you supply?

Over 2,000 installations globally.

Top clients

Key global accounts include Shangri-La Hotels and Resorts; Langham Hotels, London; Peninsula Hotels; Banyan Tree Hotels and Resorts; Marriott; Starwood Hotels and Resorts; Canyon Ranch; De Vere Group; and Corinthia Hotels and Resorts.

Where in the world?

Global distribution in 60 countries. The software is available in 15 languages, complemented by local language support.

2013 trade shows

Regional user conferences throughout 2013.

Plans for 2013

An increase in our global presence to over 70 countries and growth in our regional partner network. Existing clients will open properties, with most growth in Africa and Asia.

We're working towards the paperless spa and we'll also launch V3 – under wraps at the moment, but Concept BI V2 – available from the App Store – is a taste of what's to come.

Who's who?

David Spiers, founder & director; Malcolm Rennie, MD; Luis Branca, director of development & technology; Simon Le Touze, regional general manager Asia Pacific.

Horizontal Shower^{ATT}



the
SPIRIT
of
WATER



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Andreas Dornbracht, MD



Background briefing

Founded in 1950, Dornbracht is led by brothers Andreas and Matthias Dornbracht.

Main products and services

Dornbracht is a family-owned manufacturer of high-end faucets, fixtures and shower systems. As a partner in both the design community and the international spa industry, we build on the ideas and needs of professionals involved in designing spas. The result is a premium product in terms of both function and finish. Dornbracht provides installation support and guidance. All our products come with a worldwide aftersales service to guarantee trouble-free operation.

Additional products and services

Dornbracht regularly wins international design awards for its designs, and since 1996 has been acclaimed for its sustained commitment to the arts. Dornbracht also has its own publication – *Dornbracht: the Spirit of Water* – which documents the company's cultural relevance and highlights its products.

Essentially a 'mag-alogue', it illustrates the successful link between inspiration, innovation and dialogue that characterises Dornbracht's unique approach and way of working. Even if it looks impossible, Dornbracht will work to make it happen.

Individual needs require individual treatment. If clients find the standard spout on a fitting doesn't fit perfectly with their architecture, Dornbracht's x-tra Service can produce size extensions and reductions and non-standard finishes and colours for almost every product in the Dornbracht range.

USPs

Our high standard of production, along with Dornbracht's dedicated division specialising in spa operations and design. Our goal is to assist with new ideas, while enhancing existing applications like the Horizontal Shower – our interpretation of a Vichy treatment.

Dornbracht manufactures 100 per cent of its products in Germany, meaning consistently high-quality and manufacturing standards.

Where in the world?

Dornbracht products are distributed worldwide: 58.1 per cent of turnover in 2012 was generated internationally. The company has 15 branches and many commercial agencies.

Plans for 2013

We're working on a new development in the context of our Transforming Water philosophy, which will launch in 2013.

Our latest new office opened in Singapore in July 2012 – our fourth in the APAC region.

Spa is one of the fastest growing industries and this is reflected in our portfolio. There has also been an increase in day spa projects – not necessarily attached to hospitality ventures.

2013 trade shows

Boot, Düsseldorf, Germany; Living Kitchen, Cologne, Germany; Stockholm Furniture Fair Stockholm, Sweden; ISH Frankfurt, Frankfurt, Germany; Hannover Messe 2013, Hannover, Germany; India Design, New Delhi, India; Monaco Boat Show, Monaco.

Who's who?

Andreas Dornbracht, MD Marketing and Sales; Matthias Dornbracht, MD production, IT and logistics; Ralph Dihlmann, MD finances, controlling, purchasing and personnel; Matthias Voit, sales management elite interiors; Bastian Hartwigsen, key account management spa; Nina Heierhoff, sales support spa and elite interiors.

What the clients say

"Dornbracht is a brand that stands for the same values as our hotel, the Traube Tonbach. The quality and design of the products speak for themselves. Quality is fundamental to the company's success."

Sebastian Finkbeiner, managing director, Hotel Traube Tonbach



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www.dromuk.com



Kicki Carlsson-Boyd

Background briefing

Dröm UK was launched in 2002 by managing director Kicki Carlsson-Boyd and director Barry Smith. The company designs, supplies and installs saunas, steam rooms and spas.

Main services

■ **Consultancy:** we maintain the highest level of customer satisfaction by providing expert consultation and coordination at all levels from domestic customers to architects and builders. We can offer advice on all technical aspects and design elements for your projects.

■ **Design:** our design team take pride in meeting clients personally, to fully understand their dreams and requirements, before conceiving and constructing a bespoke sanctuary to suit each individual hotel, spa, health club or home. We take your vision and manifest a reality beyond your imaginations.

For a hotel or spa we can create a truly special space that will raise the brand experience of your guests way beyond the ordinary.

■ **Project Management:** once the concept and specification is approved, the planning can be a multi-disciplined project requiring a high level of co-ordination of different works. A construction schedule is agreed and adhered to and disturbance to the everyday life of any residents is guaranteed to be kept

to a minimum. Bringing the project to a satisfactory completion on time and to budget.

■ **Build:** all Dröm UK installations are built to the highest quality and specification by our fully trained in-house team of professional specialist fitters.

Additional services

■ **Maintenance:** inspiration and installation is followed by reassurance and peace of mind.

All Dröm UK projects and products are covered by a comprehensive guarantee and extended service plans are also available. We will provide ongoing specialist support to keep your dream alive for many years to come.

USPs

We believe that our attention to detail and our creative approach to innovative bespoke designs set us apart, together with our friendly 'can-do' attitude and approach to all project briefs.

Top clients

Coworth Park Spa; Foxhills Spa and Resort; and The Lansdowne Club.

Where in the world?

We currently design, supply and install projects throughout the United Kingdom, Europe and the Middle East.

Plans for 2013

This year we plan to continue our innovative bespoke product development and to further advance our technological expertise.

Our unique, luxurious bespoke room concepts can be seen in our redesigned showroom. We've also been asked to quote on a selection of various projects on the African continent for installation in 2013.

Who's who?

Kicki Carlsson-Boyd, managing director; Barry Smith, director; Erin Lee and Darren Hopkins, project managers.

What the clients say

"We were very impressed with the steamrooms and feature showers installed at Coworth Park, Ascot by Dröm UK. They have done an excellent job, working within our time and budget constraints and were a pleasure to work with."

Alex Scott, Galliford Try

"The steamroom was completed on time and within budget. Dröm UK's installers were very professional. Their eye for detail was excellent. Dröm UK was very good, very helpful and very approachable and I would strongly recommend them for any installation."

*Stephen Kirby Maintenance Manager,
The Lansdowne Club*

ESPA

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AWARD-WINNING, NATURAL PRODUCTS, TREATMENTS AND TRAINING

ESPA's results driven, natural product range is licensed in 55 countries and available in high quality spas and salons. All ESPA products are free from parabens, silicones and skin-irritating ingredients such as SLS and SLES, we're equally proud to be a British company who manufacture our products in the UK.

SPA SOLUTIONS THAT SPEAK FOR THEMSELVES

Every client is unique. Every spa we create is bespoke. We help you deliver commercially successful spas with exceptionally trained spa staff. Established for 20 years, our team of professionals ensure your spa concept is translated seamlessly throughout the process.



OUTSTANDING CLIENT AMENITIES



To increase guest's luxury spa experience in-room, ESPA Amenities offer high quality, natural and bespoke formulas. The fresh, rich fragrance is 100% natural and includes Lime, Bergamot, Jasmine and Cedarwood essential oils.

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ESPA

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www.espaonline.com



ESPA



Susan Harmsworth, CEO

Background briefing

Founded in 1993 by Susan Harmsworth.

Main services and products

ESPA has pioneered in the spa and wellness industry we know today with the creation, design, build and operation of spas around the globe. Every ESPA spa displays originality, innovation and is a seamless extension of the adjoining property and brand. These factors, together with each client's specific brief, mean no two ESPA spas are ever the same.

What does remain consistent is the highest level of excellence and attention to detail for which the ESPA brand is renowned. Our approach not only leads to the ultimate guest experience, but also generates spa solutions that drive commercial return.

ESPA has successfully partnered with hoteliers, investors and owners within 55 countries to create some of the world's finest spas. With offices across the world we can respond to every clients' needs and provide a genuine understanding of the varying international requirements and considerations.

ESPA offers a comprehensive range of exceptionally efficacious, and award-winning, natural skin and body care products. ESPA products and treatments are an integral part of the total guest experience within the spa and at home.

Additional services and products

ESPA offers a range of solution-led face, body and massage treatments, each designed and tailored to ensure that clients experience the best physical and emotional therapeutic benefits depending on their requirements.

We recognise highly trained staff are vital to the running of a successful operation and critical to your retail business. Our aim is to recruit and educate to a level that provides inspiration and motivation to deliver award-winning standards. Finding, training and retraining the team is paramount to a spa's success and we invest focus and energy into finding the right people, both attitude and skill set-wise, to build spa teams. All ESPA courses are taught by internationally recognised trainers who are vastly experienced therapists themselves.

USPs

Our global spa team includes over 150 in-house professionals with vast experience in the luxury spa industry and a collective expertise that is unrivalled, encompassing all areas from financial analysis and design concepts to spa management. Many have over 10 years' industry experience, allowing ESPA to offer clients the collective skills and wisdom that will give their spa that essential edge – both in the early stages and throughout our hands-on operational management phase.

Our treatments offer unparalleled benefits and our results-driven products are free from synthetic colour, fragrance, parabens, phthalates, DEA, TEA, SLS, SLES, silicone and petrolatum. All ESPA products are produced in the UK at our state-of-the-art manufacturing site which is licensed and accredited by the Soil Association, Ecocert and the Organic Food Federation and accredited by the Fair-trade Foundation. This allows ESPA complete control of the production process from start to finish, ensuring our products are exceptional in every way.

How many spas do you supply?

Over 400 accounts in 55 countries.

Top clients

Peninsula Hotels; One&Only Resorts; The Ritz-Carlton; Corinthia Hotels; The Leela Palaces, Bulgari Hotels & Resorts; Gleneagles.

Plans for 2013

We plan to build on our spa development, with openings in India, China, the Middle East and the US. We're launching multiple products across a variety of categories and will also be focusing on ESPA In-Room Amenities – high-quality, natural and bespoke formulas with 100 per cent natural essential oil fragrances – to increase guest's luxury spa experience.

SPA MANAGEMENT SOFTWARE MAXIMISING YOUR OPPORTUNITIES

The Ez-Runner products are designed, developed and supported in-house. Our hosted online solution enables your business to be running 24/7, 365 days a year.

Our success has been proven by over 600 clients world wide and is used by some of the biggest brands in the world.

More and more customers are benefiting from Ez-runner. With its online services such as bookings, vouchers, on-line sign up, and paper-less direct debits through to therapist optimisation, treatment room optimisation, memberships, vouchers (in SPA), in-spa point of sale, commissions, prospecting and access control!



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Using Ez-runner's online functionality will save your business money, generate new revenue streams and improve customer service. It really is an amazing return on investment.



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Background briefing

The company was founded in 1995. Stefan Drummond is the majority shareholder.

Main services

Ez-Runner spa software is a fully configurable modular solution for selling treatments, packages and vouchers and has a reporting suite – both online and in-spa – for analysing yield, membership and food and beverage sales.

Other features include the ability for spas to optimise therapist- and treatment-room usage, calculate commissions, manage stock and limit treatments per day by therapist.

Further benefits include SMS alerts, yield management tools, product recommendations and staff rota management, as well as the ability to upsell products and services online or in-spa. Ez-Runner's voucher management solution is commission-free, with online and in-spa purchasing, tracking and redemption, providing spas with the tools to control vouchers from purchase to redemption under one roof, providing limitless, cost-effective marketing.

Additional services

Fulfilment services for voucher management, gift card supplies, and membership cards. In-house programming team for custom development and web integration. We also supply, kiosks, hardware and peripherals.

USPs

Ez-Runner offers full online integration into spas' existing websites. This includes all features – bookings, packages, voucher purchases and redemption and pre-payments.

Each product or service can have YouTube video or images managed from the application, without the need to rely on expensive web teams. These online services can be linked to our automated marketing module (Campaign Manager) allowing Ez-Runner to send campaigns based on triggers such as the number of treatments bought or vouchers purchased online, without any user intervention.

The company's voucher management solutions are provided without charging commissions to the spa operator.

Ez-Runner also has the facility to provide online diary views for therapists and has recently developed mobile websites for smartphones and tablet devices such as iPad, allowing spas to expand their online reach even further without restrictions.

How many spas do you supply?

More than 120 spas.

Top clients

Shire Hotels; Handpicked Hotels; Akkeron Hotels; Amida SPA; Hilton Hotels; sk:n; and Dermalogica.

Where in the world?

Mainly Europe and the Middle East, but we have sites worldwide from the Falkland Islands to Ethiopia.

2013 trade shows

Spatec and Sibec.

Plans for 2013

This year we plan to expand into other territories with new and existing clients. We'll also work with existing spa and wellness clients to expand their use of online and mobile functionality for packages, payments and voucher management.

Who's who?

Stefan Drummond, managing director; Shez Namoooya, business development manager.

What the clients say

"Hand Picked Hotels (HPH) has been using the Ez-Runner management software system for the past four years.

The partnership has had a significant impact on the businesses by helping Hand Picked Hotels create a highly effective spa and health club revenue stream for the group."

Helen Wynne,

*Health Club & Spa Project Manager,
Hand Picked Hotels*

GHARLENI

High-end spa tables, beds, loungers,
equipment and furniture. Made in Germany.



References: Le Meridien, Stuttgart Germany · Hotel Hyatt Regency, Düsseldorf & Mainz Germany
· Ritz Carlton, Wolfsburg Germany · Burj al Arab, Dubai, UAE · Crans Ambassador, Crans Montana,
Switzerland · The Dolder Grand, Zurich, Switzerland · Hotel Union, Geiranger, Norway · The Westin,
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UAE · Jumeirah Zabeel Saray, Palm Island, Dubai, UAE · DoubleTree by Hilton, Istanbul-Moda, Turkey
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many more...

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Sammy Gharieni, founder

Background briefing

Gharieni was founded by Sammy Gharieni in 1992 in Duisburg, Germany, as a trading company for beauty and podiatry equipment and multipurpose furniture.

Since its launch, Gharieni's philosophy has been to realise the wishes of individual customers and meet the increasing demands of the market. Consequently, Gharieni has grown from a trading to a manufacturing company. Combined with enormous growth, new ideas and developments, Gharieni expanded to launch new companies in southern Germany, Belgium, the Netherlands and in France, leading to the creation of the Gharieni Group.

Main products

Gharieni offers high-end couches, beds, equipment and furniture for luxurious spa, wellness and beauty facilities. The production and development of the core products – treatment and wellness beds, podiatry chairs and equipment – takes place at the company's headquarters in Moers, Germany.

All steps of the production process, from concept to design, are under the permanent control of the management in order to guarantee the highest quality. Moreover, the manufacturing process is controlled by the German Technical Supervisory Association.



Gharieni Quartz bed at the RarinJinda Wellness Spa, Thailand

Certified by TÜV NORD CERT, all products – from the treatment bed to the multifunctional skincare system – are awarded the Made in Germany seal, in accordance with the test criteria of TÜV NORD. Gharieni is the first manufacturer in the industry that has a verifiable Made in Germany production, guaranteeing safety, reliability and quality.

USPs

Elegant, modern design, perfect functionality, high-quality materials, complete solutions, the utmost flexibility, rapid implementation of customer requirements – this is the core concept of the company.

Clients can select from around 40 upholstery colours and more than 55 high-gloss or matt

wooden decors and coloured surfaces to create individual products. Moreover, they can fit each bed with a number of options, such as Airback lumbar support, thermo, vibration, LED strips and more.

Top clients

Clarins Paris, France; Steigenberger Hotel, Frankfurt, Germany; Six Senses Spa in The Alpina Gstaad and the Crans Ambassador, Switzerland; Hilton Hotel, Abu Dhabi, UAE; The Ritz-Carlton, Seoul, South Korea; and Ayada Resort, Maldives and many more.

Where in the world?

Gharieni distributes to 55+ countries.

2013 trade shows

Beauty International, Düsseldorf, Germany; ExCeL, London, UK.

Plans for 2013

To enrich the market with numerous innovations, like The MLX Crystal Quartz Bed with alpha-quartz, which offers spa clients warmth and an extraordinary, luxurious and deep relaxation of body and soul.

The bed is fitted with two lifting columns to adjust the height and incline. Upholstery is available as an option, so the bed can be used for massage as well.

WORLD-CLASS ARCHITECTS AND SPA CONSULTANTS PREFER INVIION® SPA EQUIPMENT

Its innovative SPA equipment design and SPA technology ensures the enthusiasm of your future guests



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Water



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Special Spa Equipment



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*Heinz Schletterer, CEO
and owner*

Background briefing

Inviion® was founded by owner Heinz Schletterer 2002, and rebranded in 2010.

Main products and services

Inviion® develops, manufactures and supplies innovative health-oriented equipment to the highest technical standards for hotels, thermal, medical and day spas, as well as health and wellness facilities. The company offers all the equipment and services needed to fit out a spa.

Its portfolio includes treatment, relaxation and thermal spa experience solutions that guarantee maximum multi-functionality and effectiveness and minimum energy and maintenance costs by deploying smart energy systems and materials and the latest production techniques. Innovative designs and features ensure a sound economic investment and profitable spa operation for customers.

Additional services

Inviion® offers tailor-made solutions. The portfolio includes heat/steam facilities, pools, Kneipp, experience showers, treatment/relaxation beds and Holistic Cocooning, Four Senses Loungers, Aquaveda and Hammam tables.

Recent innovations include a Viitality experience shower, My Spa Heaven cabin and the sensational new health-enhancing mineral room – another of Inviion's® world firsts.

USPs

Inviion® creates trend-setting equipment and solutions which guarantee operators' competitiveness and profitability and offer unique, sustainable, health-enhancing experiences.

The Inviion® team has international competence in understanding guest expectations, planning and realisation, as well as extensive know-how in health and medical hospitality.

Inviion® sets the trends rather than following them and is always on the pulse. Its motto "creating the difference" encapsulates the company's aim of differentiating its products from conventional spa equipment. The aim is to be leading edge and create added value through outstanding functionality and design.

How many spas do you supply?

Inviion® supplies 2,000 projects worldwide .

Top clients

Hilton; Sheraton; Kempinski; Mövenpick; Four Seasons; Hotel Sacher Vienna; SPA & Golf Resort Andreas; Mohr Life Resort; Center Parcs UK; Medical & Beauty 1st Vienna Day SPA; and First BioDentSPA Düsseldorf.

Where in the world?

Headquartered in the Austrian Tirol, with representations or consulting offices in Dubai, Egypt, Russia, Spain, Croatia, UK, France,

Switzerland, Hong Kong and Malaysia, Inviion® operates globally.

Plans for 2013

A spa project at the Langham Chicago; a spa at the Solis Hotel in Education City in Qatar; the Al Cornich Club Resort & Spa in Kuwait; Kempinski and Rocco Forte in Jeddah; a major project in Marassi; and the Golden Coast development in Sharm El Sheik, Egypt.

Who's who?

Heinz Schletterer, CEO and owner; Florian Jaud, technical director; Gert Rieder, commercial director; Stefan Ghetta, chief design officer; Gertraud Moser, chief financial officer; Josef Thomas, director production; Tomislav Olujic, quality manager; Thorsten Sträter, technical sales director; Mohammed Ibrahim, regional director Middle East and North Africa; Robert Witos, project director Asia.

What the clients say

"The team of Inviion® has shown great creativity while taking into account our own demands and wishes. Together with Inviion we've created a hotel spa that stands out from the competition. The guests' reaction to the Andreas is enthusiastic."

Helga Fink, director and owner, Golf & Spa Resort Andreas, Italy



EDEN ROC SPA, ASCONA, CH



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www.klafs.com

KLAFS
MY SAUNA AND SPA



*Adrian Egger, MD of the
KLAFS spa division*

Background briefing

KLAFS was founded in 1928.

Main products and services

The KLAFS group is the world market leader in the field of sauna, pool and spa. Besides saunas, our wide product range includes: steamrooms, hamams, infrared heat cabins and relaxing areas as well as treatment rooms, including massage tubs and treatment tables.

As a full-service company for the professional sauna and spa industry, we also offer technical planning and consulting.

KLAFS has clients in a wide range of industry sectors, including hotels and resorts, health clubs, thermal spas and cruise ships. In addition, the company supplies private customers who are equipping their homes and vacation retreats.

A large team of experienced interior designers, technicians and project managers work together to implement even the most exclusive and ambitious spa projects. With the highest quality standards in the market, KLAFS offers its own development and production facilities for a complete range of innovative and individually designed spa equipment.

The manner in which KLAFS takes responsibility for the environment while interpreting market developments sensitively for the individual situation can be



ESPA life at Corinthia, London, Great Britain

seen in numerous innovative developments which make efficient use of natural resources. Intelligent control and energy-saving packages such as Green Sauna or the new Green Steam represent a concept of ecological sustainability, to which KLAFS is committed.

Additional services

KLAFS offers after-sales services and maintenance of equipment after project completion worldwide with on-site service in many countries around the world, as well as offering the technical training of in-house spa staff.

And with its own development department and production facilities for the complete product range, even the most extraordinary customer request can be fulfilled. From single sauna cabins to turnkey jobs.

USPs

KLAFS keeps a close eye on the market to spot and set trends. Innovation is a key part of the company's corporate philosophy: KLAFS introduces surprising new concepts for the spa and health markets with pleasing regularity. Together with renowned designers, the company not only develops innovative, but also beautifully formed products. This is proven by the numerous prestigious awards it's won, such as its gold iF Product Design Award and the European Spa Award.

Top clients

The Tschuggen Grand Hotel in Switzerland; The Gleneagles Hotel in Scotland; Corinthia and Four Seasons Park Lane Hotels in London; Bulgari Hotel & Residences in London; Marriott 'The Edition' in Istanbul; The Alpina Gstaad and The Dolder Grand Hotel in Switzerland.

Where in the world?

With its headquarter in Germany, KLAFS has subsidiaries in Austria, Switzerland, Poland and 65 partners worldwide. KLAFS Asia Pacific Ltd takes care of projects in this area.

Who's who?

Adrian Egger, MD spa division; Frank Strobel, director international sales.

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- Conrad Maldives Rangali Island***** Island Maldives
- Villa Del Palmar Beach Resort & Spa***** The Islands of Loreto BCS, Mexico
- Kempinski Nile Hotel***** Cairo, Egypt
- Hotel Bharat Continental**** New Delhi, India
- Radisson Blu Hotel**** Pashim Vihar New Delhi, India
- The St. Regis Saadiyat Island Resort***** Abu Dhabi, UAE
- Hotel Majestic Barrière***** Cannes, France
- Boscolo Hotel Exedra***** Nice, France
- Hotel Les Pleiades**** Barbizon, France
- Hotel Sportul**** Poiana, Romania
- Park Hyatt***** Milan, Italy
- Hotel Adler Thermae***** Siena, Italy
- Etruria Resort**** Siena, Italy
- Villa Honegg**** Ennetbürgen, Switzerland
- Sha Wellness Clinic***** Alicante, Spain
- Amathus Resort***** Lymassol, Cyprus



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www.lemi.it



Emilio Brusaferrri

Background briefing

Lemi by Brusaferrri was founded in 1989 by Emilio Brusaferrri and his cousin Silvio Genelli, who still own the company.

Main products and services

The company specialises in the production of tables and equipment for the beauty, spa, medical and podiatric sector.

Lemi by Brusaferrri has transformed the reality of an often complex requirement through a strategy of involving the spa designer in the process early on in order to implement designs more efficiently.

This is the essence of the philosophy behind the company's Equilibrium spa line – an exclusive experience which, through the choice of alternative materials, involves the senses according to personal taste and style.

Additional products

Lemi offers both classical and wooden beds and also high-performance wet and dry spa equipment.

USPs

The company's autonomy allows it to guarantee absolute flexibility, offering customised solutions for spas' business needs. Maximum product quality, total service efficiency and multi-year warranties come as standard.

Lemi has also achieved two important recognitions: the first is the registration of the 'Lemi' brand in the National Register of Italian Manufacturers and the subsequent achievement of obtaining the 100 per cent Made in Italy mark.

This is the most prestigious mark that a manufacturer in Italy can obtain and is not to be confused with the Made in Italy mark which is awarded by customs to companies that manufacture 51 per cent of their production cycle in Italy.

What's more, Lemi's company procedures have obtained UNI EN ISO 9001 certification (2008 edition) from renowned German organisation TÜV.

Top clients

Kempinski Nile Hotel, Cairo, Egypt; The St Regis Saadiyat Island Resort, Abu Dhabi, UAE; Park Hyatt, Milan, Italy.

Where in the world?

More than 60 countries in Europe, USA, the Middle East, far East and Africa.

Plans for 2013

We're concentrating on R&D and increasing our presence across a number of new international markets. We're also launching a range of new equipment and developing new technological

solutions which will be based both on existing models and on new innovations.

2013 trade shows

Cosmoprof, Bologna, Italy; World Congress of Podiatrist, Rome, Italy; Medica, Dusseldorf, Germany.

Who's who?

Emilio Brusaferrri, general manager; Maria-grazia Garoli, export manager.

What the clients say

"The Aemotio Spa can be seen as the symbol of our philosophy: a multifunctional spa cabin with an extremely compact design that offers seven functions. Treatments provided by Aemotio Spa are extremely important and our exclusive guests have expressed their profound satisfaction with its performance."

Joelle Vassal, owner, Villa Paradiso, Brescia, Italy

"I'm happy to be able to offer you an optimal review with regards to the Aemotio Spa. We have been using this machine for some years in our renovated spa. I have tried it myself and if you try it out, you'll never want to let it go ... it's very relaxing."

Cristina Silvestri, owner, Valentino Resort, Grottammare, Italy



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Yunho Kim, CEO

Background briefing

J&A USA began its operation in 1996 with a commitment to manufacture quality pedicure spas combined synergistically with quality after-sales technical support.

Modern design and beautiful finishes create a synergy of contemporary style and enveloping comfort. The Lenox GX is the pedicure spa of choice for the day spa and salon with an eye for design



Innovation update

This commitment to quality has catapulted J&A to the forefront of the spa industry with a reputation for being an innovative, creative and caring company.

J&A has made a commitment to safeguard the safety of its pedicure spas to the extent that when the safe pipeless whirlpool first became available, J&A was one of the first pedicure spa manufacturers to incorporate this technology into its pedicure spa designs.

USPs

All products are made in the USA and it has been a personal commitment by the founder of J&A to ensure that quality workmanship, quality after-sales support and safety are incorporated into every one of J&A's pedicure spas.

Certification

The collateral benefit of this commitment to excellence has been the UL Certification which has been awarded to each and every one of J&A's pedicure spas.

Design

The timeless design of J&A's pedicure spas, such as Episode, Petra, Toepia, Cleo and Lenox, has adorned the landscape of the pedicure spa industry throughout the USA, as well as internationally. Some have even appeared in TV commercials as a backdrop — a testimony to the quality of their aesthetics.

Main products

Lenox Pedicure Spa, which provides well-made, high-quality, elegant pedicure units.

Additional products

Manicure furniture, customer chairs and technicians' stools.

Top clients

Lenox SE.

Where in the world?

We have global distribution.

2013 trade shows

American Beauty Show; CosmoProf, Las Vegas, US; ISPA, Las Vegas, US.

Who's who?

YunHo Kim, CEO; Sidney Park, vice president; Karen Kim, CFO; Marcus Hahn, account executive; Mike Ahn, account executive.

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Blog: www.lifefitness.co.uk/blog

www.lifefitness.co.uk



Jason Worthy,
UK Managing Director

Background briefing

The first Life Fitness Lifecycle was launched in 1969 by parent company the Brunswick Corporation.

Main products

Fitness trends come and go – that's one of the things that make this industry great. For over 40 years, Life Fitness has been at the forefront of meeting the product needs that match, and often lead, these trends. Our enduring commitment to helping people live healthier lives means we're always looking at what's next. With exerciser engagement at an all-time high, it's the right time for the launch of Life Fitness Forward – our brand new products and experiences for the innovative, connected ways people exercise today.

Life Fitness understands the needs of both small independent spas and internationally renowned chains. We partner with both and, in fact, have helped define brand standards for many hospitality companies.

Talk to us about our complete workout solutions for your spa, including LifeCycle GX™, our revolutionary new group exercise bike, swipe technology through Discover™ Tablet Consoles, Hammer Strength HD Elite™, our most durable rack line yet and SYNRGY360™. We're changing where the industry and your business is going, this is the future of fitness.



ESPA Life at Corinthia

Additional services

Through our Life Fitness Solution Partners we can also deliver design and build services, finance solutions, REPs accredited training, marketing support, brand design, customer training, management solutions and membership retention services.

USPs

Our company was built in partnership with the fitness industry. That is why we don't believe our relationship begins and ends with a sale. It begins during rigorous testing in our laboratories and is supported through ongoing training and service. At Life Fitness, by utilising our dedicated spa account managers' experience, we work with you to offer a total solution that aims to achieve your business goals.

Top clients

Raison d'Etre Spa & Fitness, Grand Hotel, Sweden; Corinthia Hotel, UK; Hotel Adler Thermae, Italy; Seaham Spa, UK; Stanley House, UK; Shire Hotels, UK.

Where in the world?

Our equipment and services are available in 120 countries around the world.

2013 trade shows

LIW; IHRSA; FIBO; SIBEC; HOTECH; Hotel Summit; Youth Sport Trust Conference; Education Forum; ukactive Flame Conference; Sports & Facilities Summit.

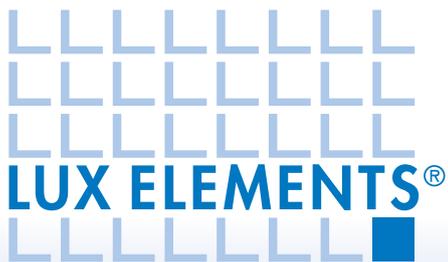
Who's who?

Jason Worthy, UK Managing Director

What the clients say

"The installation of a high-quality gym with unrivalled equipment adds another dimension to the health and wellbeing offering at Stanley House. Our guests are at the heart of everything we do and by working with Life Fitness we've been able to meet their requirements by offering the latest technical advances, while keeping in tune with our rural escape theme."

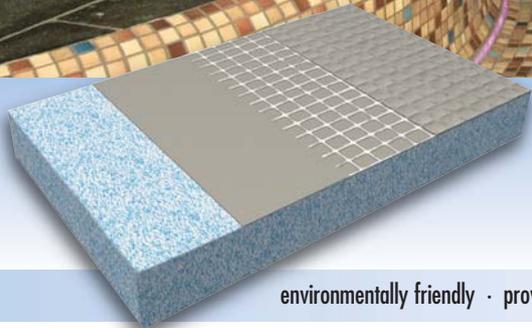
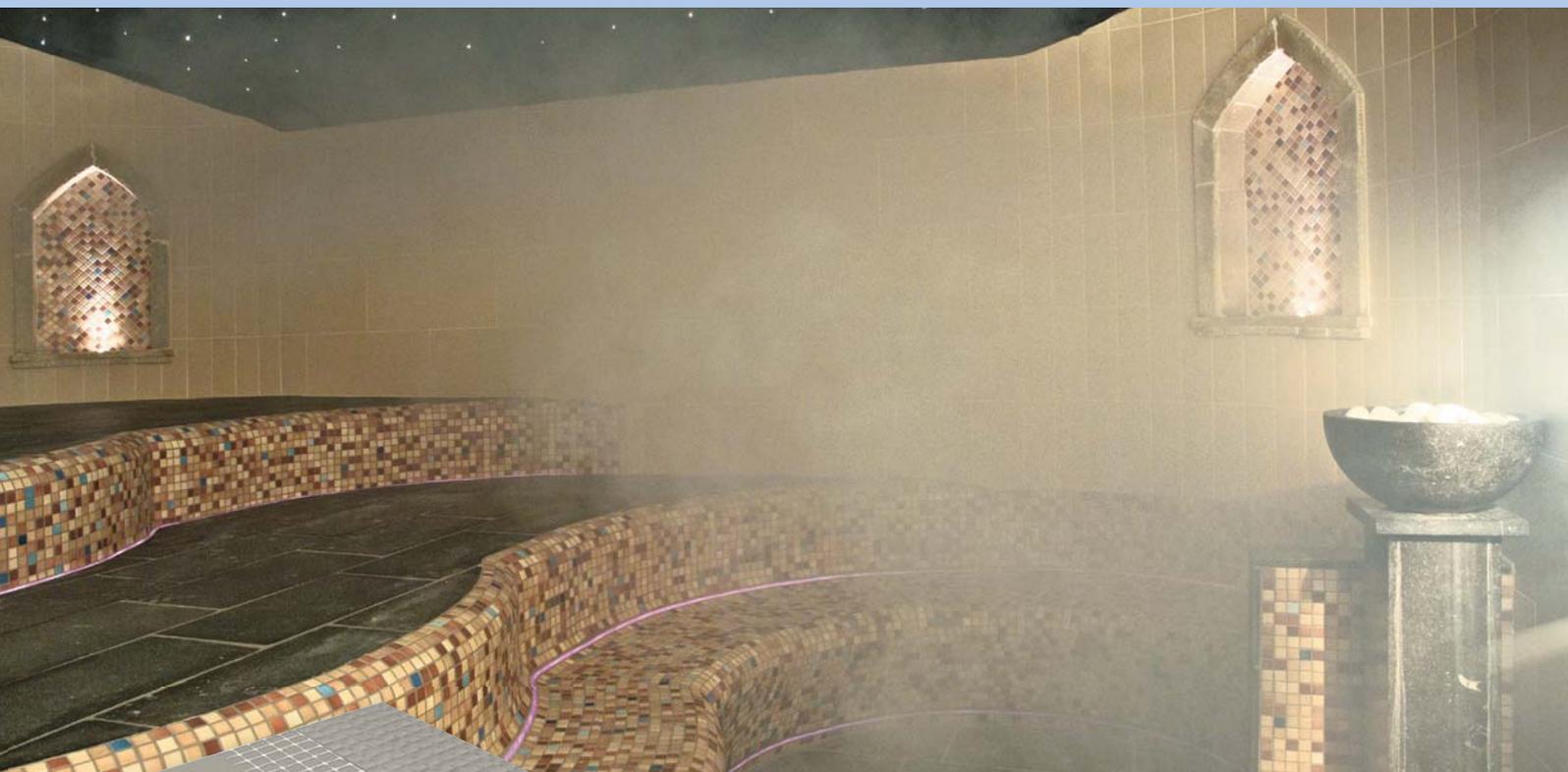
Philip Wharton, general manager,
Stanley House Hotel and Spa



www.luxelements.com

Individual concepts and prefabricated elements for spa and health resorts and leisure facilities. We produce solutions according to customer specifications or develop our own customer or project-specific solutions. Including wet areas. These can be individual or serial productions.

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Rolf Longrée, MD

Background briefing

Lux Elements was founded in 1945 in Radebeul, Saxony, Germany. Thomas Lux is the son of the founder Herbert Lux, and has been the managing director since 1975. Since 1996 Rolf Longrée has also been a managing director.

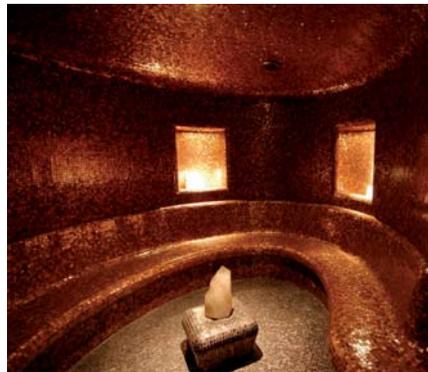
Main products

Lux Elements is an experienced specialist in manufacturing products for the wellness and sanitary markets. The emphasis is on wall cladding, floor structures and bathroom upgrading. Products are made from polystyrene hard foam.

The company is able to produce individual concepts and prefabricated elements for health resorts and leisure facilities. The company produces solutions according to customer specifications, including wet areas. These can be individual or serial productions.

Additional products

In addition to customised individual concepts, Lux Elements also offers a range of standard products made of hard foam support material. These include flush-with-the-floor shower bases with draining systems, rounded and curved showers, tileable washstands, bath surrounds, prefabricated steamroom constructions and decorative elements, such as columns, concave trims and fountains.



Custom and standard steamrooms are available

USPs

A particular advantage is that production is from one single source, ensuring that high-quality standards are constantly guaranteed. All the processing steps – from the production of the hard foam to the finished product ready for tiling – take place at the Lux Elements' factory. This also allows high degrees of flexibility in both design and manufacturing.

Besides specific customised solutions and special designs, the needs of the market and new trends can always be accounted for relatively quickly and straightforwardly.

Another strength of Lux Elements is the implementation of global standards based on our long years of experience in the sector.

Where in the world?

Lux Elements distributes its products in about 30 countries throughout Europe, Asia, North America, Russia and the Ukraine.

2013 trade shows

BAU, Munich; Batibouw, Brussels; ISH Frankfurt; Aqua Salon, Moscow.

Plans for 2013

One goal is to establish the Hydrothermal Spa Forum (HTSF). Already well known to the sector in places such as Asia. The HTSF has taken place six times – usually prior to an international fair for wellness in Germany. Details: www.hydrothermal-spa-forum.com

Interestingly for the sector are our innovations in modular steam and bathroom constructions. MODUL is a new principle that makes wall installation easier. We also have a new additional roof shape and two bench designs – one of which has a 'floating' appearance. A new, completely removable whirlpool surround called TOP will also launch.

In 2013 we'll be working on projects in the Middle East and Russia, and we are also entering new markets in Asia and Japan.

Who's who?

Rolf Longrée, managing director;
Marco Lutz, export director.



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Jon Johnston

MATRIX

Background briefing

Johnson Health Tech, a company traded on the Taiwan Stock exchange, was founded in 1975 and is the owner of Matrix Fitness.

Main products and services

A complete range of premium commercial CV fitness and strength-training equipment.

Our CV equipment combines technology and entertainment to create engaging workouts. The Premium 7 series CV equipment features touchscreen TV, iPod and Nike+ compatibility, plus interactive Virtual Active™ videos.

Our most recent innovation – Matrix mPower Integrated Technology – provides a better experience for spa visitors via a focus on key elements – motivate, mentor and maintain:

■ **Motivate:** Our Virtual Active workouts include video and ambient sounds from exotic destinations, plus incline and/or resistance changes for an immersive experience. We also offer a rich entertainment package including live TV, thousands of on-demand music videos, and personalised workout applications.

■ **Mentor:** Myride® products recreate the cycling instructor experience, while our virtual coaching option offers users tips to help them reach their fitness goals when training individually. Select equipment enables Nike+ iPod users to save their workout data to their iPod® for uploading to nikeplus.com

■ **Maintain:** Our Asset Management system gets equipment online and logs usage so maintenance can be scheduled and equipment usage optimised to improve uptime.

Additional products

Facility layout, design with 2D and 3D CAD software. Finance solutions, service and maintenance contracts, training, marketing support and competitive warranties.

USPs

Our culture spurs innovation and values creative problem solving. As a result we've set the standards for which others strive and our drive for excellence ensures we're meeting customers' needs like no-one else. This commitment is captured by our tagline: Strong. Smart. Beautiful.

Top clients

The Breakers, US; Lorne Sea Baths, Australia; Aji Spa, US; Four Seasons; Spa at White Horse Pass, US; Lifehouse, UK; Inn at Bay Harbor, US.

Where in the world?

Seventeen wholly-owned subsidiaries – Australia, Brazil, China, France, Germany, Hong Kong, Iberian Peninsula (Spain, Portugal), Italy, Japan, Korea, Malaysia, Netherlands, North America, Switzerland, Taiwan, Thailand, UK. A service network in 60 countries.

2013 trade shows

ISPA, four BITAC conferences, and the Hi Connect, plus seven Marriott events.

Plans for 2013?

Launching the 7xi mPower interactive console which creates a high-end user experience.

The resistance range will be expanded and updated to include new, high-quality, high-performance conditioning equipment. We'll also be developing our brand presence within the Middle East, India and China, following the growth of luxury brands in these regions.

Who's who?

Daniel Clayton, vice president global development; Brian Thompson, strategic development manager; Jon Johnston, UK Managing Director; Chris Austin, UK sales director; Jo Rich, UK head of key accounts.

What the clients say

"The product range is a perfect fit for the luxury experience we offer. With the popularity of cycling and other outdoor activities at an all time high, our partnership with Matrix Fitness allows us to recreate these experiences inside through Virtual Active™ and Myride®."

Martin Shaw, Owner,

Old Thorns Manor Hotel, Golf and Country Estate, UK



Check out Jenny's
business advice!
mindbodyonline.com/jenny

JENNY FERRERA

Owner, Jenny Wax
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*Stephanie Jennings,
director of sales*

Background briefing

MINDBODY was founded in 2001. It's owned by Rick Stollmeyer, CEO, and Bob Murphy, CSMO.

Main services

MINDBODY's core product is all-in-one business management software that allows spa owners and managers to operate all aspects of their spa under one roof, all online – including scheduling and eCommerce capabilities, staff and customer management, retail point of sale, and extensive metric reporting and analytics.

Additional services

Additional products and services which fully integrate with MINDBODY's software include point-of-sale hardware; gift cards; credit card processing; automated marketing features; social media integrations; and mobile and social apps, such as the Facebook Appointment Booker app.

USPs

All-in-one business management software; online appointment booking; automated marketing; credit card processing; gift card programmes, including full integration with SpaFinder Wellness gift cards; staff management; automated administrative tasks; retail management; free setup and training;



MindBody software runs on a range of platforms

unlimited, free technical support; free software upgrades; business education resources; and free listings on searchable mobile apps.

How many spas do you supply?

MindBody supplies over 1,500 spas.

Top clients

Completely Bare, New York, NY and Atlanta, GA; Spavia, Denver, CO, US; Elements Therapeutic Massage, various US locations; Exhale Spa, various US locations; Champneys, UK; Park House Hotel, UK; Soholistic, London, UK; Spirit Yoga & Spa, Germany.

Where in the world?

Everywhere.

2013 trade shows

Global Beauty Exchange, CA; Pro Beauty, London; America's Beauty Show, Chicago; International Beauty Show, NY; Esthetique Spa International Toronto; Premiere Orlando, FL; International Esthetics, Cosmetics, and Spa Conference, Las Vegas, FL; Sydney International Spa and Beauty Expo; Face & Body, CA; Salon International, London; ISPA, FL; International Salon and Spa Expo.

Who's who?

Stephanie Jennings, director of sales; Andres Moran, director of business development.

What the clients say

"I love MINDBODY. It's simple to use, comprehensive and the fact that it's cloud based means I can log in to check my schedule or to support my staff from ANYWHERE!"

Dimitri Taylor, owner, Salt Sanctuary, Cleveland, Australia

"I love MINDBODY! I learned to use the software in less than 30 days. My therapists are happy with it as well."

Alvina Ryan, owner, Relax Massages and SPA, Pointe-Claire, Canada

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LUXURY SPA EQUIPMENT

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OAKWORKS® Spa



Jeff Riach,
founder and owner

Background briefing

Oakworks was founded in 1977 and is operated by founders and owners Jeff and Linda Riach. Oakworks serves the spa, massage, and medical markets from its 91,000 sq ft factory in Pennsylvania, USA. Oakworks Medical is ISO13485 registered and its products are FDA listed.

Main products

Oakworks is the premier US manufacturer of spa, wellness, and medical treatment tables and chairs. The company also has a broad range of products designed to improve ergonomics for the therapist and the comfort of the client such as stools, specialised positioning systems, trolleys, and bolsters.

Additional products and services

Oakworks offers custom design services, working closely with customers to develop unique solutions ranging from simple aesthetic touches on spa tables to complex medical tables designed to work with the latest technologies in imaging and surgery.

USPs

- Value – quality at a competitive price.
- Variety – products for all spa, massage and medical needs.
- Versatility – easy to use/multi-functional.

- Verified – proven durability. Over 35 years' craftsmanship built into every product.
- Vision – the future in practice – today.

Top clients

Shangri-La; Hilton; Four Seasons; Peninsula; St Regis; Marriott; Westin; Omni; Starwood; Ritz Carlton; Bliss; Hyatt; Intercontinental; Armani; Sheraton; Le Méridien; Banyan Tree; Sofitel; ESPA; Borgata; Waldorf Astoria; Aveda; Venetian; Orient Express.

How many spas do you supply?

Thousands of spas across the world.

Where in the world?

Oakworks has a global network of distributors and works direct with large customers.

Plans for 2013

Oakworks is expanding its international network of distributors and service in the spa and medical markets, focusing on the Middle East and Asia to take advantage of growth. It's also expanding the functions of its Hong Kong office to better serve the Asian market with sales support and service. Oakworks is expanding its line of medi-spa and medical tables to serve the wellness and recovery sector and will debut the 300 Series Procedure Chair, a fully electric model. In addition, the

ProLuxe line of electric, cost-effective spa tables will be available with shelves for a hot towel cabinet and storage.

2013 trade shows

American Academy of Dermatology Annual Meeting, Miami Beach, FL; BITAC Spa, Alberta, Canada; SpaTec North America, Spring, New Orleans, LA; SpaTec Europe, Tenerife, Spain; SpaTec North America, Fall, San Diego, CA; ISPA Conference & Expo, Las Vegas, NV; HI Connect, Nashville, TN, USA.

Who's who?

Rich Elsen, CSO; Joe D'Antonio, director of business development; Sharon Krout, business development manager.

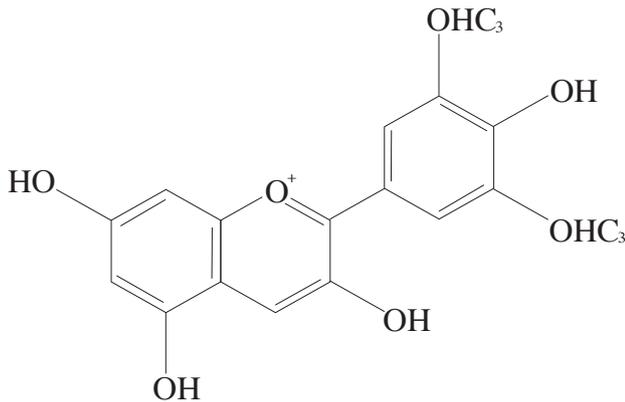
What the clients say

"We've recommended Oakworks exclusively for eight years. We know their tables are the best and have placed them everywhere from grand hotel spas to high-end medical spas. Spas report that they exceed expectations and clients comment on their exceptional comfort."
Stephanie Foy, owner, Spa Resources

"Oakworks beds stand the test of time, are versatile, durable and comfortable. I recommend them to anyone buying a massage table."
Laura Walker, Owner, Spa Solutions

The Organic Pharmacy

WELLNESS
HIGH TECH
Anti-ageing
RESULTS



An unforgettable experience with our bespoke spa treatments.

Meet the growing demand for organic skin care with our clinically proven, luxurious products and treatments.

Treating from within with our supplements and herbs give guests a higher potential for wellbeing.

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Email: info@theorganicpharmacy.com

www.theorganicpharmacy.com



Margo Marrone, CEO

Background briefing

The Organic Pharmacy was founded in 2002 by pharmacist and homeopath Margo Marrone.

Main products

The company combines clinically proven high-tech, natural bioactives with the highest quality organic extracts to manufacture high-performance, results-driven skin and health care.

Working from the inside out, the superfood-based nutrients in the form of supplements and tinctures work hand in hand with the medicinal pharmacopeia-based organic skin care that carefully blends and delivers a complex of nutrients, actives and plant biotechnology the skin absorbs and recognises. All this is packaged to deliver results and give clients a luxury experience for the senses.

To complement the supplements and skin-care, The Organic Pharmacy also offers mineral and organic-based make-up under the Organic Glam brand and a range of sophisticated, 100 per cent natural fragrances to complement the 'chemical free' luxury lifestyle.

USPs

As a Soil Association-certified manufacturer, we carefully choose all our ingredients from the best that is available and hand make everything in our London factory to ensure the highest craftsmanship and quality.



Antioxidant Face Gel and Face Firming Serum

Luxurious spa treatments deliver an extraordinary experience, giving guests both a sensory experience and results that leave them with a sense of wellbeing.

Targeted to detoxify and rejuvenate the mind, body and skin through products and treatments that have been trialed and tested in our own clinics to go beyond normal expectations, The Organic Pharmacy delivers the ultimate spa experience.

Therapists are able to expand their knowledge to go beyond spa treatments, as well as learning about wellbeing through internal health with our ongoing seminars.

Where in the world?

We're available in 20 countries worldwide.

Top clients

Four Seasons, London and Hong Kong; Hotel Le Bristol, Paris; Anassa, Cyprus; Capella, Singapore and Mexico; Setai, New York; Ritz Carlton Wolfsberg and Mont Cervin Zermatt.

Plans for 2013

New high-tech, machine-led treatments combined with organic extracts to meet the demand for chemical-free anti-aging and body contouring. Facials include Collagen Boosting Hydra-Diamond Non Surgical Face Lift and Oxygen Hydra-Diamond Antioxidant Facial.

Who's who?

Francesco Marrone, CEO;
Margo Marrone, NPD.



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Core by premier provides a complete management software suite for the leisure, spa and wellness industry.

The flexible design and single database structure can be tailored to meet the requirements of single and multi-site locations.



MEMBERSHIP ADMINISTRATION | CENTRALISED BOOKING
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Premier Software Solutions Ltd

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Robert Miles, Founder

Background briefing

Premier was founded in 1994 as a privately owned UK-based company by Rob Miles. Mark Johnson is managing director and Chris Mallen is a director.

Main products and services

Premier is the scheduling and management software system for destination, resort and hotel spas worldwide. Premier Software works from single to multiple locations, is multi-lingual and integrates globally with property management systems.

A wealth of industry experience and knowledge enables clients to monitor their performance using the latest technology. An innovative design offering a standardised configuration at group level, including a centralised call centre, financial structure and treatment menu, means every aspect of the system can be fully customised. Management teams can have full control across all properties, from specific departments to global spas, using its true multi-location solution.

Premier's software has the most sophisticated scheduling system available. Group reservations can be effortlessly made to allow guests' stays to be planned with optimum efficiency. The report suite can produce detailed or summary reports at group, regional, property and departmental levels.

USPs

Premier caters for the full spectrum of the industry, from high street and boutique spas to destination, resort and group hotels worldwide. The company's in-house support call centre features a freephone number so expert advice from the team is just a call away. Knowledge is key and training is essential to get a return on investments. We have the best trainers in the industry, with training taking place at your spa, our offices or via the internet.

A focused in-house development team provides first-class software based on client feedback, utilising the latest tools to ensure technical requirements are met.

How many spas do you supply?

Premier has 7,000 clients in 70 countries.

Top clients

Accor Hotels; Carlson Rezidor Group; Macdonalds Hotel; Malmaison/Hotel Du Vin Group; Orient Express Hotels; Puma Hotels.

Where in the world?

With our multi-site solution and cloud-based system, we have clients across the world.

Plans for 2013

Premier plans to build on its highly successful client services' offerings and provide the best

levels of support in the industry. The company will significantly increase its presence in all sectors of the marketplace, with product enhancements and new products.

During 2013, Premier will launch new updates to its high street solutions, as well as a major release of its multi-site offering. It will also launch a true educational product and a significant update to its cloud-based solution.

The company will also continue to enhance its products' functionality, with a focus on web, mobile and social media.

Premier will move to larger offices to accommodate the expansion of its team and enable a dedicated training space to enhance its clients services' offering.

Who's who?

Mark Johnson, managing director;
Rob Miles, founder; Chris Mallen, director.

What the clients say

"Premier does everything a spa system should do. We are able to carry out quick bookings and extract any important information we need. In comparison with other systems, training, support and functionality is good. To date, we've enjoyed our experience with Premier."

*Brett Davidge, Hotel Manager,
The Twelve Apostles Hotel & Spa, South Africa*

!QMSMEDICOSMETICS

High-performance Skincare and Spa Treatments

For over 25 years the acclaimed surgeon Dr. med. Erich Schulte, founder of QMS Medicosmetics has been revolutionizing the world of skincare. His groundbreaking achievements are the foundation of our scientifically advanced skincare and treatments. Featured in over 650 international spas QMS Medicosmetics is recognized by our spa partners for delivering superior results.

Professional Standards

In the treatment room and in the retail space, our expertly formulated products are as unique as they are effective.

Treatment Expertise

From anti-aging to body conditioning, our spa treatments guarantee an exceptional level of proven performance.

Customized Solutions

Our extensive expertise and consultative approach ensures we design the perfect program for your spa.

For more information on QMS Medicosmetics or to be a spa partner please contact partner@qmsmedicosmetics.com or call on + 44 (0) 20 7730 8060.



QMS Medicosmetics

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www.qmsmedicosmetics.com



Dr med Erich Schulte

QMS MEDICOSMETICS

Background briefing

QMS Medicosmetics launched in 1986. Founder Dr med Erich Schulte and his family own the company – all are actively involved in managing the business.

Main products and services

QMS Medicosmetics leads the way in results-driven spa treatments for face and body care. Recognised for exceptional effectiveness, this high-performance collection combines pioneering technology with the highest quality ingredients to create a unique portfolio.

QMS is the result of Schulte's personal vision in pioneering a complete system of rejuvenating skincare that delivers long-term improvements to the skin's wellbeing.

The compact collection is formulated to medical-grade quality and is easy to use, meaning products are as effective in the spa as at home, a factor our spa partners have found increases retail opportunities. Our bespoke approach includes a dedicated team to assist in designing the ideal treatment menu, as well as personalised training programmes.

Additional services

QMS offers three training programmes: the Training Centre at the German headquarters operates two- or three-day Pro-Seminars; the



QMS Medicosmetics Flagship Skincare Spa & Store London

Flagship Skincare Spa is ideal for smaller numbers; and if teaching a full team, the head trainers visit individual spas.

This customised approach extends to developing treatment menus with spa partners. QMS designs solutions to suit their profile, location and clientele. From anti-aging to skin regeneration, the comprehensive collection of facial and body treatments can be tailored to all ages and sexes. In addition we work closely with spas to create a signature QMS treatment specifically styled for them.

USPs

All products are manufactured in Germany and personally formulated and developed by the founder, Dr Schulte, at our Derma Research Laboratories – Dr med Erich Schulte.

His medical and surgical expertise is combined with a passion for advancing scientific techniques and continually improving what skincare can do.

Top clients

Cape Grace; Constantia Uitsig; The Saxon and Ellerman House, South Africa; Six Senses Spa at The Alpina Gstaad, Switzerland; The Anassa and Almyra, Cyprus; Bio-Hotel Stanglwirt, Kitzbühel and Grand Park Hotel Bad Hofgastein, Austria; and our own Skincare Spa, London.

Where in the world?

Austria, Belgium, Cyprus, Germany, Luxembourg, the Netherlands, South Africa, Switzerland and the UK.

Plans for 2013

A new line of face and body skin care amenities for the hotel sector. This has stemmed from the popularity of our 'Discover Collection', introduced in 2012, which features luxury travel sizes of our core product range.

Who's who?

Valentina Louwman, managing partner and new business development; Quirina Louwman, managing partner; Anisa Louwman-Taylor, managing partner and flagship

Personalization is the new Expectation.



Your relationship with your guest is built around many small interactions that when added together create trust in your brand. To truly service a guest “one to one”, you ideally need to have one, rich customer profile across all of your departments and touch-points. Today’s guest may prefer to engage in different ways--either face-to-face or by phone, web, email, mobile or even via facebook. It starts with a guest-centric foundation but it must always end with a delighted guest.

For more information visit: www.resortsuite.com/personalization

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www.resortsuite.com



Frank Pitsikalis, CEO



Background briefing

ResortSuite was founded in 2000 as a privately owned corporation. The company maintains a key employee stock option pool.

Main products and services

- ResortSuite SPA: software to manage and operate the most complex spa operations.
- ResortSuite PMS: software to manage room reservations.
- ResortSuite CLUB: software to manage membership dues, renewals, access privileges and billing.
- ResortSuite WEB: online booking engine allowing customers to book spa services, classes, room reservations and gift cards.
- ResortSuite CONNECT: email automation and e-marketing tool.

Additional products and services

- ResortSuite MOBILE: branded mobile app allowing your guests to book spa services and classes, activities, room reservations and golf tee times.
- ResortSuite SOCIAL: Facebook app allowing your guests to book spa services, classes, activities and golf tee times from a property's Facebook Fan Page.
- ResortSuite DASHBOARD: monitor KPIs across all operations to make better business decisions.

USPs

- Best of breed spa software that is fully integrated with a full suite of modules to completely run an entire resort, hotel, club or spa operation. The SPA module features:
 - Easy and intuitive bookings
 - Drag and drop spa appointment schedule/calendar
 - Easy and fast group booking feature
 - Recipe-level Inventory Management
 - Layered employee compensation/commission structures
 - Mobile and Facebook reservations
 - E-marketing and email automation
 - Real-time yield/revenue management capabilities

How many spas do you supply?

Deployed in more than 100 spas worldwide.

Top clients

Champneys, UK; Jumeirah, worldwide; Rancho La Puerta, Mexico; Hershey Resorts, Biggest Loser Resorts, Palms Casino and Glen Ivy Spa, US; Spa Eastman, Ste Annes; AVEDA, Canada.

Plans for 2013

2012 was a huge year for ResortSuite in delivering guest-facing experiences, including online reservations, mobile concierge, social

integration and email marketing automation.

In 2013 we're delivering ResortSuite OPS which will provide spa operators with tools such as check-in, housekeeping and guest requests, utilising tablets to deliver the most streamlined guest service available.

Champneys went live in January 2013 with a centralised private cloud solution to manage its four resorts and eight day spas and retail shops. The system gives them a single guest profile solution across all operations, including room reservations, spa services, classes, club membership, food and beverage, retail, group sales and online reservations.

2013 trade shows

ISPA; SPATEC; HITEC; and The GSWS

Who's who?

Frank Pitsikalis, founder and CEO; Fauzi Zamir, CFO and COO; Stephan Karayannopoulos, VP development.

What the clients say

"We selected ResortSuite because it fits our diverse business and has a proven track record of providing destination spas with enterprise technology to ensure efficient booking via multiple channels, streamlined operations and unmatched business intelligence."

Alex De Carvalho, MD, Champneys Group

definiti[®] - new dimensions in relaxation



Relaxation Dome, a LivingGlobe Project



Sky-Skan, Inc
Nashua • Munich • Melbourne

Sky-Skan Europe GmbH

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www.skyskan.com



Background briefing

Since 1967 Sky-Skan has been the leading provider of multi-media products, services and turnkey installations to the planetarium industry. For over 15 years this has included projection systems designed to cover full or partial spherical surfaces with seamless video in stunningly high resolution.

This technical capability has enabled Sky-Skan to expand into other areas like spa and wellness, special venue theatres, Expos, product launches and research visualisation.

Digital image generators allow rapid configuration to any one of countless themes.

Recently Sky-Skan technology has been specified for a number of new spa and wellness applications and several new projects are including Sky-Skan in their designs.

Additional services

The Sky-Skan Definiti® line of projection systems covers everything from the smallest to largest spaces, using configurations based on single projectors with fisheye optics or multi-projector layouts using sophisticated masking and edge-blending technology.

Definiti®Surround is the company's 360° sound environment, and CoveEX lighting brings sophisticated RGB lighting effects with 32-bit control, so fades and transitions are smooth and invisible at very slow speeds.



The dome-themed Therme Bad Aibling in Germany has a relaxation dome which uses Sky-Skan technology

USPs

Sky-Skan is unique in its 45-year history of dealing with almost any type of situation and request and has won numerous awards for its technology and installations. The company is also unique in that it offers full support in-house from concept phase to post-sale support, including content creation and distribution.

With the immersive nature of Sky-Skan's installations there's been a growing number of requests from leading film festivals around the world, which are looking to take the cinema experience to the next level.

Main services

Our in-house design department includes an architect for liaison with project planners, and an engineering department which handles special requests for function or adaptation.

Sky-Skan works all over the world, sometimes with local partners – as happens in China. Everything which is delivered to our customers is fully supported by the in-house team.

New products

- The Definiti®8K projection system: delivers 30 million pixels to a hemispheric screen.
- Definiti®Surround: a 360° sound environment based on wave-field synthesis from IOSONO.
- CoveEX: modular cove lighting with unique high-resolution control, designed to eliminate visible stepping or other artifacts in operation.

Top clients

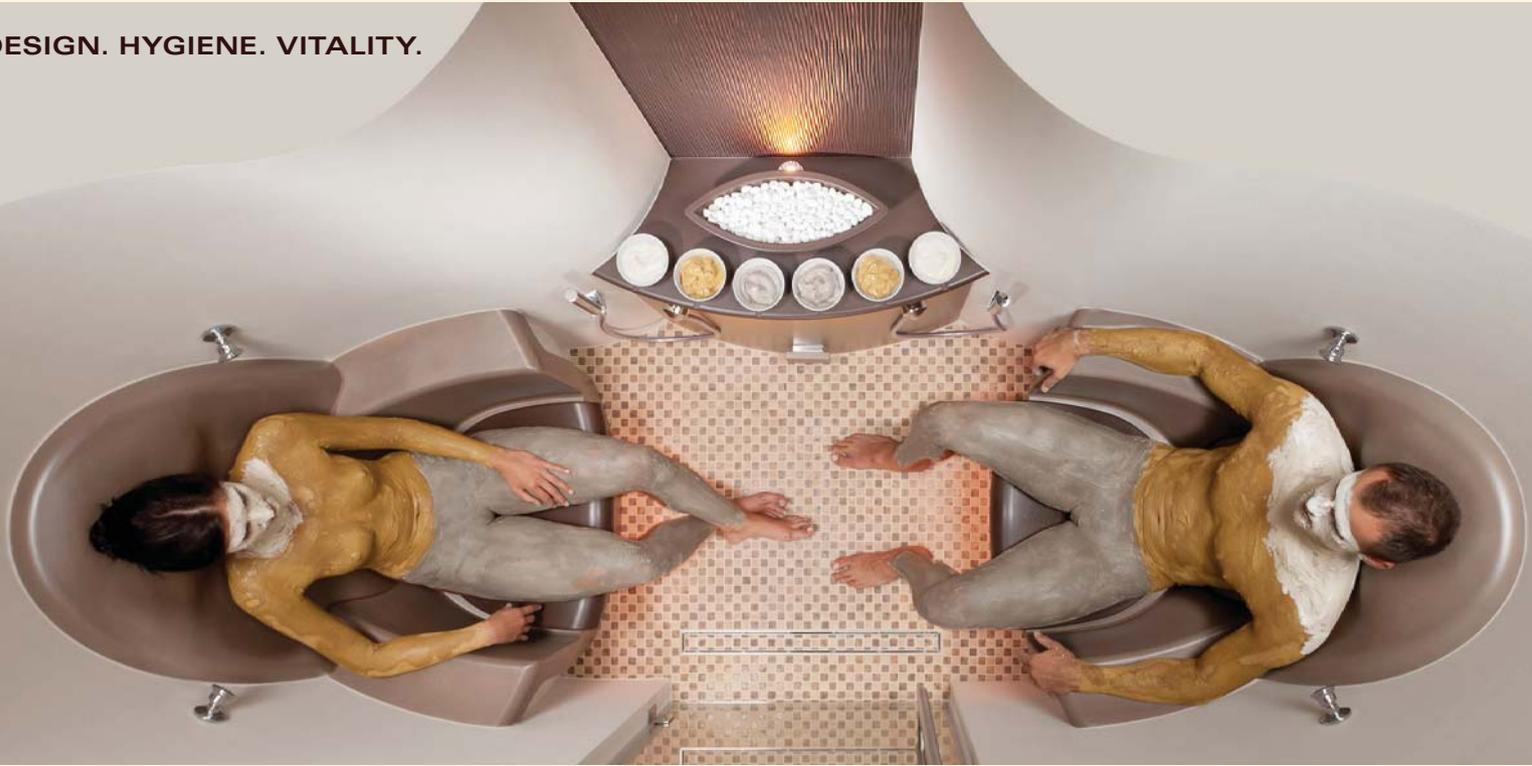
Many of the world's leading science centres and Expos. Sky-Skan was part of the gold-medal team at EXPO 2012 (German Pavilion) and EXPO2010 (Saudi Arabia pavilion).

The dome-themed Therme Bad Aibling in Southern Bavaria has a special relaxation dome based on Sky-Skan technology.

Where in the world?

Sky-Skan serves clients worldwide from offices near Boston, USA; Munich, Germany; and Melbourne, Australia. It has partners in China, India, Korea, South America and Japan.

DESIGN. HYGIENE. VITALITY.



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Email: keramik@sommerhuber.com

www.sommerhuber.com



*Christian Sommerhuber,
owner*

Background briefing

Owned by the Sommerhuber family, Sommerhuber Ceramic Manufactory combines the advantages of traditional tile manufacturing with modern living.

Following research and intensive technological developments, the company established a range of ceramics for spas in 2004.

Main services

Sommerhuber specialises in the production of heat storage ceramics for private and public spas. Sommerhuber's product range includes seats and benches for wet and dry rooms, heated loungers, hamam tables, ceramic foot basins, healing clay spas and wall ceramics.

USPs

Sommerhuber's heat storage ceramic stands out from other ceramic materials because it transmits health-promoting, long-wave infrared ceramic radiant heat to the body.

Ceramic radiant heat acts in a comforting way on the vegetative nervous system, promotes blood circulation, relieves muscular tension and thus positively influences relaxation and vitality. Large area ceramics provide maximum hygiene as there are only a few joints, and the ergonomic surface perfectly follows the contours of the human body. The velvety-soft surface is pleasant to touch and



Sommerhuber's heated loungers in their most beautiful form

thereby further promotes relaxation.

Sommerhuber's home spa suite concept is unique within the spa market, offering a multifunctional room for use as a steamroom or tepidarium, for aromatherapy sessions or simply as a shower room. Each project is customised to the individual needs of the customer and the area they have available. TA minimum of 3sq m space is required.

New products

The Healing Clay Spa combines Sommerhuber's unique heated, infra-red ceramics with therapeutic mud treatments to create a treatment that rejuvenates the entire body.

Top clients

The Venetian, Las Vegas, US; Blythswood Square, Glasgow, UK; Lucknam Park Hotel & Spa, Bath, UK; David Lloyd, Southampton, UK; Holmes Place, Berlin, Germany; Lion Rise Club House, Hong Kong; Flame Towers, Baku, Azerbaijan; and Royal Caribbean's *Oasis of the Seas* and *Allure of the Seas*.

Where in the world?

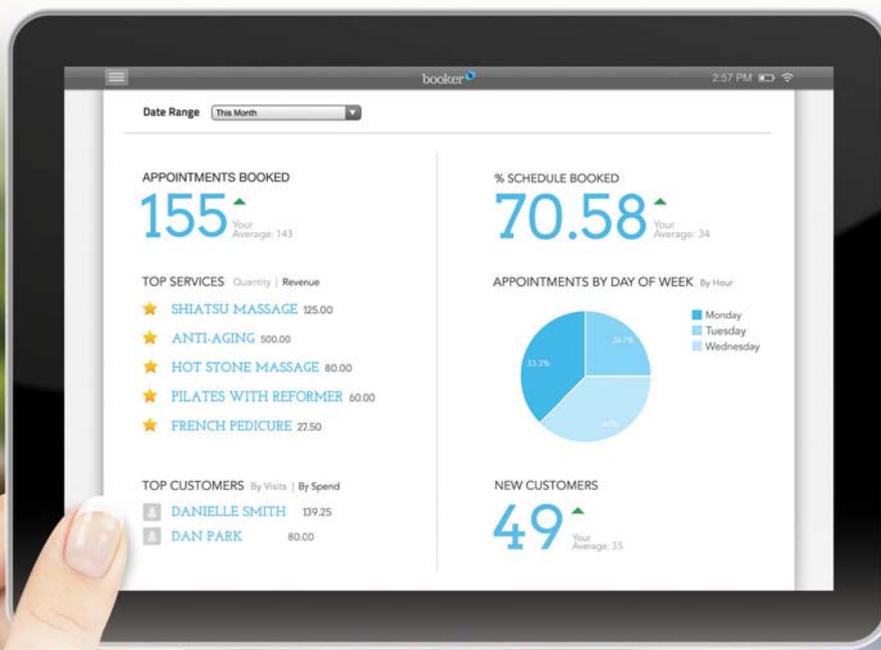
Europe, USA, UAE and Asia.

Who's who?

Stephan Hoelzl, project and product manager; Christian Sommerhuber, owner.

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Join SpaBooker, the leading provider of spa software, powering over 6,000 spas worldwide with online booking, comprehensive marketing, centralized reporting, and so much more.



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*Tracey Solanas,
VP enterprise sales*

Background briefing

SpaBooker is the leading web-based business management software for the spa and wellness industry. Over 6,000 clients choose SpaBooker to help run their businesses, including independent spas, multi-location chains, and global hospitality brands such as Hilton Hotels and Six Senses.

Main products

SpaBooker's cloud-based solution replaces outdated technologies, from manual methods to disconnected software, and unifies the essential components of running a spa with tools such as an appointment book, a robust customer database, integrated marketing tools, inventory management, point of sale, and reporting.

SpaBooker enables spas to increase revenue from their own websites with real-time online booking and eCommerce features. Businesses can also fill open appointments and attract new customers with social media integration, discounts, yield management tools, Facebook booking apps and gift certificate sales.

USPs

SpaBooker's web-based, mobile and tablet apps give spas back-office access on the go and allow spa customers to book their own appointments around the clock. SpaBooker

also automatically captures customer data with web-based forms, and it tracks every customer's history from past appointments to retail sales and gift certificate sales.

Global hospitality brands like Hilton choose SpaBooker because of its commitment to innovation. With quarterly software releases, SpaBooker clients benefit from exciting new features and enhancements that support trends and align with business needs.

SpaBooker offers PMS integration so hotel spas can provide a seamless experience for guests. It also offers 200+ APIs — the most in the industry — so clients can custom-build appointment booking apps and integrate SpaBooker features with third-party systems.

SpaBooker is a leader in both enterprise and small business markets and delivers positive results in revenue, customer retention, spa capture rates and retail sales to spas of all sizes.

How many spas do you supply?

SpaBooker powers over 40,000 spa professionals across 6,000 spas in over 70 countries and is available in eight languages

Top clients

Hilton Spas Worldwide; Hard Rock Hotels & Resorts; Onyx Hospitality Group; Meliá Hotels; Six Senses; Kempinski; Banyan Tree; MSPA International; Waldorf Astoria; and Barcelo.

2013 trade shows

ISPA; IECSC; Global Spa and Wellness Summit; ISSE; ICES; Premiere; Spa Life UK; Spa China.

Who's who?

Tracey Solanas, VP enterprise sales; Paul Morris, Ana Rodriguez-Santos and Mahmood Qureshi – international market development.

What the clients say

"We selected SpaBooker because they're the most robust, forward-thinking and innovative. We now offer booking through our in-room concierge using their web-based system. With five releases a year, they're constantly evolving, with a focus on revenue-driving marketing tools."

Jose Antonio Abud, Director of Tourism Services, Hard Rock Hotels & Resorts

"Since switching to SpaBooker, our revenue has increased by 33 per cent. It's more professional and easier to use than other programs and a very useful tool in managing the entire business."

Rachel Boddy, owner, Boddy Language, Edinburgh, UK

"SpaBooker really saved us. Now, 90 percent of our bookings are online and completely straightforward for our customers."

Johny Miric, co-founder, Energy Clinic at the Atlantic Kempinski, Hamburg, Germany



ALWAYS THINKING

(about how we can send you more business)

SpaFinder® Wellness is passionate about sending our clients business 365 days a year. We offer the world's largest spa and wellness gift card and voucher programs, the top-ranking consumer websites, integrated travel marketing initiatives, and innovative technologies — all designed to bring more clients through your doors.

To join the program, email SpaFinderSales@spafinder.com
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Pete Ellis, chairman & CEO

Background briefing

The company debuted in 1986 as Spafinder and in 2012 rebranded as SpaFinder® Wellness, in recognition of its status as the world's largest marketer of spa, wellness, and fitness services and products.

Main products and services

Dedicated to helping people around the world find the experiences and information that will inspire them to live a healthier lifestyle, SpaFinder Wellness brings over 25 years' of marketing expertise to corporations and business owners, ensuring they reach their target audiences through its digital platforms, gift card programs, and social media.

In 2012 the company increased its products and services by adding thousands of additional spas, wellness practitioners and yoga, pilates and fitness studios, to the already vast SpaFinder Wellness Network.

SpaFinder Wellness is the largest retailer and wholesaler of spa, wellness, and beauty gift cards and vouchers, connecting purchasers to thousands of spa and wellness locations in 77 countries. The cards/vouchers are sold at over 70,000 retail outlets and leading grocery chains, as well as on SpaFinder Wellness websites. Corporate gifting partnerships and reward programs include American Express, Delta SkyMiles, and American Airlines.

Additional services

The new Last Minute from SpaFinder Wellness is an online service offering consumers same- or next-day discounted appointments at the finest spas, salons, and fitness studios.

Last Minute moves beyond the daily deal model by providing un-booked appointments that are available over the following 72 hours and by using proprietary yield management technology that gives businesses control over when their special offers are booked and used.

The company's Corporate Wellness Program connects its spa and wellness partners with top corporations by providing gift cards/vouchers as wellness incentives.

USPs

SpaFinder Wellness' marketing and digital media teams offer unequalled expertise to the company's clients around the globe. SpaFinder.com is the top-ranked website providing spa/wellness information to consumers. Its annual Global Spa and Wellness Trends Report helps clients understand how trends will impact their business. In 2013 the company opened offices in Toronto, Canada; it continues to expand in the UK and Europe.

How many businesses do you supply?

SpaFinder Wellness partners with over 20,000 businesses worldwide.

Where in the world?

SpaFinder Wellness Gift Cards/vouchers and spa/wellness partners are available in 77 countries. SpaFinder.com is worldwide, while SpaFinder.ca and SpaFinder.co.uk offer localised information and gift card purchasing.

Top clients

Leading Spas of the World, Champneys, Canyon Ranch, Red Door Spas, Miraval Resort & Spa, Curves, Chiva-Som, Ananda in the Himalayas, Bliss®, Mandarin Oriental Hyde Park.

Who's who?

Pete Ellis, chairman/CEO; Susie Ellis, president; Steve Kane, chief revenue officer; Michelle Pae, chief product officer; John Bevan, MD/VP, SpaFinder Europe; Leslie Bruce, MD, SpaFinder Canada.

What the clients say

"With SpaFinder, we never see wastage. Every time we do a promotion we see real results."

*Tracy Willis, marketing manager,
Gwinganna Lifestyle Retreat*

"A shift to wellness is the future, and SpaFinder Wellness is at the vanguard of the effort to understand it and help us thrive as it happens."

*Angela Cortwright, spa principal
Spa Gregorie's*

*Sparcstudio design beautiful award
winning spas for **discerning** owners,
operators and spa guests*

SPARCSTUDIO
DESIGN CONSULTANTS



OUR CLIENTS INCLUDE

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CENTER PARCS AQUA SANA & SPA SUITES • CARITA SPA AT RICHARD WARD • REEBOK CLUB CANARY WHARF • ENGLISH CARE VILLAGES

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www.sparcstudio.co.uk

SPARCSTUDIO
DESIGN CONSULTANTS



Neil Fairplay, Beverley Bayes, Tom Howell

Background briefing

The company was established by Beverley Bayes, Neil Fairplay and Tom Howell directors/key stakeholders who have worked together for over 20 years.

Main products and services

With over 20 years' experience in spa and wellness design, Sparcstudio creates beautiful, award-winning spas for discerning owners, operators and spa guests.

The company has a detailed knowledge of the operational requirements and technical aspects needed to deliver an outstanding experience for spa guests.

Sparcstudio always strive to create unique, inspiring environments based on a detailed understanding of the brand aspirations, unique location and target market of a spa. Work stages include concept vision, operational layout, detailed design, lighting design, FF&E selection and specification, site consultancy and final realisation.

Additional areas of work

In addition to hotels and spas, Sparcstudio is also working on a number of wellness facilities in new-build, luxurious five-star care villages. The company is also designing accommodation relating to spas, including spa suites at Center Parcs and suites and rooms for Disney within

its new 'Villages Nature' resort outside Paris.

Sparcstudio also have an in-depth knowledge of the fitness market. Projects in this sector include Sofitel So FIT, London; The Harbour Club, London; The Reebok Club, London; and The Amida Clubs, UK.

The company is passionate about good lighting design and this is a key element of its service.

USPs

Sparcstudio provide a personal, friendly service with director involvement throughout a project, and look to build long-term relationships with clients and their businesses. The team at Sparcstudio strives to create highly creative, unique design solutions with great attention to detail and believes its specialism in spa is key to delivering spas that don't just look good, but actually work.

Awards

Design awards for So Spa include the Condé Nast Traveller award for favourite UK hotel spa, Condé Nast Johansens Award for most excellent spa, FX design award, and numerous awards for Calcot Spa, including the Condé Nast Traveller award for favourite UK hotel spa.

Top clients

Aspria; Calcot Manor; Center Parcs; Dormy House; PennyHill Park; Rockcliffe Hall;

Sofitel; Sopwell House, English Care Villages, Disney, Reebok and Ramada.

Where in the world?

We work worldwide, new for 2013 will be France, Ukraine and Lithuania.

Plans for 2013

Center Parcs Aqua Sana Woburn, UK; Calcot Spa, UK; Dormy House Spa, UK; Pennyhill Park The Spa, UK; ReeSpa Reebok Club Canary Wharf, London, UK; Sopwell House Spa, UK.

2013 trade shows

Spa Meeting, Morocco; Spatec, Tenerife; Hotec, Malta.

Who's who?

Beverley Bayes, director; Neil Fairplay, director; Tom Howell, director.

What the clients say

"We first worked with the Sparcstudio team in 2004 when we built Calcot Spa.

This Spa has won several prestigious awards in no small part due to the design and technical strengths that Sparcstudio brought to the project. Our long and fruitful relationship has been extremely enjoyable."

*Cathy Ball, spa director,
Calcot Manor Hotel and Spa*



Providing the Perfect Spa Experience? Simple.

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Larry Hall,
president and CEO

Background briefing

SpaSoft has been a spa technology leader for more than 15 years. The company is part of PAR Springer-Miller Systems Inc, a wholly owned subsidiary of PAR Technology Corporation (NYSE:PAR) and a leading provider of guest-centric hospitality management systems.

Main products

The SpaSoft Spa and Activity Management System allows spa operators to comprehensively manage spas and provide staff with a user-friendly system backed by the industry's best technology and operational knowledge.

SpaSoft streamlines resource management, activity scheduling, internet booking, group booking and business and financial reporting and analysis systems. The software is built on a highly secure PA-DSS-validated platform.

Additional services

SpaSoft also offers the SMS|Host® Hospitality Management System and the ATRIO™ cloud-based hospitality technology platform.

USPs

SpaSoft interfaces with various systems, including hotel property management systems, credit card and gift card processors, back office systems, membership billing, and other PAR technologies, to create a seamless



The SpaSoft Spa and Activity Management System allows you to comprehensively manage your spa

flow of guest-centric information. Flexible and customisable, SpaSoft spa management software can streamline:

- Mobile solutions for guests and staff
- Resource management
- Activity scheduling
- Internet booking
- Waitlist management and turnaway tracking
- Group booking
- Yield management, revenue management and forecasting
- Club membership
- Secure point-of-sale transactions (PCI-DSS / PABP-PA DSS validated)

- Inventory management
- Business and financial reporting and analysis

Where in the world?

SpaSoft serves customers in over 50 countries and more than 800 spas worldwide.

2013 trade shows

Green Spa Network Conference; Global Spa and Wellness Summit; HITEC; ISPA.

Who's who?

Larry Hall, president & chief executive officer;
Michelle Young, director of major accounts.

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Reservation
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Spa & Activity Software



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TAC | The Assistant Company

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Thomas Roessler, MD

Background briefing

TAC is an owner-managed, entrepreneurial company and was founded in 2001.

Main services

Reservation Assistant, TAC's spa and activity software, facilitates all procedures necessary for spa management, including scheduling, membership management, table reservation, personnel administration, stock control, golf management, web shop, voucher management, guest relationship management and billing.

In addition, Reservation Assistant offers more than 120 interfaces to external systems such as PMS and access control, as well as reports and statistics for measuring performance and a dashboard providing a quick overview of a spa's economic performance.

Additional services

TAC Digital Signage is another tool aimed at increasing a spa's revenue. These electronic posters are located in strategic positions like the spa reception and are animated with advertisements for treatments and products.

The Reservation Assistant software highlights last-minute treatments and advertises them on the electronic boards, attracting guests' attention and generating extra sales.

With the In-Facebook Booking App, spas can now offer the full functionality of TAC's

web shop on their Facebook page, so Facebook fans can book treatments, buy or redeem gift certificates and purchase products. The In-Facebook Booking App works in real time with the core Reservation Assistant system. Guest reservations and sales completed via Facebook instantly appear on the Reservation Assistant availability screens, in guest profiles and on revenue reports. Product inventory, employee schedules and treatment room allocation plans are all immediately updated.

Additional solutions include a Mobile App enabling customers to book treatments and purchase products and gift certificates via any mobile device and a version of Reservation Assistant running on tablet PCs.

USPs

Reservation Assistant is available in 18 different languages and individual adaptations are possible for each location. Modules can be added to create tailor-made solutions.

The interlocking modules enable resorts to cover all their needs, from reservation and billing management to table, golf and membership management and stock control. A qualified support team is at customers' disposal 24/7 via telephone, mail, Skype or fax. Due to a worldwide partner network, support is not only provided in German and English, but also in the customer's native tongue.

How many spas do you supply?

More than 6,500 users in 53 countries.

Top clients

Hyatt; La Mamounia; Rocco Forte Hotels; Swissotel; Kempinski Hotels & Resorts; Emirates Airport Spa Dubai; Grand Resort Bad Ragaz; Nivea Spa; Radisson; Palace Gstaad; The Dolder Grand; Richmond Nua Wellness and Aspria.

Where in the world?

Fifty three countries, including the USA, Germany, Austria, Switzerland, Mexico Hong Kong, Morocco, Qatar and the Dominican Republic.

2013 trade shows

Meet the Top, Turkey; FIBO, Germany; HITEC, USA; ITB, Germany; and ISPA, USA.

Who's who?

Thomas Roessler, managing director; Guenther Poellabauer, director marketing and sales; Gernot Tobisch, director operations.

What the clients say

"TAC supports us through Reservation Assistant, its holistic spa management solution. It helps us manage our resources efficiently and react flexibly to our guests' needs."

Hakan Balcan, General Manager,

Richmond Nua Wellness-Spa Sapanca

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Nerio Alessandri

Background briefing

Technogym was established in 1983. Nerio Alessandri is founder and president, and with brother Pierluigi owns 60 per cent of the company. Arle (private equity) own 40 per cent.

Main services

Technogym is the world's leading supplier of products, services and solutions to the wellness and fitness markets.

Benefitting from decades of research, Technogym has developed fitness equipment collections to create stunning wellness areas made with the highest quality materials and beautifully designed to complement and enhance hotels and spas.

For the first time in our industry, Technogym has harnessed cloud computing to create mywellness cloud, a key ingredient in the Technogym Ecosystem. The mywellness cloud provides a complete set of web and mobile applications that can be accessed from Technogym equipment and any personal device to keep operators and their customers connected inside and outside the facility and provide an integrated, personalised training experience.

Technogym equipment is easy for users to set up by themselves, offering a series of exercise programmes for guests to use easily – whether they are new to wellness, or to enhance their usual workout.

Additional products and services

Research shows high quality gym and spa facilities are key influences for guests when selecting hotels and spas. Technogym's complete fitness solutions increase the spa's ability to attract and retain guests and visitors.

The company offers aftersales support, adding value and helping operators attract more guests while ensuring they gain maximum benefit from their wellness spaces.

The company also supplies collateral and online tools which can be co-branded to motivate guests to use facilities, help operators track space usage and offer ways to help them stay in regular contact with spa guests.

USPs

All products originate from in-depth research. Dedicated staff, medical professionals and academics investigate and create solutions to help people live healthier lives through exercise. Engineers, technicians and designers prototype. Products are given wear and tear tests and discussed in focus groups before manufacturing. The results define new concepts and products from the Technogym R&D Centre. Our motto is "Let's move for a better world".

Since 1983 we've been striving to raise awareness of the importance of a wellness lifestyle, which includes regular exercise, healthy diet and a positive attitude to life.

Top clients

Starwood Hotels and Resorts; Bvlgari Hotels & Resorts; Carnival UK; Dorchester Collection Hotels; Chewton Glen; The Gleneagles Hotel; The Grove; The Celtic Manor Resort; Pennyhill Park Hotel & The Spa; plus many other prestigious locations worldwide.

Where in the world?

We supply 100 countries – both directly and through a distributor network. Locations, including showrooms and retail partners, can be found at www.technogym.com.

2013 trade shows

IHRSA; FIBO; Hotel Summit, London; Salone del Mobile, Milan; and LIW, among others.

Plans for 2013

Technogym will be launching exciting new products in 2013 and continuing to promote its cloud-based solutions and business apps.

The company opened its new headquarters in Italy in 2012, housing a research and innovation centre, production facilities and a wellness centre dedicated to physical activity, interior design and wellness education.

Inspired by eco-sustainability and bio-architecture, the 150,000sq m Wellness Campus is the first in the world where visitors can experience and enjoy insights into wellness.

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THALGO
LA BEAUTE MARINE



Bernard Sirop, MD

Background briefing

Thalgo was founded in 1964 and has been family owned since 1999 by Jean-Claude Sirop, CEO and his son Bernard Sirop, MD.

Main products and services

The original French marine spa brand, Thalgo has been led by science and marine research from the outset and is renowned for treatments and products that deliver excellent results.

Thalgo brings together the best in spa and beauty and continues to push the boundaries of innovation, providing spas with on-trend treatments and products. Thalgo is inspired by thalassotherapy spa treatments that use real seawater and seaweed to effectively treat a range of conditions. The sea contains a wealth of treasures for health and wellbeing which Thalgo harnesses in its range of spa treatments and skincare products. For almost 50 years, Thalgo has explored the sea depths and identified specific seaweeds with anti-ageing, slimming, detoxifying, rebalancing, hydrating and soothing properties.

Thalgo takes a 360-degree approach which combines professional cosmetics and treatments, homecare products, nutritional supplements and medi-spa equipment with the therapist's professional consultation to provide a complete solution with optimum results for the client and optimum revenue for the spa.

Additional products

The Thalgo Group includes spa brand Terraké, skincare brand Ella Baché, which is based on nutridermologie and Perron Rigot – depilatory wax experts.

In addition, the Thalgo Group includes organic make-up brand Couleur Caramel and dermo-cosmetics brand Novexpert. The Group also offers beauty training and has its own International Beauty School plus Thalgo Spa Management – created in 2001 – which offers spa creation consultancy.

USPs

Thalgo is committed to making our partners' business a success. Luxurious and results-focussed treatments, high-performance skincare innovations, first class training and account management, marketing and communications support... just a few of the reasons which make Thalgo your perfect marine spa and beauty partner.

Top clients

Stoke Park Hotel Spa and Country Club, UK; Hoar Cross Hall Spa Resort, UK; Chuan Spa at The Langham, London, UK; Headlam Hall, County Durham, UK; Conrad Bali, The Langham Xintiandi, Shanghai, China; Movenpick Resort & Spa, Dead Sea, Jordan; and Kempinski Hotel, Turkey.

How many spas do you supply?

Over 500 worldwide.

Where in the world?

Ninety countries worldwide.

Plans for 2013

The Group's three-year objective is to grow worldwide by 25 per cent. A large part of our focus will be on growth in Asia.

The Middle East and North America are also looking to be strong markets, so we will also aim to develop business in these areas.

Thalgo relaunched its spa ritual, Indocéane early this year, which offers a journey to the Far East with 'stopovers' in exotic locations. The company is also launching a BB cream – both retail and professional versions – and will also relaunch the Thalgo premium skincare line Exceptional at the end of 2013.

New markets for 2012 included Mexico, Kazakhstan, Georgia and Mongolia. For 2013, the focus is on Asia, the Middle East and North America.

In 2012, the Group opened an office in Singapore to serve the Asia market.

Who's who?

Jean-Claude Sirop, CEO; Bernard Sirop, MD; Michel Gras, international export director; Marian Green, managing director Thalgo UK.

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*Heinrich Umbescheiden,
director, sales & marketing*

Background briefing

Unbescheiden GmbH was founded in 1869 in Baden-Baden, Germany. The company is family-owned: Mrs Umbescheiden is the CEO and her two sons Heinrich and Mark are members of the management board.

Main products

Equipment for spas and wellness centres, as well as hydrotherapy equipment. The Spa Sensations product line features equipment for professional health and beauty treatments and spas. This includes hydrotherapy baths for fully automated underwater massages, partner baths, dry floatation systems for body wraps, and tables for oil massages, hot-stone treatments, Ayurveda sessions and Vichy showers.

Additional services

The services range from equipment solutions for individual treatment rooms to designs of hydrotherapy areas with therapeutic facilities such as movement baths and swimming pools. Unbescheiden also offers pool equipment and water attractions – especially for pools with sea water or thermal water.

USPs

Each system is developed to meet the requirements and preferences of the user. The



Unbescheiden develops each system to meet the needs of the user with a focus on the highest quality

company offers a range of treatment options and advanced technical solutions.

Top clients

Evian les Thermes, Evian, France; Sofitel Bahrain Zallaq, Bahrain; Waldorf Astoria, Berlin, Germany; Hotel Palace, Meran, Italy.

Where in the world?

Worldwide.

Plans for 2013

Unbescheiden has launched the new Avantgarde product line for medical spas and therapy centres: units for automatic and

manual underwater massages, combination units, a medical bath and a dry floatation system represent a full product line for this sector.

Feedback from clients and first impressions from the latest exhibitions has been positive and encouraging. The first units of the new line will be installed soon. Regardless of the equipment or product line, Unbescheiden aims to create the best solutions for its clients.

Who's who?

Veronika Umbescheiden, CEO; Heinrich Umbescheiden, director sales & marketing; Mark Umbescheiden, director of engineering and production.

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Mark Walton, MD
and co-founder

VOYA

Background briefing

Our family owned Seaweed Baths opened in 1912, and the product line launched in 2006.

Main products

VOYA is a multi-award winning business, proud to have produced the world's first range of certified organic seaweed-based products. All our 100 retail and professional products contain extracts from wild seaweed which is sustainably hand-harvested by the Walton family.

All VOYA products combine the therapeutic properties of seaweed with scientific excellence and contain a minimum 70 per cent of organic ingredients, specially chosen to complement the natural properties of the seaweed. Our products are made without mineral oils, genetically modified ingredients, synthetic colours, fragrances and preservatives and are suitable for sensitive skins.

Additional products and services

VOYA has developed an international reputation for its full service private label and as a bedroom amenity supplier.

We have produced over 64 unique products across 46 formulations. The service covers: fragrance profiling; market analysis; packaging selection; packaging design; formulation development; product regulatory compliance; logistics fulfilment; stock hold-

ing and warehousing and pick/pack fulfilment for client online orders. Formulations can be tailored for markets and the use of appropriate indigenous materials.

USPs

- Unique, innovative treatment and product development: we specialise in creating a unique bespoke spa experiences and supporting products for our clients.
- Genuine organic/environmental spa offering: currently our products are licensed by the Soil Association.
- Credible authentic history in holistic wellbeing: we offer a credible reference to a 300-year-old holistic tradition.
- Strategic client selection: we have strategically worked with reputable partners globally, ensuring brand integrity and protection from dilution globally.
- Competitive product and service suite offering: clients receive excellent support services and thorough and continuous training.

We also have an excellent active account management team to help your staff with promotions, incentives and event calendars.

How many spas do you supply?

More than 150 spas in over 37 countries, including Europe, Americas, the Middle East, China, Hong Kong and South East Asia.

Top clients

Jumeirah (Burj Al-Arab); Ritz Carlton; Four Seasons Hotels and Resorts; Queen Mary 2; Canyon Ranch; St Regis Hotels and Resorts; Park Hyatt; The Landmark Hotel; The Chateau; and GHM Hotels.

Plans for 2013

We have a number of new products and treatments available and will be entering new countries in 2013, mostly due to new openings by our five-star operators.

Who's who?

Mark Walton, managing director and co-founder; Kira G Walton, creative director and co-founder; Katherine Durcan, business development manager.

What the clients say

"I'm proud to be promoting VOYA products to our guests, with true authenticity."

*Susan Fitzgerald, assistant fitness manager,
Burj Al Arab, Dubai, UAE*

"VOYA is a truly authentic wellness and prevention spa brand. The organic seaweed bath has become our top spa service and we cannot keep the retail in stock."

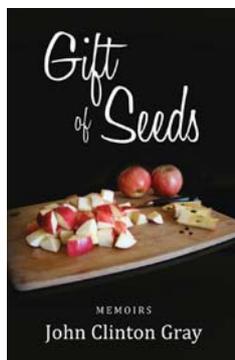
*Michelle Kelthy, spa director,
The Ritz Carlton Spa, Naples, Florida, USA*

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KATE CORNEY, PRODUCT EDITOR, SPA BUSINESS



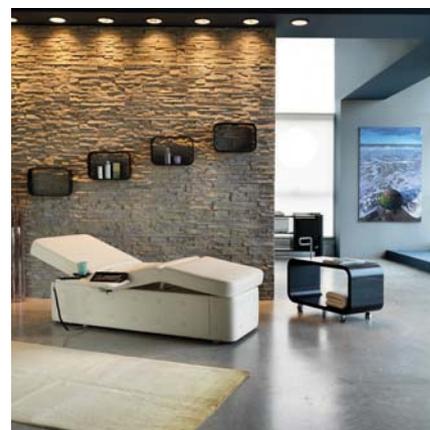
Gray's *Gift of Seeds* spa book

Gift of Seeds is a collection of diverse stories by John Gray, who headed up Glen Ivy Hot Springs in the US for 34 years. Now a public speaker and writer, Gray has written 51 memoir essays based on true life stories. Described as entertaining, thought-provoking, poignant, insightful and real, the short pieces look at the topics of spa, love, life, growing up, birth, death and grief, joy and pain. The author's vivid descriptions would make ideal reading in spa relaxation areas.

spa-kit.net KEYWORDS: **JOHN GRAY**

Lemi designs Luxury Line for a homely, comfortable feel

Lemi's new Luxury Line is designed to create a comfortable and relaxing environment. It includes a spa bed, a chaise longue and luxury stools. The solid Spa Suite bed has adjustable settings for the height, backrest and the leg-rest. The 82cm-wide mattress has three layers of non-deformable rubber. The stylish Relax Suite chaise longue is electrically adjustable and comes with an accessory table. The Suite Stools are designed to complement Lemi's spa cabin. All models come in various colours and fabrics.



spa-kit.net KEYWORD: **LEMI**



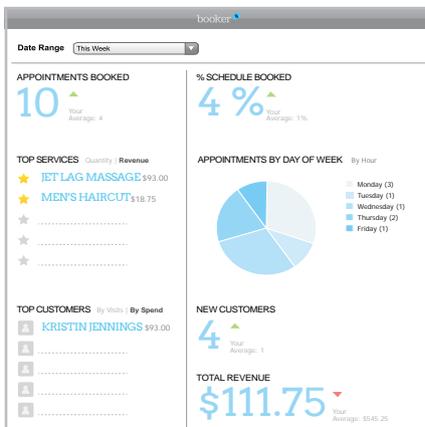
spa-kit.net KEYWORD: **CLARINS**

Clarins Double Serum

Clarins has released its Age Control Double Serum, a two-in-one product made with organic ingredients. It has been launched in an eco pump bottle designed to preserve the liposoluble and hydrosoluble ingredients and also to give a precise dosage of the product for application. The Clarins Double Serum contains cangzhu extract, which is obtained from a plant traditionally used in Chinese medicine.

SpaBooker responds to growth in mobile bookings

SpaBooker has updated its mobile application following a surge in mobile activity, with almost 200,000 appointments booked through mobile devices in the first six months of 2013. The app lets spa owners use the software management tools on tablets, enabling them to book, edit, cancel and update appointments. Operators can also view customer details and access basic reporting via the app. The app can be used to accept payments on-the-go by connecting SpaBooker's credit card swiper to the spa's tablet.



spa-kit.net KEYWORD: **SPABOOKER**



Sothys reformulates

Sothys has redesigned its Skincare Essentials range with new textures and fragrances to suit different skin types including skin with fragile capillaries. Based on natural ingredients, the formulations are now also paraben-free. There are four new cleanser and toner duos and an eye make-up remover contains poppy seed extract. As well as reformulating previous peeling and deep cleansing products, Sothys has developed a brand new Micro-Gel Peeling product with white tea.

spa-kit.net KEYWORD: **SOTHYS**



spa-kit.net KEYWORD: **BIODROGA**

Biodroga's medic skincare

Biodroga has entered into the medical skincare arena with Biodroga MD. The line has been created using the practices of phytopharmacy (the research of medicinal products with botanical ingredients), dermatology, biotechnology and cosmetics. The range includes four cleansing products; two Skin Boosters; two Perfect Hydration moisturisers, three sensitive skin products, three for anti-ageing and

Comfort Zone launches Skin Regimen products and care

Comfort Zone has developed Skin Regimen – six skincare products with supporting dietary products. The active nutricosmetics line includes Juvenate-Pro Booster, Hydra-Pro Booster, Duo Cleanser, Juvenate-Pro Rich Cream, Hydra-Pro Cream Gel and Night Renewer. The range is designed to offer corrective and protective face products with a high concentration of natural

and high-tech ingredients that can be used by men and women aged 25 and over. The Hydra-Pro and Juvenate-Pro Boosters contain Comfort Zone's Longevity Complex designed to give anti-inflammatory, anti-glycation and anti-oxidant action with carnosine, spinach, maqui berry and omega-3 rich chia seeds. With hyaluronic acid, retinol and maslinic acid, the products are created to give deep hydration.

spa-kit.net KEYWORDS: **COMFORT ZONE**





Elemental's sensitive line

Elemental Herbology has added two products to its sensitive skincare line. The Delicate Cleanse Facial Cleanser and Calendula and Rose Moisturiser offer nutrients to nourish the skin and restore its vitality. Products are for all ages and skin types, and include pure rose damask water. Delicate Cleanse is a milk facial cleanser with chamomile and omega 3, 6 and 9 and horse chestnut. Calendula and Rose Moisturiser contains shea and coco butter, calendula and echium oil.

spa-kit.net KEYWORD: **ELEMENTAL**

SpaRitual launches Meditate nail lacquer collection for 2013

SpaRitual's spring 2013 nail lacquer collection Meditate is infused with bamboo to increase nail strength. The subtle pastel shades include blue, green, pink, peach, beige and white. The nail lacquers are vegan-friendly and free from synthetic dyes and parabens, DBP, toluene, formaldehyde, formaldehyde resin, and camphor. A portion of the profits from Meditate will be donated to the David Lynch Foundation, an organisation which uses meditation programmes to help disadvantaged children and adults overcome stress and hardships.



spa-kit.net KEYWORD: **SPARITUAL**



spa-kit.net KEYWORDS: **SKIN AUTHORITY**

Skin Authority's Vitamin D line

Skin Authority has developed a vitamin D skincare line designed to help reduce vitamin D deficiency. VitaD Fortified has been created in collaboration with the Dole Nutrition Institute. It features a topical vitamin D elixir aimed at boosting the skin's immune defense and an edible whole food spice powder to boost internal vitamin D levels. The products are available to buy individually or in a duo set.

Body conditioning by QMS

QMS Medicosmetics has introduced the Body Performance Duo to its portfolio of body products. Created by surgeon and skincare expert Dr Erich Schulte, the duo is designed for smoothing and sculpting the body. It includes the Pro-Body Exfoliator, an exfoliating gel, along with a new version of an existing product – the Revitalising Lift-o-Firm Body. The Pro-Body Exfoliator contains a mix of exfoliating

micro-fine particles, anti-oxidant rich malachite extract and essential oils. Lift-o-Firm Body, for use after the exfoliator, features a matching blend of aromatic oils: lemongrass, lavender, rosemary, thyme, lime and mint. These ingredients are intended to work on problem areas such as stomach, upper arms and the breast area. The products are made for all ages and are suitable for pregnant women.

spa-kit.net KEYWORD: **QMS**





ROTHAY GARDEN HOTEL

Overview:

The Rothay Garden Hotel in Grasmere is one of the finest luxury hotels in the Lake District. Surrounded by the majestic Lakeland Fells the contemporary boutique hotel is renowned for its chic and stylish personal and attentive service.

Project Brief:

We were appointed by the owner of the hotel to enhance the property's offering with a bespoke spa. With no space to accommodate the facility within the hotel, the logical location for the new spa was in the picturesque two acre garden surrounding the property.

After several design meetings, the final layout and specification was complete and work commenced on this small but perfectly formed new spa.



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▶ **ESPA introduces its Lifestage skincare range for 2013**

Lifestage skincare has been revealed by ESPA. The range is designed to target visible signs of ageing and uses a blend of 10 pure and concentrated actives which, using stage release technology and an intelligent carrier, penetrate deeper into the epidermis for up to eight hours. Intended for people (typically) aged 45 and up, there are three key products – NET8

Serum, Stage Release Moisturiser and Stage Release Eye Moisturiser. The range is lightly fragranced with an essential oil blend featuring rose, neroli and jasmine. The serum includes carnosine, liquorice root and Himalayan fleece vine. The moisturiser is supplemented with lupin seed extract and black oat complex. The eye moisturiser includes the ingredients ginseng and golden root.

spa-kit.net KEYWORD: **ESPA**



Dröm sauna uses 500-year-old timbers for 'wow' effect

Sauna specialist, Dröm UK, which works on projects in the Middle East and Europe as well as the UK, has created a Kelo stone-walled sauna. The rustic sauna is made from 80-100 year old pines from Finland, which provide a rich woody smell when heated, while a feature wall has been made using real quartzite. A wood-burning stove, benches made from Aspen timber and lights covered with traditional pine box lampshades add to the authenticity.

spa-kit.net KEYWORD: **DRÖM**

Elemis' top Marine Cream gets a birthday makeover

Elemis has launched a special 10th anniversary version of its Pro-Collagen Marine Cream, available for spas from April 2013. The anniversary anti-ageing product is available in marine blue packaging with an embossed silver lid showing the ingredients. These include liposomes of ginkgo biloba, intended to galvanise the micro circulation of the face; three types of seaweed with the anti-ageing ingredient padina pavonica; and rose absolute and mimosa to provide the product's scent. The face cream comes packaged in a marine blue fabric bag.



spa-kit.net KEYWORD: **ELEMIS**



spa-kit.net KEYWORDS: **AROMATHERAPY ASSOCIATES**

Inner Strength aromatherapy

Aromatherapy Associates has developed a bath and shower oil called Inner Strength – its first new blend for 20 years. The blend of essential oils, designed by company president Geraldine Howard in a period of illness, helps to soothe the mind and fortify physical strength in times of tiredness. The Inner Strength oil combines clary sage, frankincense, cardamom and rosemary, rose, vetivert and geranium.



My Spa Heaven by Inviion

Inviion's My Spa Heaven is a two-person cabin capable of producing a range of heat experience settings in one place – from a tepidarium or laconium environment to an infra-red sauna or caldarium steambath. The multiple functions are designed to offer a mix of prevention, relief and relaxation experiences. The cabin also features a hand shower and Kneipp hose, lateral water jets, a tropical and rainstorm shower and aromatherapy and light therapy.

spa-kit.net KEYWORD: **INVIION**

ResortSuite launches version of RS6 into Champneys

ResortSuite has created a new version of its software for hotel, resort and destination spa management. RS6 debuted with a roll-out across Champneys four destination spas and eight day spas in the UK. RS6 highlights include a revamped one-stop-shop WEB 2.0 booking experience with full itinerary destination reservations, enhanced web services, a web-based staff portal, Windows 8 and 7 support and reports on up to 75 KPIs. Meanwhile the Oracle-based technology provides the scalability, reliability and speed to manage high volumes of customers.



spa-kit.net KEYWORD: **RESORTSUITE**



spa-kit.net KEYWORD: **ASPLEY**

Aspley swim wear for spas

Clothing manufacturer Aspley Leisure has unveiled a range of swim and fitness wear for retail in spas, hotels and health clubs. Branded Blu Swim and Blu Fit, the range includes key items that are frequently forgotten by spa users, such as swimming costumes, goggles, socks and training clothes. Blu Swim costumes are fully lined and made from high chlorine resistant fabric.

Carita's Cinetic Lift Expert machine beauty device

The Cinetic Lift Expert by Carita is a beauty device for the face, body and hair, developed as an alternative to cosmetic surgery. It uses microcurrent, lumino-therapy and ultrasonic micromassage technology to reduce wrinkles by more than 50 per cent in trials. Modern and simple in design, its accessories include a skin refiner, massage pens and metallised

massage gloves. Using a microcontroller, a pulsed current works to stimulate the muscles of the face and body to boost the circulation, stimulate the muscles to firm the contours of the face and body and encourage the penetration of active ingredients. Blue, yellow and red LEDs are used to boost cell metabolism using lumino-therapy. Ultrasound vibrating energy gives an oxygenating micromassage.

spa-kit.net KEYWORD: **CARITA**



▶ Thalgo's new at-home pampering Indocéane spa range

Thalgo has introduced the Indocéane range of pampering products for at-home spa relaxation. Inspired by Mediterranean, Egyptian, Indian and Chinese shores, the range uses marine ingredients, sweet and savoury aromas and a variety of textures. The range includes a body scrub with sea salt, cassonade sugar and qi-marine – a brown algae intended for skin hydra-

tion. Also included are Bath Milk Sugars inspired by Egyptian bathing techniques. The individual milk sugar blocks form bubbles when immersed in water and the ingredients include marine chlorella. The Indocéane Silky Smooth Cream is a light formula using shea butter and rice germ oil as well as qi-marine and essential oils. The Indocéane Candle gives aromas of coriander, cardamom and frankincense.

spa-kit.net KEYWORD: **THALGO**



The Wahanda connection

Wahanda, the online health and beauty business listings website, has launched an appointment booking system. The Wahanda Connect system will enable businesses to sell treatment appointments across a variety of platforms – such as their own website, Facebook and Wahanda's website – to help fill facilities in quieter periods and aid yield management. A free scheduling tool and booking microsite, as well as SMS appointment confirmations and reminders are included in the service.

spa-kit.net KEYWORD: **WAHANDA**

Gharieni uses Swarovski to add some sparkle and light

Gharieni has launched the MLW Amphibia wellness massage couch and water bed. The cladding is studded with Swarovski crystals to give treatment rooms a sparkling appearance. The couch can be easily converted into a water treatment bed by quickly replacing its soft padded central section with water-filled cushions. MLW also has integrated LED bars which light up the water cushions and the base of the bed in changing coloured lights. The LED bars also reflect off the Swarovski elements for even greater glitter effect.



spa-kit.net KEYWORD: **GHARIENI**



spa-kit.net KEYWORDS: **FLOAT SPA**

Float Spa expansion plans

Float Spa Premium Floating Tank System is launching in the USA, Belgian and Russian hotel and spa markets in 2013 as part of its growth plans following its debut in 2012. The products are custom made and contain 700 litres of salt water and a complex water cleansing system. A 50-minute floating session will include LED lights, scents and underwater sound therapy at the start and end.



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Let us help fulfil your vision!

Contact Book

How to use the Contact Book

This section shows the basic contact details for spa equipment, product and service suppliers across the globe while full company details can be found online at www.spa-kit.net. For a breakdown of particular pieces of equipment, products and services that these companies provide please turn to our Product Selector on p264. The Product Selector outlines spa products and services by types and categories

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Biola Organic Cosmetics Ltd

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TEL: +46 521 230 255
 EMAIL: helen.ottosson@suntechgroup.se
 www.suntechgroup.se

Suzanne aux Bains

TEL: +33 4 42 90 59 19
 EMAIL: info@suzanneauxbains.com
 www.suzanneauxbains.com

Swan/Svanen

TEL: +46 8 55 55 24 00
 EMAIL: info@ecolabel.se
 www.svanen.se

Swiss Mountain Cosmetics GmbH

TEL: +41 55 28 45 390
 EMAIL: info@swiss-mountain-cosmetics.ch
 www.swiss-mountain-cosmetics.ch

Swiss Perfection

TEL: +41 21 962 88 90
 EMAIL: info@pp-products.com
 www.swissperfection.com

Sybaritic Inc

TEL: +1 952 888 8282
 EMAIL: info@sybaritic.com
 www.sybaritic.com

Sylvia Planning And design Inc (SPAd)

TEL: +1 928 204 2338
 EMAIL: spad@sylviaspa.com
 www.sylviaspa.com

Syntax Group

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 EMAIL: spa@syntaxuk.com
 www.syntaxuk.com

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TEL: +49 421 9601 330
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 www.human-regenerator.com

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 www.reservationassistant.com

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TEL: +44 845 521 0698
 EMAIL: info@syneron-candela.co.uk
 www.syneron-candela.co.uk

TameWear

TEL: +1 212 639 9305
 EMAIL: info@tamewear.com
 www.tamewear.com

Tanamera Tropical Spa Sdn Bhd

TEL: +603 80 684 978
 EMAIL: info@tanamera.com.my
 www.tanamera.com.my

Tao Freedom LLC

TEL: +1 718 599 2163
 EMAIL: info@taofreedom.com
 www.taofreedom.com

TAP Technology Co Ltd

TEL: +66 53 920 144
 EMAIL: cs@tap10.com
 www.tap10.com

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TEL: +1 866 224 1391
 EMAIL: customerservice@taraspa.com
 www.taraspa.com

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 EMAIL: customerservice@templespa.com
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 www.tempusclothing.com

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EMAIL: contact@terrake.com
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EMAIL: contact@thalisens.com
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Thalgo

TEL: +33 4 94 19 73 73
EMAIL: contactpro@thalgo.com
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Thalgo Spa Management

TEL: +33 4 94 19 91 40
EMAIL: tsm@thalgo.com
www.thalgospa.com

Thann-Oryza Co Ltd

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www.thann.info

Themae

TEL: +33 1 75 77 59 60
www.themae.fr

TheraVine

TEL: +27 21 886 6623
EMAIL: lisa@lsenterprises.co.za
www.spaproducts.co.za

Thermarium Bäder-Bau GmbH

TEL: +43 5244 65660
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TEL: +33 1 46 89 63 30
EMAIL: jean-guy@tiptouch.com
www.tiptouch.com

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EMAIL: sales@tisserand.com
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www.toskanaworld.net

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www.tec.org.au

TouchAmerica

TEL: +1 919 732 6968
EMAIL: info@touchamerica.com
www.touchamerica.com

Trautwein GmbH

TEL: +49 76 41 46 77 30
EMAIL: info@trautwein-gmbh.com
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www.trend-vi.com

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Trilogy Spa Ventures

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EMAIL: info@trilogyspaventures.com
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Tropical Science Center

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True Fitness Technology

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EMAIL: info@truefitness.com
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EMAIL: service@theultimatesauna.co.uk
www.theultimatesauna.co.uk

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EMAIL: info@zensei.com
www.zensei.com

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www.zepter.com

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EMAIL: zokiuk@btconnect.com
www.zokiuk.co.uk

Zoya

TEL: +1 216 438 6363
www.zoya.com

Zucchetti Rubinetteria SpA

TEL: +390 322 954700
EMAIL: customer@zucchettidesign.it
www.zucchettirub.it

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TEL: +44 20 7467 7332
EMAIL: stavros@zynkdesign.com
www.zynkdesign.com

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How to use the product selector

Choose the category of product or service which you need and you'll find all relevant companies listed, along with their basic contact details. Other essential contact details, including phone, email and website listings can be found for each listed company in the Contact Book (which starts on p232) and also online at www.spa-kit.net

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www.africology-sa.com

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Ahava
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www.alqvimia.com

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www.ladygrace.fi

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www.awlakeonline.com

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www.babor.com

BioCol Cosmetics Ltd
www.biocol.co.uk

Biodroga Cosmetic GmbH
www.biodroga.com

Biola Organic Cosmetics
www.biola-organics.com

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Carita International
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www.caudalie.com

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Cinq Mondes
www.cinqmondes.com

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Collin
www.collinparis.com

Comfort Zone
www.comfortzone.it

Cor LLC
www.corsilver.com

C'watre
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Daniela Steiner
www.steiner cosmetics.com

Daniele de Winter
www.danieledewinter.com

Darphin
www.darphin.com

DDF Skincare
www.ddfskincare.com

Decléor
www.decleor.com

Delicious!
www.delicious-skin.com

Dermalogica
www.dermalogica.com

DRV Phytolab
www.drvs.com

Elemental Herbology
www.elementalherbology.com

Elemis Ltd
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Eleusian Skin Care
www.eleusian.com.au

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www.eminenceorganics.com

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www.forlle-d.com

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KuuSh Pty Ltd
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www.cremedelamer.com/corporate

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www.lubatti.co.uk

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Moor Spa International Ltd
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Omorovicza
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Phyt's
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QMS Medicosmetics
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www.skinauthority.com

SkinCeuticals
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Spa Technologies
www.spatechnologies.com

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Swiss Perfection
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Terraké
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TheraVine
www.spaproducts.co.za

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Yon-Ka
www.yonka.com

Yves Rocher
www.yves-rocher.co.uk

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Biossentials Ltd
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Botanicals Ltd
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► *Aromatherapy cont...*

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www.labofflowers.com

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Le Labo
www.lelabofragrances.com

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www.universalessences.com

Victoria Moore Ltd
www.victoria-moore.eu

CLOTHING FOR RETAIL

90210 Organics
www.90210organics.com

Adidas Ag
www.adidas-group.com

Aspley Leisure Limited
www.aspleyleisure.co.uk

Asquith London
www.asquithlondon.com

DermaSilk
www.dermasilk.co.uk

Fashionizer Spa
www.fashionizerspa.com

FMR - Manatee Spa
www.manateespa.com

Gaiam Inc
www.gaiam.com

Hucke Ag
www.venice-beach.com

Julianna Rae
www.juliannarae.com

Karen Neuburger
www.karenneuburger.com

Kashwére LLC
www.kashwereathome.com

Lytess

www.lytess.com

Noel Asmar Uniforms

www.spauniforms.com

Physician Endorsed

www.physicianendorsed.com

Project Iris Clothing

www.projectirisclothing.com

PurePod

www.purepod.com.au

The Robeworks Inc

www.robeworks.com

Samtosa Clothing

www.phrcanada.com

Tao Freedom LLC

www.taofreedom.com

Telegraph Hill Robes

www.telegraphhill.com

Under the Canopy

www.underthecanopy.com

Zendals

www.zendals.com

**COMPUTER SYSTEMS/
SOFTWARE**

ADN Informatique

www.adn-informatique.com

Agilysys (Europe) Ltd

www.agilysys.com/hospitality

Alacer

www.alacer.co.uk

Book4time

www.book4time.com

Clarity Commerce Solutions

www.claritycommerce.com

Concept Software Systems

www.csscorporate.com

Digital Right Brain

www.salonpos.net

Ez-runner

www.ez-runner.com

Fitbug Holdings PLC

www.fitbugholdings.com

Fitech UK

www.fitech.co.uk

Groupon

www.groupon.com

Gumnut Systems International

www.gumnuts.com

Harms Software Inc

www.harms-software.com

His-Solution GmbH

www.his-solution.de

HRS Hotel and

Restaurant Systems

www.hrs.ru

iHost Hospitality

www.ihost-hospitality.com

Instyle Fitness

www.instylefitness.co.uk

Intelligenz Solutions

www.intelligenzsolutions.com

Invotech Ltd

www.invotech.ie

MICROS Systems Inc

www.micros.com

MINDBODY Inc

www.mindbodyonline.com

Motionsoft

www.motionsoft.net

Paradigm Shift

www.paradigmsft.com

Premier Software Solutions

www.premiersoftware.co.uk

Priverus

www.priverus.com

ResortSuite

www.resortsuite.com

SelfOptima

www.selfoptima.com

Shortcuts Software

www.shortcuts.com.au

SpaBiz

www.spabiz.com

SpaBooker

www.spa-booker.com

Spasmatter2

www.spasmatter2.com

SpaSoft

www.spasoft.com

TAC IT GmbH

www.reservationassistant.com

TAP Technology Co Ltd

www.tap10.com

Wahanda

www.wahanda.com

CONSULTANCY/RESEARCH

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CONTRACT MANAGEMENT

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COSMETICS/MAKE-UP

Alchimie Forever LLC

www.alchimie-forever.com

Allure Africa

www.allureafrica.com

Alqvimia SL

www.alqvimia.com

Anthousa

www.anthousacollection.com

Aveda

www.aveda.com

Babor GmbH & Co Kg

www.babor.com

Barielle

www.barielle.co.uk

Beauty of Life

www.beautyoflife.ne

Becca (London) Ltd

www.beccacosmetics.com

Biodroga Cosmetic GmbH

www.biodroga.com

Borghese Inc

www.borghesecosmetics.com

Chanticaillle

www.chanticaillle.com

Christopher Drummond Beauty

www.christopherdrummond.com

Clarins

spa.clarins.com

Comfort Zone

www.comfortzone.it

CND (Creative Nail Design)

www.cnd.com

Darphin

www.darphin.com

Ecru New York

www.ecrunewyork.com

Ella Baché

www.ellabache.fr

Environ Skin Care Pty Ltd

www.environ.co.za

Esse Cosmetics

www.essecosmetics.com

Essential Wholesale

www.essentialwholesale.com

Essie Cosmetics

www.essie.com

Gerard's UK Ltd

www.gerards.uk.com

Germaine de Capuccini

www.germaine-de-capuccini.com

Harley Street Cosmetic Ltd

www.harleystreetcosmetic.com

Hawley International

www.hawley.net.au

Horst Kirchberger Makeup Studio

www.horst-kirchberger.de

Iredale Mineral Cosmetics

www.janeiredale.com

Jessica Cosmetics International

www.jessicacosmetics.com

Kanebo Cosmetics Inc

www.kanebo-international.com

Kenneth Green Associates

www.kennethgreenassociates.co.uk

Klapp Cosmetics GmbH

www.klapp-cosmetics.com

KROMA

www.kromamakeup.com

KuuSh Pty Ltd

www.kuush.com.au

La Biosthétique

www.labiosthetique.com

Laboratoires Ingrid Millet SA

www.ingridmillet.com

Laboratoires La Prairie SA

www.laprairie.com

► *Cosmetics/make-up cont...*

Laboratori Royal
www.movie-cosmetics.it

Ligne St Barth
www.lignestbarth.com

Madara Cosmetics Ltd
www.madara-cosmetics.lv

Mavala International SA
www.mavala.com

MD Formulations
www.mdformulations.com

Mei Kuai Cosmetics Co Ltd
www.meikuai.com.tw

NARS Cosmetics Inc
www.narscosmetics.com

Natura Bissé Internacional SA
www.naturabisse.es

Nouveau Beauty Group
www.nouveaulashes.co.uk

OPI Products Inc
www.opi.com

Orly International Inc
www.orlybeauty.com

Parfums Givenchy
www.parfumsgivenchy.com

Phytomer
www.phytomer.com

Phyt's
www.phyts.com

Posh Organix
www.poshorganix.com

Russie Blanche
www.russieblanche.com

QMS Medicosmetics
www.qmsmedicosmetics.com

Qosmedix
www.qosmedix.com

Ramer Sponges
www.ramersponges.com

REN Skincare
www.renskincare.co

Repêchage Ltd
www.repechage.com

Shiseido Europe
www.shiseido-europe.com

Sothys
www.sothys.com

Swiss Mountain Cosmetics GmbH
www.swiss-mountain-cosmetics.ch

U International Ltd
www.men-u.co.uk

VitaMan Pty Ltd
www.vitaman.com.au

Wisdom of Africa
www.wisdomcosmetics.com

Yvonne Gray Cosmetics
www.yvonne-gray.co.uk

Z.Bigatti
www.zbigatti.com

Zepter Cosmetics International
www.zepter.com

DRINKS

Africology
www.africology-sa.com

Camellia's Tea House
www.camelliasteahouse.com

Dragonfly Teas
www.dragonfly-teas.com

Elixir Tonics & Teas
www.elixirtonics.com

Emeyu
www.emeyu.com

Ikaati
www.ikaati.com

LaGaia Hydraceuticals
www.lagaia.com.au

Mighty Leaf Tea Company
www.mightleaf.com

Premchit Prateap Na Thalang Ltd
www.experienceprechit.com

Rare Tea Company Ltd
www.rareteacompany.com

Revolution Tea
www.revolutiontea.com

Rishi Tea
www.rishi-tea.com

Teatulia
www.teatulia.com

Thalgo
www.thalgo.com

Thann-Oryza
www.thann.info

VOYA
www.voya.ie

Wellmondo
www.wellmondo.de

Yves Rocher
www.yves-rocher.co.uk

DRY FLOATATION

4SeasonsSpa
www.4seasonsspa.com

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

GeoSpa Germany GmbH
www.geospa.de

Haslauer GmbH
www.haslauer.info

HydroCo
www.hydroco.com

Hydroconcept
www.hydro-concept-spa.com

Inviion Ltd
www.inviion.com

Lemi
www.lemi.it

Stas Doyer Hydrotherapie
www.stas-doyer.com

Technodesign SRL
www.nuvolaitalia.it

Trautwein GmbH
www.trautwein-gmbh.com

Unbescheiden GmbH
www.unbescheiden.com

ENERGY MANAGEMENT / ENVIRONMENTAL SERVICES

Australian Conservation Foundation
www.acfonline.org.au

The Carbon Trust
www.carbontrust.co.uk

Centre for Alternative Technology
www.cat.org.uk

Earth 911 for Business
www.earth911.com

EC3 Global
www.ec3global.com

Eco Directory
www.ecodirectory.com.au

ECOTRANS
www.ecotrans.de

EMAS
www.ec.europa.eu/environment/emas

Emirates Environmental Group
www.eeg-uae.org

Energy Star
www.energystar.gov

European Platform on Life Cycle Assessment
www.lca.jrc.ec.europa.eu

The GHG Protocol
www.ghgprotocol.org

Global Footprint Network
www.footprintnetwork.org

Green Biz
www.greenbiz.com

The Green Guide
www.thegreenguide.com

Green Lodging News
www.greenlodgingnews.com

Green Pages
www.eco-web.com

Green Spa Network
www.greenspanetwork.org

Green Washing Index
www.greenwashingindex.com

GreenBlue
www.greenblue.org

International Organization for Standardization
www.iso.org

Leadership in Energy and Environmental Design (LEED)
www.usgbc.org

LOHAS
www.lohas.com

National Resources Conservation Service
www.nrcs.usda.gov

Swan/Svanen
www.svanen.se

TCO Development
www.tcodevelopment.com

Total Environment Centre
www.tec.com.au

Tropical Science Center
www.cct.or.cr/english

Water Footprint Network
www.waterfootprint.org

World Green Building Council
www.worldgbc.org

World Resources Institute
www.wri.org

Yayasan IDEP Foundation
www.idepfoundation.org

FISH THERAPY

Beauty Spa Fish
www.beautyspafish.com

Dr Fish Spa Therapy
www.drfishspatherapy.com

Garra Rufa Europe
www.garrarufa.nl

Oceanlife Aquatics
www.oceanlifetanks.net

Skin Therapy Ireland
www.skintherapyireland.com

FITNESS EQUIPMENT

Absolo Fitness Inc
www.absolo.com

Amer Sports UK & Ireland Ltd
www.amersports.com

Balance Master UK Ltd
www.balancemaster.co.uk

Bcube SpA
www.bcube.it

Cardio Infrared Technologies/BioFit
www.cardioinfraredtech.com/newage
Ciclotte
www.ciclotte.com

Concept2 Ltd
www.concept2.co.uk

Cybox International Inc
www.cyboxintl.com

Cytech UK Ltd
www.indoorcycling.com/en/

EXF Perform Better Europe Ltd
www.exf-fitness.com

Eleiko Sport Ab
www.eleikosport.se

Ergo-Fit GmbH & Co Kg
www.ergo-fit.de

Escape Fitness Ltd
www.escapefitness.com

Exergenics
www.exergenics.com

Fitbug Holdings PLC
www.fitbugholdings.com

Fitter International Inc
www.fitter1.com

Flexi-Sports UK
www.flexi-bar.co.uk

FreeMotion Fitness
www.freemotionfitness.com

Gaiam Inc
www.gaiam.com

Gervasport
www.gervasport.es

HardKore Inc
www.hkgear.com

HUR
www.hur.fi

Hydro Physio
www.hydrophysio.com

Instyle Fitness
www.instylefitness.co.uk

Johnson Health Tech UK Ltd
www.jhtuk.co.uk

Jordan Fitness
www.jordanfitness.co.uk

Keiser
www.keiser.com

Le Velaqua Diffusion
www.levelaqua.com

Life Fitness
www.lifefitness.com

Matrix Fitness Systems Ltd
www.matrixfitness.co.uk

MedX Germany
www.medxonline.co.uk

MFsport GmbH Schloss Holte
www.mf-sport.de

Milon Industries GmbH
www.milon.com

Nautilus Inc
www.nautilusinc.com

Panatta Sport
www.panattasport.com

Paramount Fitness Corp
www.paramountfitness.com

Precor
www.precor.com

Pulse Fitness Solutions
www.pulsefitness.com

RealRyder International
www.realryder.com

SCIFIT
www.scifit.com

Shapemaster Toning Systems
www.shapemaster.co.uk

SportsArt Worldwide
www.sportsartfitness.com

Star Trac
www.startrac.com

Technogym
www.technogym.com

Teeter Hang Ups
www.inversioninternational.com

Trixter Europe Ltd
www.x-biking.com

True Fitness Technology
www.truefitness.com

VersaClimber USA
www.versaclimber.com

WaterRower UK
www.waterrower.co.uk

Woodway GmbH
www.woodway.de

FLOATATION TANKS & POOLS

4SeasonsSpa
www.4seasonsspa.com

Barr + Wray
www.barrandwray.com

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Finders International
www.findershealth.com

Float Spa
www.floatspa.com

Floataway
www.floataway.com

GeoSpa Germany GmbH
www.geospa.de

Hydro Physio
www.hydrophysio.com

Hydroconcept
www.hydro-concept-spa.com

Hydrotherm Ltd
www.hydrothermspa.com

I-sopod
www.i-sopod.com

NOLA 7
www.nola7.com

Ocean Floatrooms Ltd
www.floatation-tanks.co.uk

Stas Doyer Hydrotherapie
www.stas-doyer.com

Technodesign SRL
www.nuvolaitalia.it

FLOORING

Altro Ltd
www.altro.com

Apavisa Porcelanico SL
www.apavisa.com

Azurra Mosaics
www.mosaics.co.uk

Contract Tile Consultants
www.ctc-tiles.co.uk

► *Flooring cont...*

Digital Ceramic Solutions
www.digitalceramicsolutions.com

Floor Gres Ceramiche
www.floorgres.it

GMT Spas
www.gmtspas.co

Hamberger Flooring GmbH & Co KG
www.haro.com

Imagine Tile Inc
www.imagnetile.com

Kinele Group SL
www.kinele.com

Trend of Vincenza
www.trend-vi.com

FOOTWEAR

Aspley Leisure Limited
www.aspleyleisure.co.uk

Kashwère LLC
www.kashwereathome.com

Okabashi Brands
www.shoesthatloveyou.com

Puretoes
www.puretoes.com

Samtosa Clothing
www.phrcanada.com

Sole O LLC
www.soleollc.com

Yeah Baby
www.yeahbabypl.com

Zendals
www.zendals.com

FURNITURE AND FURNISHINGS

Abbey Furnishings
www.abbey-furnishings.co.uk

AKRON
www.akronproducts.co.uk

Andrew Morgan Collection
www.morgancollection.com

Athlegen Pty Ltd
www.athlegen.com.au

Avalon Couches
www.avaloncouches.co.uk

BD Barcelona Design
www.bdbarcelona.com

Beutelle Therapy Equipment Ltd
www.beutelle.co.uk

Blenheim Carpet Company Ltd
www.blenheim-carpets.com

Boden Furnishings
www.bodenfurnishings.com

Bretherton Therapy Products
www.bremed.co.uk

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Chill Out Design
www.chillout-design.com

Coco-Mat
www.coco-mat.com

Dedon
www.dedon.de

Aloys F Dornbracht GmbH & Co KG
www.dornbracht.com

Eastward Ltd
www.eastward.co.uk

Eco Furniture International Ltd
www.avconservatoryfurniture.co.uk

Eldmakaren Ab
www.eldmakaren.se

Ergomotion Inc
www.ergomotion.us

Fabio Alemanno Design
www.alemanno.de

Gallotti & Radice SRL
www.gallottiradice.it

Gandia Blasco SA
www.gandiablasco.com

Gharieni Group GmbH
www.gharieni.de

Grupo Kettal
www.kettalgroup.com

Haslauer GmbH
www.haslauer.info

Healing Co Ltd
www.healing-relax.com

Kashwère LLC
www.kashwereathome.com

LadyPillo
www.ladypillo.com

Lenox Pedicure Spa
www.lenoxpedicurechair.com

Living Earth Crafts
www.livingearthcrafts.com

Nilo
www.nilo-beauty.com

NOLA 7
www.nola7.com

Oakworks Inc
www.oakworks.com

Parmar and Parmar
www.parmarandparmar.com

Pierantonio Bonacina
www.pierantoniononacina.com

Planika Fires
www.planikafires.com

Plinth 2000
www.plinth2000.com

Salon Ambience
www.salonambience.com/en/

Serralunga SRL
www.serralunga.com

Sha Holdings GmbH
www.sha-art.com

Silhouet-Tone Corp
www.silhouet-tone.com

Sommerhuber GmbH
www.sommerhuber.com

Tonon & C SpA
www.tononitalia.com

Yahya
www.yahyacreation.com

HAIRCARE

Agadir International LLC
www.agadirint.com

AlternA
www.alternahaircare.com

Aveda
www.aveda.com

Davines
www.davines.com

Leonor Greyl
www.leonorgreyl.com

Kérastase
www.kerastase.com

La Biosthétique
www.labiosthetique.com

Laboratory of Flowers
www.labofflowers.com

LaNatura
www.lanatura.com

L'anza
www.lanza.com

Moroccan Oil
www.moroccanoil.com

Neuma Beauty
www.neumabeauty.com

Peter Thomas Roth
www.peterthomasroth.com

Thann-Oryza
www.thann.info

Unite Eurotherapy
www.uniteeurotherapy.com

Yves Rocher
www.yves-rocher.co.uk

HAY-BATH EQUIPMENT

Hobe Pergh SRL
www.hobepergh.it

HEAT EXPERIENCES

4SeasonsSpa
www.4seasonsspa.com

Aegean Master Spas
www.aegeanspas.co.uk

Anapos Thermal Spa Equipment by SteamWorks
www. www.anapos.co.uk

Balnea GmbH & Co KG
www.balnea.de

Barr + Wray
www.barrandwray.com

Bradford Products LLC
www.bradfordproducts.com

Bretherton Therapy Products
www.bremed.co.uk

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

Di Vapor Ltd
www.divapor.com

Drom UK Ltd
www.dromuk.com

ETE Wellness Engineering
www.ete.es

Fabio Alemanno Design
www.alemanno.de

SF Finimex Oy
www.kelos sauna.eu

GeoSpa Germany GmbH
www.geospa.de

Hammam Consultants
www.hammamconsultants.com

Happy Sauna
www.happysauna.it

Haslauer GmbH
www.haslauer.info

**Hefei Southasia Sauna
Apparatus Co Ltd**
www.chinasauna.com

Helo (UK) Ltd
www.helo.co.uk

Hydroconcept
www.hydro-concept.spa.com

Hydrotherm Ltd
www.hydrothermspa.com

HygroMatik
www.hydromatik.de

Inner Balance
www.ib-wellness.co.uk

Innovag AG
www.innovag.de

Inviion Ltd
www.inviion.com

Iyashi Dome
www.iyashidome.com

KLAFS GmbH & Co Kg
www.klafs.com

**KRD Science &
Technology Co Ltd**
www.krdsauna.com

Lux Elements GmbH & Co Kg
www.luxelements.com

Massor
www.massor.com

Milk Leisure Ltd
www.milkleisure.co.uk

NOLA 7
www.nola7.com

Nordic Sauna and Leisure Ltd
www.nordic.co.uk

P&A Engineering Ltd
www.paengineeringltd.com

Physiotherm GmbH Thaur
www.physiotherm.com

Promet
www.promet.com.tr

Saunex
www.saunex.com

Sommerhuber GmbH
www.sommerhuber.com

Starpool srl
www.starpool.com

Sunlight Saunas
www.sunlightsaunas.com

Sunlighten Inc
www.sunlighten.com

Thermarium Bäder-Bau GmbH
www.thermarium.com

Tylö Ab
www.tylo.com

The Ultimate Sauna Company Ltd
www.theultimatesauna.co.uk

Viking Saunas Ltd
www.viking-saunas.co.uk

Zoki UK
www.zokiuk.co.uk

HYDROTHERAPY EQUIPMENT

4SeasonsSpa
www.4seasonsspa.com

**Anapos Thermal Spa
Equipment by SteamWorks**
www.anapos.co.uk

Balnea GmbH & Co Kg
www.balnea.de

Barr + Wray
www.barrandwray.com

Biosysco Inc
www.biosysco.com

Bradford Products LLC
www.bradfordproducts.com

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

Di Vapor Ltd
www.divapor.com

Ecome Industrial Group
www.ecomegroup.com

Finders International
www.findershealth.com

GeoSpa Germany GmbH
www.geospa.de

Hansgrohe Ag
www.hansgrohe.com

Happy Sauna
www.happysauna.it

Haslauer GmbH
www.haslauer.info

HydroCo
www.hydroco.com

Hydroconcept
www.hydro-concept-spa.com

Hydrotherm Ltd
www.hydrothermspa.com

Inviion Ltd
www.inviion.com

KLAFS GmbH & Co Kg
www.klafs.com

Lemi
www.lemi.it

Massor
www.massor.com

NOLA 7
www.nola7.com

Portcrl Spas
www.portcrl.com

Schletterer Ltd
www.schletterer.com

**Simulated Environment
Concepts Inc**
www.spacapsule.com

Sommerhuber GmbH
www.sommerhuber.com

Starpool srl
www.starpool.com

Stas Doyer Hydrotherapie
www.stas-doyer.com

Thermarium Bäder-Bau GmbH
www.thermarium.com

Trautwein GmbH
www.trautwein-gmbh.com

Unbescheiden GmbH
www.unbescheiden.com

HYDROTHERAPY POOLS

Barr + Wray
www.barrandwray.com

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Bradford Products LLC
www.bradfordproducts.com

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

GeoSpa Germany GmbH
www.geospa.de

GMT Spas
www.gmtspas.com

HydroCo
www.hydroco.com

Hydroconcept
www.hydro-concept-spa.com

Hydrotherm Ltd
www.hydrothermspa.com

NOLA 7
www.nola7.com

P&A Engineering Ltd
www.paengineeringltd.com

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Piscine Laghetto
www.piscinelaghetto.com
Portcrl Spas
www.portcrl.com
Starpool srl
www.starpool.com

INTERIOR DESIGN

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JEWELLERY

Daisy Global Ltd
www.daisyjewellery.com
Yogamasti
www.yogamasti.com

LASERS AND LIGHT THERAPY

Alma Lasers Ltd
www.almalasers.com
BHC International Ltd
www.bhc-international.com
Body Health
www.bodyhealthgroup.com
CACI International
www.caci-international.co.uk
Clinogen Ltd
www.clinogen.com
Cynosure Inc
www.cynosure.com
Ecolite IPL
www.ecoliteipl.com
Ecome Industrial Group
www.ecomegroup.com
Energist Ltd
www.energist-international.com
Erchonia
www.erchoniaeurope.com
Evlaser UK Ltd
www.evlaseruk.co.uk
linnLight Technologies Inc
www.iinnlighttherapy.com
Invasix
www.invasix.com

IPulse
www.ipulse.com.au
JK-International GmbH
www.ergoline.de
L Raphael
www.l-raphael.com
Light Therapy Systems Europe
www.lighttherapysystems.eu
Lightstim International Inc
www.lightstim.com
Lumenis Ltd
www.lumenis.com
Lynton Lasers
www.lynton.co.uk
Naturalaser
www.naturalaser.com
ProLight Aesthetics
www.prolightaesthetics.com
Skin for Life
www.skinforlife.com
Sorisa
www.sorisa.com
Suntech Group Ab
www.suntechgroup.se
Syneron-Candela Ltd
www.candelalaser.co.uk

LIGHTING

BSweden
www.bsweden.com
Fitzgerald Lighting Ltd
www.flg.co.uk
Lighting Design International Ltd
www.lightingdesigninternational.com
Lumina Italia SRL
www.lumina.it
Yahya
www.yahyacreation.com

LINEN

Andrew Morgan Collection
www.morgancollection.com
Balineum
www.balineum.co.uk
BC Softwear
www.bcsoftwear.co.uk

Brennard Textiles Ltd
www.brennardtextiles.co.uk
Buris Textiles Ltd
www.buris.com.tr
Bursali Towels (UK) Ltd
www.bursali.co.uk
Christy Towels
www.christy-towels.com
Coyuchi Inc
www.coyuchi.com
Monarch Robe & Towel Co
www.monarchrobe.com
Noel Asmar Uniforms
www.spauniforms.com
PK Textiles Group bv
www.pktextiles.com
Richard Haworth & Co Ltd
www.richardhaworth.co.uk
RKF Luxury Linen
www.rkf.fr
Under the Canopy
www.underthecanopy.com
Yeah Baby
www.yeahbabypl.com

LOCKERS

Craftsman Lockers
www.cqlockers.co.uk
Helmsman
www.helmsman.co.uk
Ojmar SA
www.ojmar.es

MARKETING

CatchOn & Company
www.catchonco.com
SpaFinder Wellness
www.spafinder.com
MASSAGE CHAIRS
Avalon Couches
www.avaloncouches.co.uk
Beautelle Therapy Equipment Ltd
www.beautelle.co.uk
Boden Furnishings
www.bodenfurnishings.com

Bretherton Therapy Products
www.bremed.co.uk
Clap Tzu
www.claptzu.de
Design for Leisure Ltd
www.designforleisure.com
Ecome Industrial Group
www.ecomegroup.com
Gharieni Group GmbH
www.gharieni.de
Healing Co Ltd
www.healing-relax.com
Human Touch
www.humantouch.com
Inada Massage Chairs
www.inadausa.com
Inner Balance
www.ib-wellness.co.uk
Keyton
www.keyton.com
Living Earth Crafts
www.livingearthcrafts.com
Oakworks Inc
www.oakworks.com
Plinth 2000
www.plinth2000.com
Sasaki International Ltd
www.sasaki.co.uk
Simulated Environment Concepts Inc
www.spacapsule.com
TouchAmerica
www.touchamerica.com
Welltec Deutschland GmbH
www.welltec-d.de
MASSAGE OILS
Absolute Aromas
www.absolute-aromas.com
Africology
www.africology-sa.com
After the Rain SA
www.aftertherain.ch
Alqvimia SL
www.alqvimia.com

Amber Products Co
www.amberproducts.com

Amrit Organic
www.redcherrygroup.com

Anakiri BioEnergetic Skin Care
www.anakiri.com

Aroma Vera
www.aromavera.com

Aromatherapy Associates Ltd
www.aromatherapyassociates.com

Aromatica
www.ladygrace.fi

Aveda
www.aveda.com

Biodroga Cosmetic GmbH
www.biodroga.com

Biossentials Ltd
www.biossentials.com

Charme d'Orient
www.charmedorient.com

Cinq Mondes
www.cinqmondes.com

Clarins
spa.clarins.com

Comfort Zone
www.comfortzone.it

Daniele de Winter
www.danieledewinter.com

Darphin
www.darphin.com

Decléor
www.decleor.com

Delicious!
www.delicious-skin.com

Dermalogica
www.dermalogica.com

Deserving Thyme Inc
www.deservingthyme.com

Elemental Herbology
www.elementalherbology.com

Elemis Ltd
www.elemis.com

ESPA International (UK) Ltd
www.espaonline.com

FisioSphere
www.fisiosphere.it

Germaine de Capuccini
www.germaine-de-capuccini.com

Guinot
www.guinot.com

Hampton Affirmations
www.hamptonaffirmations.com

Harnn
www.harnn.com

Healing Earth
www.healingearth.co.za

Heritage Healers
www.heritagehealers.com

Jamu Asian Spa Rituals
www.jamuspa.com

Jurlique
www.jurlique.com.au

Kerstin Florian
www.kerstinflorian.com

Klapp Cosmetics GmbH
www.klapp-cosmetics.com

Kneipp-Werke
www.kneipp.de

Haslauer GmbH
www.haslauer.info

La Sultane de Saba
www.lasultanedesaba.com

Laboratory of Flowers
www.labofflowers.com

Les Sens de Marrakech
www.lessensdemarrakech.com

Ligne St Barth
www.lignestbarth.com

Li'Tya
www.litya.com

L'Occitane
www.loccitane.com

Mineralology
www.mineralology.com

Moroccan Oil
www.moroccanoil.com

NEOM Luxury Organics
www.neomorganics.com

**OmVeda Ayurvedic
Skin & Hair Care**
www.omveda.com.au

Osmium For Men
www.osmiumformen.com

Pevonia International LLC
www.pevonia.com

Phyt's
www.phyts.com

Pinks Boutique
www.pinksboutique.com

Pino GmbH
www.pinoshop.de

Premchit Prateap Na Thalang Ltd
www.experienceprechit.com

Primavera Life GmbH
www.primaveralife.com

The Sanctuary Group
www.thesanctuarygroup.co.za

Shiseido Europe
www.shiseido-europe.com

Sothys
www.sothys.com

SpaDunya
www.spadunya.com

Tanamera Tropical Spa Sdn Bhd
www.tanamera.com.my

Temple Spa Ltd
www.templespa.com

Terraké
www.terrake.com

Thalgo
www.thalgo.com

Themae
www.themae.fr

Tisserand
www.tisserand.com

Tri-Dosha Ltd
www.tri-dosha.co.uk

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www.wildearthnepal.com

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www.wisdomcosmetics.com

Yon-Ka
www.yonka.com

Ytsara
www.ytsara.com

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www.airnergy.com

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www.almalasers.com

BHC International Ltd
www.bhc-international.com

Biosysco Inc
www.biosysco.com

Body Health
www.bodyhealthgroup.com

Bretherton Therapy Products
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CACI International
www.caci-international.co.uk

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www.callegari1930.com

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Carlton Beauty & Spa Ltd
www.thecarltongroup.co.uk

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www.clinogen.com

Cosmed SRL
www.cosmed.it

Courage + Khazaka Electronics
www.courage-khazaka.de

Crystal Clear International Ltd
www.crystalclearskincare.com

Cynosure Inc
www.cynosure.com

DTS MG Co Ltd
www.dtsmg.com

Ecolite IPL
www.ecoliteipl.com

Edge Systems Corporation
www.edgesystemscorp.com

Energist Ltd
www.energist-international.com

Evlaser UK Ltd
www.evlaseruk.co.uk

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FisioSphere

www.fisiosphere.it

linnLight Technologies Inc

www.iinnlighttherapy.com

Invasix

www.invasix.com

IPulse

www.ipulse.com.au

L Raphael

www.l-raphael.com

Light Therapy Systems Europe

www.lighttherapyseurope.eu

Lightstim International Inc

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LPG Systems

www.lpgsystems.com

Lumenis Ltd

www.lumenis.com

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www.mccmcosmetics.eu

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Technologies Ltd

www.med-op.com

Naturalaser

www.naturalaser.com

NOLA 7

www.nola7.com

Physiotherapie Generale France

www.gtcellute.com

ProLight Aesthetics

www.prolightaesthetics.com

Qetre

www.qetre.com

Skin for Life

www.skinforlife.com

Solta Medical Inc

www.solta.com

Sorisa

www.sorisa.com

Storz Medical Ag

www.storzmedical.ch

Suntech Group Ab

www.suntechgroup.se

Sybaritic Inc

www.sybaritic.com

Syneron-Candela Ltd

www.candelalaser.co.uk

System4 Technologies GmbH

www.human-regenerator.com

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www.tav-tech.com

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www.balaton-spa.co.uk

Blue Spa & Leisure

Consultants Ltd
www.bluespaandleisure.co.uk

Finders International

www.findershealth.com

Haslauer GmbH

www.haslauer.info

Hungarian Wellness Mud

www.hungarianwellnessmud.com

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McShane Hill

www.mcshanehill.com

Moor Spa International Ltd

www.moorspa.co.uk

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www.ograskincare.com

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www.pevonia.com

Stone Forest

www.stone-forest.co.uk

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www.gapmusic.co.uk

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contact@motion-waves.com

Private Label Music

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Real Music

www.realmusic.com

So Sound Solutions

www.sosoundsolutions.com

Spa Sounds

www.spasounds.com.au

Spirit Music Group

www.spiritmusicgroup.com

NAILCARE

Clarins

spa.clarins.com

CND (Creative Nail Design)

www.cnd.com

Essie Cosmetics

www.essie.com

Horst Kirchberger Makeup Studio

www.horst-kirchberger.de

Jessica Cosmetics International

www.jessicacosmetics.com

LCN Spa

www.wilde-cosmetics.com

Mavala International SA

www.mavala.com

OPI Products Inc

www.opi.com

Orly International Inc

www.orlybeauty.com

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www.sparitual.com

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www.zoya.com

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Baranova Monaco

www.baranovamonaco.com

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www.blissworld.com

Intelligent Nutrients

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Laboratoires Reunis Junglinster

www.labo.lu

Officina de' Tornabuoni

www.officinadetornabuoni.com

On Group

www.on-group.co.uk

The Organic Pharmacy

www.theorganicpharmacy.com

QMS Medicosmetics

www.qmsmedicosmetics.com

Sanitas Skincare

www.sanitas-skincare.com

Skin Authority

www.skinauthority.com

Thalgo

www.thalgo.com

Weil Lifestyle LLC

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Yves Rocher

www.yves-rocher.co.uk

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Aveda

www.aveda.com

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www.awlakeonline.com

Babor GmbH & Co Kg

www.babor.com

Biola Organic Cosmetics
www.biola-organics.com

Biossentials Ltd
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Bliss
www.blissworld.com

Body Bistro
www.bodybistro.com

Botanicals Ltd
www.botanicals.co.uk

Burt's Bees
www.burtsbees.com

Caribbean Essentials
www.caribbeanessentials.com

Caudalie
www.caudalie.com

Christopher Drummond Beauty
www.christopherdrummond.com

Cinq Mondes
www.cinqmondes.com

Daniele de Winter
www.danieledewinter.com

Decléor
www.decleor.com

Delicious!
www.delicious-skin.com

Deserving Thyme Inc
www.deservingthyme.com

Dr Bronner's Magic Soaps
www.drbronner.com

Dr Hauschka
www.wala.de

Elemental Herbology
www.elementalherbology.com

Éminence Organic Skin Care
www.eminenceorganics.com

ES Skincare
www.esskincare.co.uk

Essential Care
www.essential-care.co.uk

Harnn
www.harnn.com

Healing Earth
www.healingearth.co.za

Heritage Healers
www.heritagehealers.com

Hobe Pergh SRL
www.hobepergh.it

ILA-Spa Ltd
www.ila-spa.com

Intelligent Nutrients
www.intelligentnutrients.com

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Jurlique
www.jurlique.com.au

Kimia Skincare Ltd
www.kimia.co.uk

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www.kneipp.de

KROMA
www.kromamakeup.com

KuuSh Pty Ltd
www.kuush.com.au

Laboratory of Flowers
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LaNatura
www.lanatura.com

Ligne St Barth
www.lignestbarth.com

Li'Tya
www.litya.com

L'Occitane
www.loccitane.com

Malie Inc
www.malie.com

Marie Veronique Organics
www.mvorganics.com

Naturopathica
www.naturopathica.com

NEOM Luxury Organics
www.neomorganics.com

NUDE
www.nudeskincare.com

Officina de' Tornabuoni
www.officinadetornabuoni.com

Ógra Skincare
www.ograskincare.com

Omnisens Paris
www.omnisens.fr

Omorovicza
www.omorovicza.com

**OmVeda Ayurvedic
Skin & Hair Care**
www.omveda.com.au

On Group
www.on-group.co.uk
The Organic Pharmacy
www.theorganicpharmacy.com

The Organic Spa
www.theorganicspa.eu

OSEA International
www.oseamalibu.com

Pai Skincare
www.paiskincare.com

Pevonia International LLC
www.pevonia.com

Phyt's
www.phyts.com

Pinks Boutique
www.pinksboutique.com

Pino GmbH
www.pinoshop.de

Premchit Prateap Na Thalang Ltd
www.experiencepremchit.com

Pur Natural Skincare
www.purskincare.co.uk

Red Flower
www.redflower.com

REN Skincare
www.renskincare.co

Salt of the Earth
www.saltearthspa.com

Sanitas Skincare
www.sanitas-skincare.com

Sasy n Savy Pty Ltd
www.sasynsavy.com.au

Shea Terra Organics
www.sheaterraorganics.com

Skin 2 Skin Care
www.skin2skincare.com

Sodashi Pty Ltd
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Spa Technologies
www.spatechnologies.com

SpaDunya
www.spadunya.com

Tanamera Tropical Spa Sdn Bhd
www.tanamera.com.my

Terraké
www.terrake.com

Thann-Oryza
www.thann.info

Tisserand
www.tisserand.com

Victoria Moore Ltd
www.victoria-moore.eu

VOYA
www.voya.ie

Wala Heilmittel GmbH
www.wala.de

Weleda International
www.weleda.com

Wild Earth Pvt Ltd
www.wildearthnepal.com

Ytsara
www.ytsara.com

Yum Skin Care Inc
www.yumskincare.com

PHOTOGRAPHY

Daniel Aubry Studio
www.aubryphoto.com

Linda Troeller
www.lindatroeller.com

Robert Buelteman Studio
www.robertbuelteman.com

Spa Photography
www.spaphotography.com

PILATES/YOGA

Agoy Ltd
www.agoy.com

Airex Ag
www.bebalanced.net

Armacell UK Ltd
www.armacell.com

Asquith London
www.asquithlondon.com

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Balanced Body Inc
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Body Control Pilates
www.bodycontrol.co.uk

Century Inc
www.centuryfitness.com

Daisy Roots (UK) Ltd
www.pilatesshoes.co.uk

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www.ecoyoga.co.uk

Fitness-Mad
www.fitness-mad.com

Gaiam Inc
www.gaiam.com

Gravity UK Ltd
www.gravityuk.net

JadeYoga
www.jadeyoga.com

JK Leisure Clothing & Sports Equipment
www.jklclothing.co.uk

Manduka LLC
www.manduka.com

Manuka Tree Ltd
www.manukalife.com

My Spirit
www.myspirit.se

Noel Asmar Uniforms
www.spauniforms.com

Peak Pilates
www.peakpilates.com

Physical Company Ltd
www.physicalcompany.co.uk

Pilates Foundation
www.pilatesfoundation.com

Pilates Solutions Ltd
www.pilatessolutions.co.uk

Pilates Training Solutions
www.pilatestrainingsolutions.co.uk

Plank
www.plankdesigns.com

Puretoes
www.puretoes.com

STOTT Pilates
www.stottpilates.com

Yamarama
www.yamarama.com

Yoga Professionals
www.yogaprofessionals.co.uk

Yogamasti
www.yogamasti.com

ZENsei
www.zensei.com

PLANETARIUMS/ LARGE FORMAT FILM

LivingGlobe
www.livinglobe.com

Sky-Skan Europe GmbH
www.skyskan.com

PLUNGE POOLS

Barr + Wray
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Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

GMT Spas
www.gmtspas.com

Hydroconcept
www.hydro-concept-spa.com

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www.nola7.com

PRIVATE LABEL MANUFACTURING

Alban Muller International
www.albanmuller.com

Groupe GM
www.groupepegm.com

Pôle Cosmétique
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Primavera UK
www.primavera.co.uk

Spa Technologies
www.spatechnologies.com

RECRUITMENT

Bond Recruitment
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Hutchinson Consulting
www.hutchinsonconsulting.com

Spa Opportunities
www.spaopportunities.com

RELAXATION BEDS

Aequum Ltd
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Anapos Thermal Spa Equipment by SteamWorks
www.anapos.co.uk

Avalon Couches
www.avaloncouches.co.uk

Balnea GmbH & Co Kg
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Boden Furnishings
www.bodenfurnishings.com

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www.bradfordproducts.com

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Clap Tzu
www.claptzu.de

Coco-Mat
www.coco-mat.com

Dalesauna Ltd
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Design for Leisure Ltd
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Ergomotion Inc
www.ergomotion.us

Fabio Alemanno Design
www.alemanno.de

GeoSpa Germany GmbH
www.geospa.de

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www.gharieni.de

Happy Sauna
www.happysauna.it

Haslauer GmbH
www.haslauer.info

Healing Co Ltd
www.healing-relax.com

Hydroconcept
www.hydro-concept-spa.com

Hydrotherm Ltd
www.hydrothermspa.com

Inviion Ltd
www.inviion.com

KLAFS GmbH & Co Kg
www.klafs.com

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www.livingearthcrafts.com

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Sommerhuber GmbH
www.sommerhuber.com

Stas Doyer Hydrotherapie
www.stas-doyer.com

Thermarium Bäder-Bau GmbH
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Trautwein GmbH
www.trautwein-gmbh.com

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Amala Inc
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AromaJet
www.aromajet.com

Atmosphère Diffusion
www.atmospherediffusion.fr

Laboratory of Flowers
www.labofflowers.com

NOLA 7
www.nola7.com

Roja Dove
www.rojadove.com

Romane Fragrances
www.romanefragrances.com

Scentys Fragrance Systems
www.scentys.com

Serene House International
www.serene-house.com

SALON EQUIPMENT

Amber Products Co
www.amberproducts.com

Bretherton Therapy Products
www.bremed.co.uk

CACI International
www.caci-international.co.uk

Caldera
www.caldera-products.com

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www.callegari1930.com

Canfield Scientific Inc
www.canfieldsci.com

Carlton Beauty & Spa Ltd
www.thecarltongroup.co.uk

Clarisonic
www.clarisonic.com

Clinogen Ltd
www.clinogen.com

Continuum Footspas
www.salonpedicurespas.com

Cosmed SRL
www.cosmed.it

Cosmopro
www.cosmopro.com

Courage + Khazaka Electronics
www.courage-khazaka.de

Crystal Clear International Ltd
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European Touch
www.etspa.com

Finders International
www.findershealth.com

FisioSphere
www.fisiosphere.it

Gharieni Group GmbH
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Invasix
www.invasix.com

Iyashi Dome
www.iyashidome.com

L Raphael
www.l-raphael.com

LadyPillo
www.ladypillo.com

Lemi
www.lemi.it

Lenox Pedicure Spa
www.lenoxpedicurechair.com

Light Therapy Systems Europe
www.lighttherapysystems.eu

LPG Systems
www.lpgsystems.com

Med-Op Aesthetic Technologies Ltd
www.med-op.com

Medical Technology SRL
www.medical-technology.it

Naturalaser
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Oakworks Inc
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Pedicure Bowls
www.pedicurebowls.com

Physiotherapie Generale France
www.gtcellutech.com

Pino GmbH
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Plinth 2000
www.plinth2000.com

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www.purex.co.uk

Qetre
www.qetre.com

Rock the Spa, LLC
www.rockthespa.com

SafeTIC
www.safe-tic.com

Salon Ambience
www.salonambience.com/en/

Silhouet-Tone Corp
www.silhouet-tone.com

Skin for Life
www.skinforlife.com

Slim Images Ltd
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Solta Medical Inc
www.solta.com

Sorisa
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Spa Revolutions
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www.spaequip.com

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Storz Medical Ag
www.storzmedical.ch

Sybaritic Inc
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TavTech Ltd
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TouchAmerica
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Tumiturbi
www.tumiturbi.it

Vulsini
www.vulsini.net

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Dalesauna Ltd
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GeoSpa Germany GmbH
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Halomed UAB
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Haslauer GmbH
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Hydroconcept
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KLAFS GmbH & Co Kg
www.klafs.com

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Salus Group
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Starpool srl
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Bradford Products LLC
www.bradfordproducts.com

Dalesauna Ltd
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www.designforleisure.com

Di Vapor Ltd
www.divapor.com

Drom UK Ltd
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Duravit Ag
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Enviroflow Solutions
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Franke GmbH
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Fratelli Fantini SpA
www.fantini.it

GeoSpa Germany GmbH
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Hansgrohe Ag
www.hansgrohe.com

Happy Sauna
www.happysauna.it

Hoesch Design GmbH
www.hoesch.de

Hughes Safety Showers
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www.hydrothermspa.com

Industrias Cosmic SAU
www.icosmic.com

Inviion Ltd
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KLAFS GmbH & Co Kg
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Kohler Mira/Rada
www.radacontrols.com

Lux Elements GmbH & Co Kg
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Massor
www.massor.com

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P&A Engineering Ltd
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Quench Solutions Pty Ltd
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Wellness Enterprises
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Zucchetti Rubinetteria SpA
www.zucchettirub.it

SKIN ANALYSIS

Callegari SpA
www.callegari1930.com

Canfield Scientific Inc
www.canfieldsci.com

Courage + Khazaka Electronics
www.courage-khazaka.de

SKINCARE – MEN

Academie Scientifique de Beaute
www.skinacademie.com

Ahava
www.ahava.com

Alchimie Forever LLC
www.alchimie-forever.com

Allure Africa
www.allureafrica.com

Anne Semonin
www.annesemonin.com

Aveda
www.aveda.com

Babor GmbH & Co Kg
www.babor.com

Biodroga Cosmetic GmbH
www.biodroga.com

Biola Organic Cosmetics
www.biola-organics.com

Biologique Recherche
www.biologique-recherche.com

Burt's Bees
www.burtsbees.com

Celestial Spa Authentic
www.celestialspa.co.uk

Clarins
spa.clarins.com

Comfort Zone
www.comfortzone.it

DDF Skincare
www.ddfskincare.com

Decléor
www.decleor.com

Dermalogica
www.dermalogica.com

Dr Bronner's Magic Soaps
www.drbronner.com

Elemis Ltd
www.elemis.com

EmerginC
www.emerginccom

Environ Skin Care Pty Ltd
www.environ.co.za

ESPA International (UK) Ltd
www.espaonline.com

Eve Taylor (London) Ltd
www.eve-taylor.com

Flint Edge
www.flintedge.com

Germaine de Capuccini
www.germaine-de-capuccini.com

Guinot
www.guinot.com

Hommage
www.hommage.com

Ilcsi Beautifying Herbs
www.ilcsi.com

Institut Esthederm
www.esthederm.com

Julisis
www.julisis.com

Kerstin Florian
www.kerstinflorian.com

Klapp Cosmetics GmbH
www.klapp-cosmetics.com

KuuSh Pty Ltd
www.kuush.com.au

La Biosthétique
www.labiosthetique.com

La Sultane de Saba
www.lasultanedesaba.com

Les Sens de Marrakech
www.lessensdemarrakech.com

Ligne St Barth
www.lignestbarth.com

Li'Tya
www.litya.com

Lubatti
www.lubatti.co.uk

Malin+Goetz
www.malinandgoetz.com

Matis Beauty Ltd
www.matisbeauty.com

MBR Cosmetics
http://en.mbr-cosmetics.com/page/233

McShane Hill
www.mcshanehill.com

MD Formulations
www.mdformulations.com

Medik8 Dermaceuticals
www.medik8.com

Mens Space
www.mensspace.com

Natura Bissé Internacional SA
www.naturabisse.es

NEOM Luxury Organics
www.neomorganics.com

Obagi Medical Products Inc
www.obagi.co

L'Occitane
www.loccitane.com

Ógra Skincare
www.ograskincare.com

Omnisens Paris
www.omnisens.fr

ONLY YOURx
www.onlyyourx.com

The Organic Pharmacy
www.theorganicpharmacy.com

Osmium For Men
www.osmiumformen.com

Payot
www.payot.com

Pevonia International LLC
www.pevonia.com

Phytomer
www.phytomer.com

Phyt's
www.phyts.com

Pure Fiji
www.purefiji.com

REN Skincare
www.renskincare.co

Repêchage Ltd
www.repechage.com

Sea of Life
www.seaoflife.co.za

Shiseido Europe
www.shiseido-europe.com

Skin 2 Skin Care
www.skin2skincare.com

SkinCeuticals
www.skinceuticals.com

Sothys
www.sothys.com

Terraké
www.terrake.com

Thalgo
www.thalgo.com

Themae
www.themae.fr

Tisserand
www.tisserand.com

VitaMan Pty Ltd
www.vitaman.com.au

VOYA
www.voya.ie

Weleda International
www.welada.com

Wisdom of Africa
www.wisdomcosmetics.com

Yon-Ka
www.yonka.com

Ytsara
www.ytsara.com

Yum Skin Care Inc
www.yumskincare.com

Yves Rocher
www.yves-rocher.co.uk

SKINCARE - WOMEN

Academie Scientifique de Beaute
www.skinacademie.com

Africology
www.africology-sa.com

After the Rain SA
www.aftertherain.ch

Ahava
www.ahava.com

Akhassa
www.akhassausa.com

Alchimie Forever LLC
www.alchimie-forever.com

Allure Africa
www.allureafrica.com

Alqvimia SL
www.alqvimia.com

Amala Inc
www.amalabeauty.com

Amber Products Co
www.amberproducts.com

Amrit Organic
www.redcherrygroup.com

Anakiri BioEnergetic Skin Care
www.anakiri.com

Anna Lotan Ltd
www.annalotan.com

Anne Semonin
www.annesemonin.com

ARK
www.arkskincare.com

Aroma Vera
www.aromavera.com

Aromapothecary
www.aromapothecary.com

Aromatherapy Associates Ltd
www.aromatherapyassociates.com

Aromatica
www.ladygrace.fi

Aveda
www.aveda.com

AW Lake Spa Concepts Pte Ltd
www.awlakeonline.com

Babor GmbH & Co Kg
www.babor.com

Balaton Spa
www.balaton-spa.co.uk

Bellitas Ltd
www.bellitas.co.uk

BioCol Cosmetics Ltd
www.biocol.co.uk

Biodroga Cosmetic GmbH
www.biodroga.com

Biola Organic Cosmetics
www.biola-organics.com

Biologique Recherche
www.biologique-recherche.com

Biossentials Ltd
www.biossentials.com

Biotone
www.biotone.com

Biotropica LLC
www.biotropicabody.com

Bliss
www.blissworld.com

Blu Spa
www.bluspa.com

Boa Skin Care
www.boaskincare.com

Body Bistro
www.bodybistro.com

Botanicals Ltd
www.botanicals.co.uk

Burt's Bees
www.burtsbees.com

Caribbean Essentials
www.caribbeanessentials.com

Carita International
www.carita.com

Caudalie
www.caudalie.com

Celestial Spa Authentic
www.celestialspa.co.uk

Chanticaillie
www.chanticaillie.com

Charme d'Orient
www.charmedorient.com

Cinq Mondes
www.cinqmondes.com

Clarins
spa.clarins.com

Collin
www.collinparis.com

Comfort Zone
www.comfortzone.it

Cor LLC
www.corsilver.com

Cures by Avance
www.curesbyavance.com

C'watre
www.cwatre.com

Daniela Steiner
www.steinercosmetics.com

Daniele de Winter
www.danieledewinter.com

Darphin
www.darphin.com

DDF Skincare
www.ddfskincare.com

Decléor
www.decleor.com

Delicious!
www.delicious-skin.com

Dermalogica
www.dermalogica.com

Dermaquest Skin Therapy
www.dermaquestlnccom

Deserving Thyme Inc
www.deservingthyme.com

Dr Bronner's Magic Soaps
www.drbronner.com

Dr Hauschka
www.wala.de

DRV Phytolab
www.drsvsa.com

Electric Body Europe
www.electricbody.eu

Elemental Herbology
www.elementalherbology.com

Elemis Ltd
www.elemis.com

Ella Baché
www.ellabache.fr

EmerginC
www.emerglnccom

Éminence Organic Skin Care
www.eminenceorganics.com

Environ Skin Care Pty Ltd
www.environ.co.za

Epicuren Discovery
www.epicuren.com

Ericson Laboratoire
www.ericson-laboratoire.com

► *Skincare - women cont...*

ES Skincare

www.esskincare.co.uk

ESPA International (UK) Ltd

www.espaonline.com

Essential Care

www.essential-care.co.uk

Eve Lom Ltd

www.evelom.com

Eve Taylor (London) Ltd

www.eve-taylor.com

Finders International

www.findershealth.com

FisioSphere

www.fisiosphere.it

Forest Secrets Skincare

www.forestsecretsskincare.com

Forlle'd Inc

www.forlle-d.com

Futuresse Spa GmbH

www.futuresse.de

Gatineau

www.gatineau-paris.com

Germaine de Capuccini

www.germaine-de-capuccini.com

Guinot

www.guinot.com

Harnn

www.harnn.com

Haslauer GmbH

www.haslauer.info

Hawaiian Body Products LLC

www.hawaiianbodyproducts.com

Healing Earth

www.healingearth.co.za

Hobe Pergh SRL

www.hobepergh.it

ILA-Spa Ltd

www.ila-spa.com

Ilcsi Beautifying Herbs

www.ilcsi.com

Image Skincare

www.imageskincare.com

Inspa Wellness Retreat Pty Ltd

www.inspa.com.au

Institut Esthederm

www.esthederm.com

Intelligent Nutrients

www.intelligentnutrients.com

Intraceuticals

www.intraceuticals.com

Jamu Asian Spa Rituals

www.jamuspa.com

JMSR Europe Ltd

www.jmsreurope.com

Julisis

www.julisis.com

Jurlique

www.jurlique.com.au

Kanebo Cosmetics Inc

www.kanebo-international.com

Kéraskin Esthetics

www.keraskin-esthetics.com

Kerstin Florian

www.kerstinflorian.com

Kimia Skincare Ltd

www.kimia.co.uk

Kneipp-Werke

www.kneipp.de

KuuSh Pty Ltd

www.kuush.com.au

L Raphael

www.l-raphael.com

L'anza

www.lanza.com

La Biosthétique

www.labiosthetique.com

La Mer Corporate

www.cremedelamer.com/corporate

La Sultane de Saba

www.lasultanedesaba.com

Laboratoire Remède

www.remede.com

Laboratoires Ingrid Millet SA

www.ingridmillet.com

Laboratoires La Prairie SA

www.laprairie.com

Laboratory of Flowers

www.labofflowers.com

LaGaia Hydraceutical

www.lagaia.com.au

LaNatura

www.lanatura.com

LCN Spa

www.wilde-cosmetics.com

Les Sens de Marrakech

www.lessensdemarrakech.com

Li'Tya

www.litya.com

L'Occitane

www.loccitane.com

Lubatti

www.lubatti.co.uk

Luzern Laboratories Inc

www.luzernlabs.com

Macon Meerescosmetic

www.maconmeerescosmetic.de

Malie Inc

www.malie.com

Malin+Goetz

www.malinandgoetz.com

Marie Veronique Organics

www.mvorganics.com

Matis Beauty Ltd

www.matisbeauty.com

Mavala International SA

www.mavala.com

MBR Cosmetics

http://en.mbr-cosmetics.com/page/233

MCCM Medical Cosmetics

www.mccmcosmetics.eu

McShane Hill

www.mcshanehill.com

MD Formulations

www.mdformulations.com

Medik8 Dermaceuticals

www.medik8.com

Mineralology

www.mineralology.com

Moor Spa International Ltd

www.moorspa.co.uk

MoroccanOil

www.moroccanoil.com

My Blend

www.myblendbeauty.com

Natura Bissé Internacional SA

www.naturabisse.es

Naturopathica

www.naturopathica.com

NEOM Luxury Organics

www.neomorganics.com

Nu Skin

www.nuskin.com

NUDE

www.nudeskincare.com

Obagi Medical Products Inc

www.obagi.com

Officina de' Tornabuoni

www.officinadetornabuoni.com

Ógra

www.ogirskincare.com

Olavie

www.olavie.com

Omnisens Paris

www.omnisens.fr

Omorovicza

www.omorovicza.com

OmVeda Ayurvedic

www.omveda.com.au

On Group

www.on-group.co.uk

ONLY YOURx

www.onlyyourx.com

The Organic Pharmacy

www.theorganicpharmacy.com

The Organic Spa

www.theorganicspa.eu

OSEA International

www.oseamalibu.com

Pai Skincare

www.paiskincare.com

Payot

www.payot.com

Peter Thomas Roth

www.peterthomasroth.com

Pevonia International LLC
www.pevonia.com

Phytomer
www.phytomer.com

Phyt's
www.phyts.com

Pino GmbH
www.pinoshop.de

Primavera Life GmbH
www.primaverallife.com

Priori
www.prioriskincare.com

Pur Natural Skincare
www.purskincare.co.uk

Pure Fiji
www.purefiji.com

QMS Medicosmetics
www.qmsmedicosmetics.com

Red Flower
www.redflower.com

REN Skincare
www.renskincare.co

Repêchage Ltd
www.repechage.com

Rodial Ltd
www.rodial.co.uk

Russie Blanche
www.russieblanche.com

Salt of the Earth
www.saltearthspa.com

Sea of Life
www.seaoflife.co.za

Shiseido Europe
www.shiseido-europe.com

Själ Skincare
www.sjalskincare.com

Skin 2 Skin Care
www.skin2skincare.com

Skin Authority
www.skinauthority.com

SkinCeuticals
www.skinceuticals.com

Sodashi Pty Ltd
www.sodashi.com

Sothys
www.sothys.com

Spa Ritual
www.sparitual.com

Spa Technologies
www.spatechnologies.com

SpaDunya
www.spadunya.com

Suissences
www.suissences.com

Sundari
www.sundari.com

Suzanne aux Bains
www.suzanneauxbains.com

Swiss Perfection
www.swissperfection.com

Tanamera Tropical Spa Sdn Bhd
www.tanamera.com.my

Temple Spa Ltd
www.templespa.com

Terraké
www.terrake.com

Thal'lon Laboratories
www.thalion.com

Thalgo
www.thalgo.com

Thann-Oryza
www.thann.info

Themae
www.themae.fr

TheraVine
www.spaproducts.co.za

Tri-Dosha Ltd
www.tri-dosha.co.uk

Uspa
www.uspaimmersion.com

Veribel
www.thewellcare.com

Victoria Moore Ltd
www.victoria-moore.eu

VOYA
www.voya.ie

Wala Heilmittel GmbH
www.wala.de

Weleda International
www.weleda.com

Wisdom of Africa
www.wisdomcosmetics.com

Yon-Ka
www.yonka.com

Ytsara
www.ytsara.com

Yum Skin Care Inc
www.yumskincare.com

Yves Rocher
www.yves-rocher.co.uk

SOUND THERAPY

Acutonics
www.acutonics.com

Next Wave Ltd
www.nextwave.fi

So Sound Solutions
www.sosoundsolutions.com

Stress & Motivation UK Ltd
www.soundwavetherapy.co.uk

SPA BATH/WHIRLPOOLS

4SeasonsSpa
www.4seasonsspa.com

Balnea GmbH & Co Kg
www.balnea.de

Barr + Wray
www.barrandwray.com

Catalina Spas
www.catalinaspas.co.uk

Cheshire Wellness UK
www.cheshire-spas-pools.co.uk

Dalesauna Ltd
www.dalesauna.co.uk

Design for Leisure Ltd
www.designforleisure.com

Di Vapor Ltd
www.divapor.com

GeoSpa Germany GmbH
www.geospa.de

Hansgrohe Ag
www.hansgrohe.com

Happy Sauna
www.happysauna

HydroCo
www.hydroco.com

Hydroconcept
www.hydro-concept-spa.com

Hydrotherm Ltd
www.hydrothermspa.com

Inviion Ltd
www.inviion.com

KLAFS GmbH & Co Kg
www.klafs.com

Massor
www.massor.com

NOLA 7
www.nola7.com

Portcrl Spas
www.portcrl.com

Schletterer Ltd
www.schletterer.com

Spaform
www.spaform.com

Thermarium Bäder-Bau GmbH
www.thermarium.com

Trautwein GmbH
www.trautwein-gmbh.com

Unbescheiden GmbH
www.unbescheiden.com

SPA DESIGN/ARCHITECTS

3d Leisure
www.3dleisure.com

360° Spa Solutions
www.360spasolutions.com

AB Concept
www.abconcept.net

Absolute Design
www.absolutedesign.co.uk

Adache Group Architects Inc
www.adache.com

aDesign
www.atlamdesignworldwide.com

Aedas Architects
www.aedas.com

AFLS+P Architects
www.aflsp.com

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American Leisure
www.americanleisure.com

Anapos Thermal Spa Equipment by SteamWorks
www.anapos.co.uk

Architrave Design & Planning Co Ltd
www.banyantree.com

Asfour Guzy Architects
www.asfourguzy.com

ASPA
www.a-spa.com

Aspen Resorts International
www.aspenresortsinternational.com

Aspen Spa Management
www.aspenspamanagement.com

Atelier Landauer Ltd
www.atelier-landauer.com

Atmosphere Spa Design
www.atmospherespadesign.com

AW Lake Spa Concepts Pte Ltd
www.awlakeonline.com

Beauty Leaders LLC
www.beautyleaders.com

Blu Spas Inc
www.bluspasinc.com

BUZ Design Consultants
www.buzdesign.biz

Champalimaud
www.champalimauddesign.com

Chantara Spa
www.chantaraspa.com

Clodagh
www.clodagh.com

Conceptasia
www.conceptasia.net

Consonni
www.consonni.it

Creative Spa Concepts
www.creativespaconcepts.com

Curry Spa Consulting LLC
www.curryspaconsulting.com

Daive Macullo Architetto
www.macullo.com

Denniston International Architects & Planners Ltd
www.denniston.com/my

DNA-Design
www.dna-design.co.uk

DP Architects
www.dpa.com.sg

dR Global
www.dr-global.com

Ecologic Spa Development & Management
www.spadevelopers.com

Foster + Partners
www.fosterandpartners.com

Fox Linton
www.foxlinton.com

Francisco Manosa & Partners
www.manosa.com

The Georgeson Group
www.georgesongroup.com

GeoSpa Germany GmbH
www.geospa.de

GOCO Hospitality
www.goco.co

Hammam Consultants
www.hammamconsultants.com

Happy Sauna
www.happysauna.it

HCB Associates
www.hcb-associates.com

Health Fitness Dynamics
www.hfdspa.com

Hirsch Bedner Associates/HBA
www.hbadesign.com

Howard Spa Consulting
www.howardspaconsulting.co.uk

HVS Spa and Leisure Services
www.hvs.com/services/spaleisure

IDP Design
www.idpdesign.com

Imagine Spa Management
www.imaginespamanagement.co.uk

Innovate Leisure
www.innovateleisure.com

International Leisure Consultants
www.ilc-world.com

IS Wellness
www.is-wellness.com

Jaya International Design
www.jayainternational.com

JG Spa Consultancy
www.jgspadevelopment.com

Jon'Ric International
www.jonric.com

Karma Spa
www.karma-spas.com/#

Kerry Hill Architects
www.kerryhillarchitects.com

Lane Pettigrew
www.lanepettigrew.com

Linser & Partner Consulting GmbH
www.linser-partner.com

Maps Design
www.mapsdesign.com

MASS Designers
www.massdesigners.com

Mestre & Mestre Spa Consulting
www.mestre-spa-mestre.com

Milk Leisure Ltd
www.milkleisure.co.uk

Moran Architects
www.moranarchitects.com

MSpa International
www.msipa-international.com

Natural Resources Spa Consulting Inc
www.nrispa.com

Newport Collaborative Architects
www.ncarchitects.com

Nika Consulting
www.nikaconsulting.ca

NOLA 7
www.nola7.com

Omdanne
www.omdanne.com.au

ORMS architecture design
www.orms.co.uk

Overland Partners
www.overlandpartners.com

P49 Deesign & Associates Co Ltd
www.p49deesign.com

PA Wellness Consultancy
www.pa-wellness.com

PCG Hotel Design
www.pcg-hoteldesign.com

Peter Muller
www.petermuller.org

Raison d'Etre
www.raisondetrespas.com

Red Cashew
www.redcashew.com

Resense Spa
www.resensespa.com

Richardson Sadeki
www.richardsonsadeki.com

Rizzato Spa Consulting
www.spa-consulting.com

Robert D Henry Architects
www.rdh-architects.com

Sacred Currents
www.sacredcurrents.com

Salamander Lifestyle Pte Ltd
www.salamanderspa.net

Sanipex Group
www.sanipexdubai.com

Sanitas Spa & Wellness
www.thesanitas.com

Saturn Projects Ltd
www.saturnprojects.com

Schletterer Ltd
www.schletterer.com

Sedona Resorts
www.sedona-resorts.com

Serena Spa Pvt Ltd
www.sedrenaspa.com

Smith Club & Spa Specialists
www.spatrade.com/smith

Spa Alila
www.alilahotels.com/about-alila

Spa Concepts International
www.spaconcepts.com

The Spa Consultants
www.thespaconsultants.co.za

Spa Creators
www.spacreators.com

Spa Developments
www.spadevelopments.com

Spa Guide-n-Light
www.spagidenlight.com

Spa Innovations
www.spa-innovations.com

Spa Management Solutions
www.spamanagementsolutions.com

Spa Origins Co Ltd
www.spaorigins.com

Spa Sessions
www.spasessions.com

Spa Strategy
www.spastrategy.net

Spa Success Consultants
www.spasuccess.com

Sparcstudio
www.sparcstudio.co.uk

Starpool srl
www.starpool.com

Steiner Leisure Ltd
www.steinerleisure.com

Steiner Spa Consulting
www.steinerspaconsulting.com

Steve Leung Designers Ltd
www.steveleung.com

Stolle Service Ltd
www.stolle.com

Strategic Spa Solutions
www.strategicspa.com

Studio Kusan Ltd
www.studio-kusan.hr

Studio Noach
www.studionoach.com

Studio RHE
www.rhe.uk.com

**Sylvia Planning And
design Inc (SPAd)**
www.sylviaspa.com

Syntax Group
www.syntaxuk.com

Thalgo Spa Management
www.thalgospamanagement.com

Thermarium Bäder-Bau GmbH
www.thermarium.com

Tip Touch Academie
www.tiptouch.com

Topaz Consulting
www.topazconsulting.net

Toskanaworld
www.toskanaworld.com

Trilogy Spa Ventures
www.trilogyspaventures.com

Under a Tree, Consulting
www.underatree.com

Vanessa Gallinaro
www.vanessa-gallinaro.com

Vast River
www.vastriverhk.com

Voelker Gray Design
www.voelkergraydesign.com

Wheway Lifestyle International
www.whewaylifestyle.com

Wimberly Allison Tong & Goo
www.watg.com

WTS International
www.wtsinternational.com

Zynk Design
www.zynkdesign.com

SUNCARE

Coola Suncare
www.coolasuncare.com

JK-International GmbH
www.ergoline.de

Soleil Organique
www.soleilorganique.com

Xen-Tan
www.xen-tan.co.uk

Yves Rocher
www.yves-rocher.co.uk

TANNING/SUNBEDS

Be Bronze
www.shopbebronze.com

Beau Bronz
www.beaubronz.co.uk

California Tan
www.californiatan.com

Fake Bake
www.fakebake.com

Finders International
www.findershealth.com

He-Shi Enterprises Ltd
www.he-shi.eu

InfinitySun
www.infinitysun.com

Iredale Mineral Cosmetics
www.janeiredale.com

JK-International GmbH
www.ergoline.de

Karora Cosmetics
www.karoracosmetics.com

On Group
www.on-group.co.uk

Soltron
www.soltron.us

St Tropez
www.st-tropez.com

Ultrasun International BV
www.ultrasun.nl

Vani-T Pty Ltd
www.vani-t.com

Vita Liberata
www.vitaliberata.com

Xen-Tan
www.xen-tan.co.uk

THALASSO/MARINE

Ahava
www.ahava.com

Babor GmbH & Co Kg
www.babor.com

Biodroga Cosmetic GmbH
www.biodroga.com

Blue Spa & Leisure Consultants Ltd
www.bluespaandleisure.co.uk

Collin
www.collinparis.com

Cor LLC
www.corsilver.com

C'watre
www.cwatre.com

Elemis Ltd
www.elemis.com

Ella Baché
www.ellabache.fr

Finders International
www.findershealth.com

FisioSphere
www.fisiosphere.it

Gatineau
www.gatineau-paris.com

Germaine de Capuccini
www.germaine-de-capuccini.com

Haslauer GmbH
www.haslauer.info

Kerstin Florian
www.kerstinflorian.com

Klapp Cosmetics GmbH
www.klapp-cosmetics.com

Haslauer GmbH
www.haslauer.info

Laboratoires Ingrid Millet SA
www.ingridmillet.com

Laboratoires La Prairie SA
www.laprairie.com

LaNatura
www.lanatura.com

Macon Meerescosmetic
www.maconmeerescosmetic.de

Omorovicza
www.omorovicza.com

Pevonia International LLC
www.pevonia.com

Phytomer
www.phytomer.com

Repêchage Ltd
www.repechage.com

Sothys
www.sothys.com

Terraké
www.terrake.com

► *Thalasso/marine cont...*

Thal'lon Laboratories

www.thalion.com

Thalgo

www.thalgo.com

VOYA

www.voya.ie

TREATMENT BEDS

4SeasonsSpa

www.4seasonsspa.com

Aequum Ltd

www.aequum.com

Athlegen Pty Ltd

www.athlegen.com.au

Avalon Couches

www.avaloncouches.co.uk

Beutelle Therapy Equipment Ltd

www.beutelle.co.uk

Boden Furnishings

www.bodenfurnishings.com

Chill Out Design

www.chillout-design.com

Clap Tzu

www.claptzu.de

Custom Craftworks

www.customcraftworks.com

Dreamtouch

www.instylefitness.co.uk

Earthlite Massage Tables

www.earthlite.com

ETE Wellness Engineering

www.ete.es

Falkner Massagetische

www.massagetable.at

GeoSpa Germany GmbH

www.geospa.de

Gharieni Group GmbH

www.gharieni.de

Happy Sauna

www.happysauna.it

Haslauer GmbH

www.haslauer.info

HydroCo

www.hydroco.com

Hydrotherm Ltd

www.hydrothermspa.com

Inviion Ltd

www.inviion.com

Lemi

www.lemi.it

Living Earth Crafts

www.livingearthcrafts.com

Massor

www.massor.com

Nilo

www.nilo-beauty.com

NOLA 7

www.nola7.com

Oakworks Inc

www.oakworks.com

Pierantonio Bonacina

www.pierantoniononacina.it

Pino GmbH

www.pinoshop.de

Silhouet-Tone Corp

www.silhouet-tone.com

Thermarium

www.thermarium.com

Trautwein GmbH

www.trautwein-gmbh.com

Unbescheiden GmbH

www.unbescheiden.com

UNIFORMS

Abacus Careerwear

www.mmcareerwear.co.uk

ADM Leisure Wear

www.admdirect.co.uk

Asquith London

www.asquithlondon.com

Barco Uniforms

www.barco.com

Buttercups Collection

www.buttercupsuniforms.co

Cabiola

www.cabiola.com

Corporate Trends

www.corporatetrends.co.uk

Fashion At Work (UK) Ltd

www.fashionatwork.co.uk

Fashionizer Spa

www.fashionizerspa.com

Florence Roby Ltd

www.uniformcollection.com

Inline London

www.inlinelondon.co.uk

Monique Mathieu

www.monique-mathieu.com

Noel Asmar Uniforms

www.spauniforms.com

Salonwear Direct

www.salonweardirect.co.uk

Simon Jersey Ltd

www.simonjersey.com

TameWear

www.tamewear.com

Tao Freedom LLC

www.taofreedom.com

Tempus Clothing

www.tempusclothing.com

Yeah Baby

www.yeahbabyp.com

VIBRATION THERAPY

Body Coach

www.bodycoach.net

Bretherton Therapy Products

www.bremed.co.uk

Fitvibe

www.fitvibe.com

Power Plate International Ltd

www.powerplate.co.uk

ProVib International

www.provib.com

Sasaki International Ltd

www.sasaki.co.uk

Sismo Fitness International

www.sismofitness.com

Vibrogym UK

www.bettervibrations.com

WASHROOMS

A&J Gummers

www.sirrusshowers.com

Airdri Ltd

www.airdri.com

Armitage Shanks

www.armitage-shanks.co.uk

Aloys F Dornbracht GmbH & Co Kg

www.dornbract.com

Dyson Airblade

www.dysonairblade.co.uk

Graff

www.graff-faucets.com

Hansa Metallwerkge Ag

www.hansa.com

Hansgrohe Ag

www.hansgrohe.com

Kimberly-Clark Professional

www.kcprofessional.com

Simply Washrooms

www.simplywashrooms.co.uk

Vendor International BV

www.vendorinternational.com

Washroom Washroom Ltd

www.washroom.co.uk

WATER TREATMENT

Barr + Wray

www.barrandwray.com

Bio Water Technology

www.biowatertech.co.uk

Complete Pool Controls

www.cpc-chemicals.co.uk

Magnapool

www.magnapool.com

Mineralogy

www.mineralogy.com

NOLA 7

www.nola7.com

Werner Dosiertechnik

www.werner-dosiertechnik.de

Training Directory

How to use the Training Directory

First launched online in 2006, the Training Directory lists complete contact details for more than 800 spa industry training providers. We have given a snapshot of organisations in our handbook, while full details of these and others can be found online at www.spaopportunities.com/training. For a breakdown of particular courses that these organisations deliver, please turn to our Course Selector on p297. This section outlines training courses by type and subjects covered

Academy Canada Career College

2 University Drive, Corner Brook,
NL A2H 5G4, Canada
Tel: +1 709 637 2100
www.academycanada.com

Advance Beauty College

10121 Westminster Avenue Garden
Grove, California, CA 92843, USA
Tel: +1 714 530 2131
www.advancebeautycollege.com

Alexander School of Natural Therapeutics

4026 Pacific Avenue, Tacoma,
WA 98418, USA
Tel: +1 877 472 1142
Email: alexand1@nwlinc.com
www.secretsofisis.com

Algonquin College of Applied Arts and Technology

1385 Woodroffe Avenue, Ottawa,
ON K2G 1V8, Canada
Tel: +613 727 4723
Email: askus@algonquincollege.com
www.algonquincollege.com

Alison Caroline Institute (ACI)

International College of Beauty,
Health and Holistic Therapy, 1st
Floor, Muthaiga Shopping Centre, PO
Box 63101-00619, Nairobi, Kenya
Tel: +254 20 374 4655
Email: info@acicollege.com
www.acicollege.com

Alpine College

PO Box 70235, 166 10 Glyfada, Greece
Tel: +30 210 89 83 022
Email: admissions@alpine.edu.gr
www.alpine.edu.gr

The American Spa Therapy Education & Certification Council

3900 Coronation Circle, Palm
Beach Gardens, FL 33410, USA
Tel: +1 561 802 3855
Email: info@astecc.com
www.astecc.com

Ananda Spa Institute (ASI)

Corporate Office, C-26, Qutab Institutional
Area, New Delhi, 110 016, India
Tel: +91 11 2656 8888
Email: ajaym@anandaspainstitute.com
www.anandaspainstitute.com

William Angliss Institute

555 La Trobe Street, Melbourne,
Victoria 3000, Australia
Tel: +613 9606 2111
Email: info@angliss.edu.au
www.angliss.edu.au

Ann Dyer Yoga

2121 Peralta Street, #102
Oakland, CA 94607, USA
Tel: +1 510 541 4803
Email: anndyer@anndyeryoga.com
www.anndyeryoga.com

► **Arizona Center for Integrative Medicine**

PO Box 245153 Tucson, AZ
85724-5153, USA
Tel: +1 520 626 6417
www.integrativemedicine.arizona.edu

Aroma Academy

Ustanove Aromara Centar,
Masarykova 21, Zagreb, Croatia
Tel: +385 1 3707 114
Email: centar@aromara.com
www.aromaakademija.hr

**Asheville-Buncombe Technical
Community College**

340 Victoria Road, Asheville,
NC 28801, USA
Tel: +1 828 254 1921
Email: admissions@abtech.edu
www.abtech.edu

Atelier Esthétique Institute

386 Park Avenue South, New
York City, NY 10016, USA
Tel: +1 800 626 1242
www.aeinstitute.net

Athlone Institute of Technology

Dublin Road, Athlone, County
Westmeath, Ireland
Tel: +353 90 646 8000
Email: admissions@ait.ie
www.ait.ie

**Australian Academy of
Beauty & Spa Therapy**

24-32 Lexington Drive, Norwest Business
Park, Bella Vista, NSW 2153, Australia
Tel: +61 1 300 277 785
Email: sue@ausacadbeauty.com.au
www.australianacademyofbeautytherapy.com

Australian College of Beauty Therapy

2nd Floor, 60 Stirling Street,
Perth, WA 6000, Australia
Tel: +61 8 9228 4611
Email: acbt.careers1@space.net.au
www.acbt.com.au

**Australian College of Natural
Therapies (ACNT)**

PO Box K1356, Haymarket,
NSW 1240, Australia
Tel: +61 2 9218 8888
www.acnt.edu.au

AUT University

55 Wellesley Street East, Auckland
City, New Zealand 1010
Tel: +64 9 921 9999
www.aut.ac.nz

Axelsons Gymnastiska Institut

Box 6475, 113 82 Stockholm, Sweden
Tel: +46 8 54 54 59 00
Email: info@axelsons.se
www.axelsons.se

Barnfield College

New Bedford Road Centre, Luton,
Bedfordshire, LU2 7BF, UK
Tel: +44 1582 569 500
www.barnfield.ac.uk

Beautico Academy of Beauty

PO Box 14577, Hatfield 0028,
Pretoria, South Africa
Tel: +27 12 362 6571
Email: beautiko@beautiko.co.za
www.beautiko.co.za

**The Beauty Specialist Training
Centre & Nail Academy**

95 Umhlanga Rocks Drive, Unit A1
& 2, Netcare Education, Durban
North, 4051, South Africa
www.beautyspecialists.co.za

Bellevue Beauty Training Academy

Level 1, 125 Margaret Street, Brisbane
CBD, QLD 4000, Australia
Tel: +61 7 3003 0277
Email: info@bellevuebeauty.qld.edu.au
www.bellevuebeauty.com.au

Bellus Academy

The Academy of Beauty & Spa,
13266 Poway Road, Poway, CA 92064, USA
Tel: +1 858 748 1490
www.bellusacademy.edu

Boca Beauty Academy LLC

70 South Dixie Highway, Boca
Raton, FL 33432, US
Tel: +1 561 487 1191
www.bocabeautyacademy.com

Bournemouth University

Fern Barrow, Talbot Campus,
Poole, Dorset BH12 5BB, UK
Tel: +44 1202 524 111
Email: enquiries@bournemouth.ac.uk
www.bournemouth.ac.uk

Brueckner Group/Spassion

7676 Woodbine Unit 2, Markham,
ON L3R 2N2, Canada
Tel: +1 905 479 2121
Email: info@spassion.com
www.spassion.com

Burton College

Lichfield Street, Burton on Trent,
Staffordshire, DE14 3RL, UK
Tel: +44 1283 494 400
Email: enquiries@burton-college.ac.uk
www.burton-college.ac.uk

Camelot Spa Group

PO Box 1090, Parklands 2121, South Africa
Tel: +27 11 880 3850
Email: info@camelotohealth.co.za
www.camelotspagroup.com

Canadian College of Shiatsu Therapy

142 Lonsdale Avenue, North Vancouver,
British Columbia, Canada, V7M 2E8
Tel: +1 604 904 4187
Email: info@shiatsu.vc
www.shiatsu.vc

Canadian Tourism College

#501-1755 West Broadway,
Vancouver, BC V6J 4S5, Canada
Tel: +1 604 736 8000
www.tourismcollege.com

The Carlton Institute

34 Rolle Street, Exmouth,
Devon, EX8 2SH, UK
Tel: +44 1395 226 622
Email: enquiry@beauty-training.co.uk
www.beauty-training.co.uk

Carrigg Beauty

Carrigg Beauty and Day Spa, 1st Floor,
Florence House, Florence Road,
Bray, County Wicklow, Ireland
Tel: +353 1 286 8872
Email: minixk@eircom.net
www.carriggbeauty.ie

Centennial College

PO Box 631, Station A, Toronto,
ON M1K 5E9, Canada
Tel: +1 416 289 5300
Email: success@centennialcollege.ca
www.centennialcollege.ca

Chinese University of Hong Kong

Shatin, New Territories, Hong Kong
SAR, The People's Republic of China
Tel: +852 3943 7000
www.cuhk.edu.hk/english/

Chiva-Som Academy

11th Floor, Modern Town Building, 87
Sukhumvit Soi 63, Bangkok 10110, Thailand
Tel: +66 2 711 6900 12
Email: reserv@chivasom.com
www.chivasomacademy.com

CIDESCO

Waidstrasse 4A, 8037 Zurich, Switzerland
Tel: +41 44 448 22 00
Email: info@cidesco.com
www.cidesco.com

City & Guilds

1 Giltspur Street, London, EC1A 9DD, UK
Tel: +44 20 7294 2800
www.cityandguilds.com

Colbourne College

33 1/2 Eastwood Park Road, Kingston 10
(vicinity of Half Way Tree), Jamaica
Tel: +876 906 8085
Email: admin@colbournecollege.com
www.colbournecollege.com

Confederation of International Beauty Therapy and Cosmetology (CIBTAC)

Meteor Court, Barnett Way,
Gloucester, GL4 3GG, UK
Tel: +44 1452 623 114
Email: info@babtac.com
www.cibtac.com

Cornell Nanyang Institute of Hospitality Management

Nanyang Business School,
Nanyang Technological University,
S3-B1A-35 Nanyang Avenue,
Singapore 639798, Singapore
Tel: +65 6316 8865
Email: cni-hospitality@ntu.edu.sg
www.cni.ntu.edu.sg

Cornell University School of Hotel Management

180 Statler Hall, Ithaca, NY
14853-6902, USA
Tel: +1 607 255 6376
Email: hotelschool_admissions@cornell.edu
www.hotelschool.cornell.edu

Coventry University

Priory Street, Coventry CV1 5FB, UK
Tel: +44 24 7688 7688
Email: studentenquiries@coventry.ac.uk
www.coventry.ac.uk

Creative Spa Concepts

5150 Stilesboro Road, Suite 100,
Kennesaw, GA 30152, USA
Tel: +1 678 213 3080
Email: info@creativespaconcepts.com
www.creativespaconcepts.com

Crystal Light Therapy

63553 Goldspur Way, Bend, OR 97701, USA
Tel: +1 541 318 8405
Email: patricia@crystallighttherapy.com
www.crystallighttherapy.com

► **DermaFX by Evie Adams**

409 High Road, Woodford Green, Essex, IG8 0XG, UK
Tel: +44 870 300 2078
Email: info@dermafx.com
www.evieadams.com

Ecole hôtelière de Lausanne

La Chalet-à-Gobet, Case postal 37, 1000 Lausanne 25, Switzerland
Tel: +41 21 785 11 11
www.ehl.edu

Élégance Gontard International School

47 Rue Hôtel des Postes, Nice 06000, France
Tel: +33 4 9388 1292
Email: contact@elegance-fr.net
www.elegance-fr.net

Elite International School of Beauty and Spa Therapy

49B Apollo Drive, Mairangi Bay, Auckland, New Zealand
Tel: +64 9477 3548
www.elitebeautyschool.co.nz

Elly Lukas Beauty Therapy College

Level 2, 171 Collins Street, Melbourne 3000, Australia
Tel: +61 3 9923 8888
Email: info@ellylukas.edu.au
www.ellylukas.edu.au

Elmcrest College of Applied Health and Sciences and Spa Management

1200 Lawrence Avenue West, North York, Toronto, ON M6A 1E3, Canada
Tel: +1 416 630 6300
Email: admissions@elmcrestcollege.com
www.elmcrestcollege.com

Empire Medical Training

2720 East Oakland Park Boulevard, Street 102, Fort Lauderdale, FL 33063, USA
Tel: +1 866 333 6467
www.empiremedicaltraining.com

Endicott College

376 Hale Street, Beverly, MA 01915, USA
Tel: +1 978 927 0585
Email: admissions@endicott.edu
www.endicott.edu

Esalen Institute

55000 Highway 1, Big Sur, CA 93920, USA
Email: info@esalen.org
www.esalen.org

ESSEC Business School

Groupe ESSEC, BP50105 Cergy, F-95021, Cergy-Pontoise Cedex, France
www.essec.edu

European College of Bowen Studies

The Corsley Centre, Old School, Deep Lane, Corsley, Wiltshire, BA12 7QF, UK
Tel: +44 1373 832 340
Email: enquiries@thebowentechnique.com
www.thebowentechnique.com

European Education Centre for Wellness and Health

Richard Weidlich-place 10, D-65931 Frankfurt am Main, Germany
Tel: +49 69 130 25 86-0
www.wellness-bildungswerk.de

European Institute of Esthetics

6724-75 Street, Edmonton, AB T6E 6T9, Canada
Tel: +1 780 466 5271
Email: info@europeaninstituteofesthetics.com
www.europeaninstitute.ca

European Wellness-Institut GmbH

Kaiser-Friedrich-Promenade 83, Bad Homburg 61348, Germany
Tel: +49 61 72 495 470
www.wellness-institut.com

Evolution Schools

7a Northward Street, Upper Coomera, QLD 4209, Australia
Tel: +61 1300 300 832
www.evolutionschools.com

Federation of Holistic Therapists (FHT)

18 Shakespeare Business Park, Hathaway Close, Eastleigh, Hampshire, SO50 4SR, UK
Tel: +44 844 875 2022
Email: info@fht.org.uk
www.fht.org.uk

FH Joanneum

Alte Poststrasse 147-154, Eggenberger Allee 9-13, 8020 Graz, Austria
Tel: +43 316 5453 0
Email: info@fh-joanneum.at
www.fh-joanneum.at

First Spa Academy

Spa House, Winchet Hill, Goudhurst, Kent, TN17 1JY, UK
Tel: +44 1580 211 055
Email: robert@findershealth.com
www.firstspaacademy.com

Florida Gulf Coast University (FGCU)

10501 FGCU Boulevard South, Fort Myers, FL 33965-6565, USA
Tel: +1 239 590 7742
www.fgcu.edu

Frederique Academy

21st Floor, Island Beverley, 1 Great Street, Causeway Bay, Hong Kong
Tel: +852 2522 2526
www.frederiqueacademy.com.hk

Fuss Beauty College

Shop 2, 161 New South Head Road,
Edgecliff, NSW 2027, Australia
Tel: +61 2 9326 2211
Email: info@fuss.com.au
www.fuss.com.au

The George Washington Institute

2300 K Street NW, Warwick Building,
Suite 313, Washington, DC 20037, USA
Tel: +1 202 994 6220
Email: caring@gwish.org
www.gwish.org

Government Ayurveda College

MG Road, Thiruvananthapuram
– 695001, Kerala India
Tel: +91 471 246 0190

Great Bay Community College

320 Corporate Drive, Portsmouth,
NH 03801, USA
Tel: +1 603 427 7600
Email: askgreatbay@ccsnh.edu
www.greatbay.edu

Haaga-Helia University of Applied Sciences

Admissions Office, Ratapihantie
13, FI-00520, Helsinki, Finland
Tel: +358 400 230 409
Email: admissions@haaga-helia.fi
www.haaga-helia.fi

The Hawaiian Islands School of Massage

Pualani Terrace Building, C
81-6587, Mamalahoa Hwy,
Kealahou, HI 96750, USA
Tel: +1 808 323 3800
Email: info@hawaiianmassageschool.com
http://lei.sr?a=G8V0T

HCB Associates

PO Box 32, Minehead,
Somerset T24 7YB, UK
Tel: +44 1635 202 878
Email: spa.consult@hcb-associates.com
www.hcb-associates.com

Headmasters Academy Pty Ltd

Level 3 Centre Way, 259-263 Collins
Street, Melbourne, VIC 3000, Australia
Tel: +61 3 9650 7300
Email: info@headmasters.com.au
www.headmasters.com.au

Healing Hands International

Postnet Suite 165, Privatebag X132,
Centurion, Gauteng 0046, South Africa
Email: info@healinghands.co.za
www.healinghands.co.za

Heat Spa Kur Therapy Development Inc

PO Box 2066, Bonita, CA 91908-1066, USA
Tel: +1 619 498 1968
Email: drb@h-e-a-t.com
www.h-e-a-t.com

Hill College

112 Lamar, Hillsboro, TX 76645, USA
Tel: +1 254 659 7500
www.hillcollege.edu

Himalayan Healers

Nepal Direct Effects, PO Box 3465,
Grand Junction, CO 81504, USA
Tel: +1 977 1441 0432
Email: info@himalayanhealers.org
www.himalayanhealers.org

Hong Kong Polytechnic University

Hung Hom, Kowloon, Hong Kong
Tel: +852 2766 5111
Email: asdept@polyu.edu.hk
www.polyu.edu.hk

Houston School of Massage

10600 Northwest Freeway Suite,
202 Houston, TX 77092, USA
Tel: +1 713 681 5275
www.houstonschoolofmassage.com

Humantra/HealthCert

PO Box 789, Sanctuary Cove,
QLD 4212, Australia
Tel: +61 7 3137 1399
www.healthcert.com.au

Humber College

205 Humber College Boulevard,
Etobicoke, ON M9W 5L7, Canada
Tel: +1 416 675 6622
Email: enquiry@humber.ca
www.humber.ca

HZ University of Applied Sciences

International Office, Edisonweg 4, 4382
NW Vlissingen, The Netherlands
Email: study@hz.nl
www.hz.nl

ILIS

Turku University of Applied
Sciences, Faculty of Well-being
Services, Lemminkäisenkatu
30, 20520 Turku, Finland
Tel: +358 50 5985 343
Email: susanna.saari@turkuamk.fi
www.ilisproject.eu

Institut de Management Hotelier International (IMHI)

ESSEC Business School, Avenue
Bernard Hirsch, B.P. 50105, 95021
Cergy-Pointoise Cedex, France
Tel: +33 1 34 43 30 00
Email: essecinfo@essec.fr
www.essec.edu

► **International Academy of Ayurveda (IAA)**

Rajbharati, 367 Sahakar Nagar
1, Pune 411009, India
Tel: +91 20 24224427
Email: sbranade@hotmail.com
www.ayurved-int.com

International Academy of Spa Esthetics

Kamchatskaya 8-2-14,
Moscow 107065, Russia
Tel: +7 495 226 4289
Email: info@russiaspas.ru
eng.russiaspas.ru

**International Association for Physicians
in Aesthetic Medicine (IAPAM)**

848 North Rainbow Boulevard,
713 Las Vegas, NV 89107, USA
Tel: +1 800 219 5108
www.iapam.com

**International Federation of
Aromatherapists (IFA)**

7B Walpole Court, Ealing Green,
Ealing, London, W5 5ED, UK
Tel: +44 20 8567 2243
Email: office@ifaroma.org
www.ifaroma.org

**International Hotel Management
Institute - IMI University Centre**

Seeacherweg 1, 6047 Kastanienbaum
- Luzern CH, Switzerland
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www.imi-luzern.com

International Hotel Spa Academy (IHSA)

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Beach, FL 33069, USA
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Email: info@internationalhotelspaacademy.com
www.internationalhotelspaacademy.com

**International Institute for
Anti-Ageing (IIAA)**

Unit 1, 1000 North Circular Road,
London, NW2 7JP, UK
Tel: +44 20 8450 7997
Email: info@iiaa.eu
www.iiaa.eu

**International Medical Spa
Institute (IMSI)**

4-13-17-A Jingumae, Shibuya,
Tokyo 150-0001, Japan
Tel: +81 3 5770 6818
Email: info@imsi.co.jp
www.imsi.co.jp

**International School of Beauty
Therapy (Australia)**

Suite 39A, Upper Level, Cottesloe
Central, 460 Stirling Highway,
Peppermint Grove, WA 6011, Australia
Tel: +61 8 9385 3432
Email: study@internationalbeauty.com.au
www.internationalbeauty.com.au

**International School of
Beauty Therapy (Malta)**

"Cova da Iria" Triq Galanton
Vassallo, St Venera 1902, Malta
Tel: +356 2144 0424
Email: sawarrin@maltanet.net
www.isbtmalta.com

**International Spa and
Beauty College (ISBC)**

Unit 801-5, 8/F Miramar Tower,
132-134 Nathan Road, TST
KLN, Hong Kong
Tel: +852 2526 8818
Email: info@isbc.com.hk
www.isbc.com.hk

**International Therapy
Examination Council (ITEC)**

2nd floor, Chiswick Gate, 598-608 Chiswick
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Email: info@itecworld.co.uk
www.itecworld.co.uk

International Training Massage School

17/6-7 Hah Yak Santitham, Morakot
Road, Chang Puek, Muang,
Chiang Mai 50300, Thailand
Email: itm@itmthaimassage.com
www.itmthaimassage.com

**Isa Carstens Health and
Skin Care Academy**

PO Box 149, Stellenbosch 7599, South Africa
Tel: +27 21 883 9777
Email: info@isacarstens.co.za
www.isacarstens.co.za

Issamay School of Beauty

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Petaling Jaya, Selangor 47301, Malaysia
Tel: +603 7880 0555
Email: joonwong@hotmail.com
www.issamay.com

Istanbul Technical University

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info@intoffice@itu.edu.tr
www.international.itu.edu.tr

Istanbul University

Center Campus, 34452 Beyazit,
Eminonu, Istanbul
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www.istanbul.edu.tr

ITM - International College of Tourism & Management

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2540 Bad Voslau, Austria
Tel: +43 2252 790 260
Email: office@itm-college.eu
www.itm-college.eu

James Watt College of Further & Higher Education

North Ayrshire Campus, Lauchlan
Way, Kilwinning, KA13 6DE, UK
Tel: +44 1294 559 000
www.jameswatt.ac.uk

Jamu Spa School

Jalan By Pass, Ngurah Rai 99x,
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Email: jarimenari@jarimenari.com
www.jarimenari.com

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London School of Iridology

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Tel: +65 6788 2000
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www.tp.edu.sg

Thai Heritage Spa Co Ltd

6th Floor, Building B Thai Military Bank (Phayathai Branch), 34 Phayathai, Rajtheeve, Bangkok 10400, Thailand
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Email: thaispa@sarah-org.com
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Thai Yoga Therapy

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Touch Research Institute

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The Hawaiian Islands School of Massage
<http://lei.sr?a=G8VOT>

Lymphatic drainage

The American Spa Therapy Education & Certification Council
www.astecc.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Chiva-Som Academy
www.chivasomacademy.com

Heat Spa Kur Therapy Development Inc
www.h-e-a-t.com

Schule fuer Physiotherapeuten und Masseur Bad Sulza
www.schulewfp.de

Medical ecology

Australian College of Natural Therapies (ACNT)
www.acnt.edu.au

Naturopathy

Australian College of Natural Therapies (ACNT)
www.acnt.edu.au

National University of Health Sciences
www.nuhs.edu

Reflexology

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

The American Spa Therapy Education & Certification Council
www.astecc.com

Australian College of Natural Therapies (ACNT)
www.acnt.edu.au

Axelsons Gymnastiska Institut
www.axelsons.se

Beautico Academy of Beauty
www.beautiko.co.za

The Beauty Specialist Training Centre & Nail Academy
www.beautyspecialists.co.za

Camelot Spa Group
www.camelotspagroup.com

The Carlton Institute
www.beauty-training.co.uk

Chiva-Som Academy
www.chivasomacademy.com

City & Guilds
www.cityandguilds.com

Élégance Gontard International School
www.elegance-fr.net

Federation of Holistic Therapists (FHT)
www.fht.org.uk

Himalayan Healers
www.himalayanhealers.org

International Academy of Spa Esthetics
www.russiaspas.ru

International Medical-Spa Institute (IMSI)
www.imsi.co.jp

International Spa and Beauty College (ISBC)
www.isbc.com.hk

Issamay School of Beauty
www.issamay.com

Orient Spa Academy
www.orientspaacademy.com

Suffolk New College
www.suffolk.ac.uk

VTCT
www.vtct.org.uk

Reiki

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

Himalayan Healers
www.himalayanhealers.org

International Spa and Beauty College (ISBC)
www.isbc.com.hk

London Therapists
www.london-therapists.com

VTCT
www.vtct.org.uk

Shiatsu

Camelot Spa Group
www.camelotspagroup.com

Canadian College of Shiatsu Therapy
www.shiatsu.vc

Chiva-Som
www.chivasom.com

Orient Spa Academy
www.orientspaacademy.com

The Shiatsu School
www.theshiatusschool.com

Spa Professionals International Development Center
www.spaprofessionals.net

Steiner Education Group (SEG)
www.steinered.com

VTCT
www.vtct.org.uk

Yoga

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Ann Dyer Yoga
www.anndyeryoga.com

Chiva-Som Academy
www.chivasomacademy.com

Thai Yoga Therapy
www.deonthaiyoga.com

Yoga Alliance
www.yogaalliance.org

YogaFit
www.yogafit.com

General Spa Courses

Anatomy and physiology

Alexander School of Natural Therapeutics
www.secretsofisis.com

The American Spa Therapy Education & Certification Council
www.astecc.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Camelot Spa Group
www.camelotspagroup.com

Carrigg Beauty
www.carriggbeauty.ie

Chiva-Som Academy
www.chivasomacademy.com

► *Anatomy and physiology courses cont...*

City & Guilds
www.cityandguilds.com

European Education Centre for Wellness and Health
www.wellness-bildungswerk.de

Healing Hands International
www.healinghands.co.za

Houston School of Massage
www.houstonschoolofmassage.com

International Spa and Beauty College (ISBC)
www.isbc.com.hk

KORE Therapy
www.koretherapy.com

Kosmetae
www.kosmetae.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

London Therapists
www.london-therapists.com

Orient Spa Academy
www.orientspaacademy.com

Schule fuer Physiotherapeuten und Masseur Bad Sulza
www.schulewfp.de

Shang-Shung Institute of America
www.shangshung.org

Steiner Education Group (SEG)
www.steinered.com

Success International Health and Skincare Academy
www.successinternational.co.za

VTCT
www.vtct.org.uk

Beauty therapy

Alison Caroline Institute (ACI)
www.acicollege.com

The American Spa Therapy Education & Certification Council
www.astecc.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

William Angliss Institute
www.angliss.edu.au

Australian Academy of Beauty & Spa Therapy
www.australianacademyofbeautytherapy.com

Australian College of Beauty Therapy
www.acbt.com.au

Australian College of Natural Therapies (ACNT)
www.acnt.edu.au

Barnfield College
www.barnfield.ac.uk

Bellevue Beauty Training Academy
www.bellevuebeauty.com.au

Bellus Academy
www.bellusacademy.edu

Burton College
www.burton-college.ac.uk

Camelot Spa Group
www.camelotspagroup.com

The Carlton Institute
www.beauty-training.co.uk

CIDESCO
www.cidesco.com

City & Guilds
www.cityandguilds.com

Confederation of International Beauty Therapy and Cosmetology (CIBTAC)
www.cibtac.com

DermaFX by Evie Adams
www.evieadams.com

Elite International School of Beauty & Spa Therapy
www.elitebeautyschool.co.nz

Elly Lukas Beauty Therapy College
www.ellylukas.edu.au

Evolution Schools
www.evolutionschools.com

Frederique Academy
www.frederiqueacademy.com.hk

Fuss Beauty College
www.fuss.com.au

The Hawaiian Islands School of Massage
<http://lei.sr?a=G8VOT>

Headmasters Academy Pty Ltd
www.headmasters.com.au

International School of Beauty Therapy (Australia)
www.internationalbeauty.com.au

International School of Beauty Therapy (Malta)
www.isbtmalta.com

International Therapy Examination Council
www.itecworld.co.uk

Issamay School of Beauty
www.issamay.com

James Watt College of Further & Higher Education
www.jameswatt.ac.uk

Jamu Spa School
www.jamuspaschool.com

Kes College School of Beauty Therapy
www.kes.ac.cy

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

London College of Beauty Therapy (LCBT)
www.lcbt.co.uk

London College of Fashion
www.fashion.arts.ac.uk

Mary Reid International School Of Beauty
www.maryreidspaacademy.com

Natura School of Advanced Beauty Therapy
www.naturaspa.co.in

Newcastle College
www.ncl-coll.ac.uk

Perth College of Beauty Therapy
www.perthcollege.com.au

Plymouth University/Truro and Penwith College
www.truro-penwith.ac.uk

Professional Beauty College of Australia
www.pbca.com.au

Pure Skin Institute
www.pureskin.com.au

The South Pacific Academy of Beauty Therapy
www.fijisenikaispas.com

Steiner Education Group (SEG)
www.steinered.com

Stoke On Trent College
www.stokecoll.ac.uk

Suffolk New College
www.suffolk.ac.uk

Summa Spa Institute
www.summaspa.com

University of Bedfordshire
www.beds.ac.uk

University of the Arts London
www.arts.ac.uk

York College
www.yorkcollege.ac.uk

Younique School of Beauty
www.younique.ie

Body therapy

Alison Caroline Institute (ACI)
www.acicollege.com

Camelot Spa Group
www.camelotspagroup.com

Carrigg Beauty
www.carriggbeauty.ie

Crystal Light Therapy
www.crystallighttherapy.com

European Institute of Esthetics
www.europeaninstitute.ca

Houston School of Massage
www.houstonschoolofmassage.com

Humantra/HealthCert
www.healthcert.com.au

International Spa and
Beauty College (ISBC)
www.isbc.com.hk

International Therapy
Examination Council
www.itecworld.co.uk

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Plymouth University/City
College Plymouth
www.city.plym.ac.uk

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Spa Business School
www.spabusinessschool.co.uk

Steiner Education Group (SEG)
www.steinered.com

Steiner Training Academy
www.onespaworld.com

VTCT
www.vtct.org.uk

Dermatology
Humantra/HealthCert
www.healthcert.com.au

Steiner Education Group (SEG)
www.steinered.com

Hydrotherapy
Alexander School of
Natural Therapeutics
www.secretsofisis.com

The American Spa Therapy
Education & Certification Council
www.astecc.com

International Academy
of Spa Esthetics
www.russiaspas.ru

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Steiner Education Group (SEG)
www.steinered.com

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Lifestyle coaching

European Education Centre
for Wellness and Health
www.wellness-bildungswerk.de

The George Washington Institute
www.gwish.org

Mindful Awareness Research Center
www.marc.ucla.edu

RMIT University
www.rmit.edu.au

Nutrition

Alison Caroline Institute (ACI)
www.acicollege.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Australian College of Natural
Therapies (ACNT)
www.acnt.edu.au

Beautico Academy of Beauty
www.beautiko.co.za

Chiva-Som Academy
www.chivasomacademy.com

European Education Centre
for Wellness and Health
www.wellness-bildungswerk.de

International Academy
of Spa Esthetics
www.russiaspas.ru

Issamay School of Beauty
www.issamay.com

Kosmetae
www.kosmetae.com

The Northern College of Acupuncture
www.chinese-medicine.co.uk

RMIT University
www.rmit.edu.au

Steiner Education Group (SEG)
www.steinered.com

Success International Health
and Skincare Academy
www.successinternational.co.za

VTCT
www.vtct.org.uk

Spa management

Academy Canada Career College
www.academycanada.com

Alexander School of
Natural Therapeutics
www.secretsofisis.com

Algonquin College of Applied
Arts and Technology
www.algonquincollege.com

Alpine College
www.alpine.edu.gr

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

William Angliss Institute
www.angliss.edu.au

Asheville-Buncombe Technical
Community College
www.abtech.edu

Atelier Esthétique Institute
www.aeinstitute.net

Athlone Institute of Technology
www.ait.ie

Australian Academy of
Beauty & Spa Therapy
www.australianacademyofbeautytherapy.com

AUT University
www.aut.ac.nz

Barnfield College
www.barnfield.ac.uk

► *Spa management courses* cont...

Bellus Academy
www.bellusacademy.edu

Bournemouth University
www.bournemouth.ac.uk

Brueckner Group/Spassion
www.spassion.com

Camelot Spa Group
www.camelotspagroup.com

Canadian Tourism College
www.tourismcollege.com

The Carlton Institute
www.beauty-training.co.uk

Centennial College
www.centennialcollege.ca

Chinese University of Hong Kong
www.cuhk.edu.hk/english/

Chiva-Som Academy
www.chivasomacademy.com

Colbourne College
www.colbournecollege.com

Cornell Nanyang Institute of
Hospitality Management
www.cni.ntu.edu.sg

Cornell University School
of Hotel Management
www.hotelschool.cornell.edu

Coventry University
www.coventry.ac.uk

Creative Spa Concepts
www.creativespaconcepts.com

Ecole hôtelière de Lausanne
www.ehl.edu

Elegance Gontard International School
www.elegance-fr.net

Elly Lukas Beauty Therapy College
www.ellylukas.edu.au

Elmcrest College of Applied Health
and Sciences and Spa Management
www.elmcrestcollege.com

Endicott College
www.endicott.edu

ESSEC Business School
www.essec.edu

European Education Centre
for Wellness and Health
www.wellness-bildungswerk.d

European Wellness-Institut GmbH
www.wellness-institut.com

FH Joanneum
www.fh-joanneum.at

Florida Gulf Coast University (FGCU)
www.fgcu.com

Great Bay Community College
www.greatbay.edu

Haaga-Helia University
of Applied Sciences
www.haaga-helia.fi

HCB Associates
www.hcb-associates.com

Headmasters Academy Pty Ltd
www.headmasters.com.au

Hill College
www.hillcollege.edu

Hong Kong Polytechnic University
www.polyu.edu.hk

Houston School of Massage
www.houstonschoolofmassage.com

Humber College
www.humber.ca

HZ University of Applied Sciences
www.hz.nl/HZ/EN/

ILIS
www.ilisproject.eu

International Academy
of Spa Esthetics
www.russiaspas.ru

International Association
for Physicians in Aesthetic
Medicine (IAPAM)
www.iapam.com

International Hotel Spa
Academy (IHSA)
www.internationalhotelspaacademy.com

International Hotel Management
Institute - IMI University Centre
www.imi-luzern.com

International Spa and
Beauty College (ISBC)
www.isbc.com.hk

Institut de Management
Hotelier International IMHI
www.essec.edu

Isa Carstens Health and
Skin Care Academy
www.isacarstens.co.za

Istanbul Technical University ITU
www.international.itu.edu.tr

ITM - International College of
Tourism & Management
www.itm-college.eu

Lincoln College of New England
www.lincolncollegene.edu

London College of Fashion
www.fashion.arts.ac.uk

Loyalist College
www.loyalistcollege.com

Mahidol University
International College
www.mahidol.ac.th

Natura School of Advanced
Beauty Therapies
www.naturaspa.co.in

New River Community College
www.nr.vccs.edu

Newcastle College
www.ncl-coll.ac.uk

Niagara University
www.niagara.edu

Nippon Spa College (NISPACE)
www.nispac.jp

Northeast Alabama
Community College
www.nacc.edu

Orient Spa Academy
www.orientspaacademy.com

Pacific International Beauty Institute
www.pibischool.com

Parnu College, University of Tartu
www.pc.ut.ee/en

Plymouth University/City
College Plymouth
www.city.plym.ac.uk

Plymouth University/Truro
and Penwith College
www.truro-penwith.ac.uk

Raison d'Etre
www.raisondetrespas.com

Republic Polytechnic
www.rp.edu.sg

RMIT University
www.rmit.edu.au

Russian State University
of Management
www.guu.ru

Sandhills Community College
www.sandhills.edu

Santi Development Programme Ltd
www.santi-santi.com

Saxion University of Applied Science
www.saxion.edu

Scottsdale Community College
www.scottsdalecc.edu

Southwest Institute of Healing Arts
www.swiha.edu

Spa Business School
www.spabusinessschool.co.uk

Spa College
www.spa-college.com

Spa Innovations Pte Ltd
www.spa-innovations.com

Spa Professionals International
Development Center
www.spaprofessionals.net

Spa Sessions
www.spasessions.com

Spa Wellness Academy at
the University of Lovran
www.akademija.wellness.hr

SpaQuality LLC
www.spaquality.com

SPARK Spa and Wellness Academy
www.learninspark.com

Spas matter 2
www.spasmatter2.com

Spas2b Inc
www.spas2b.com

SpaSynergy Pte Ltd
www.spasynergy.com

Swiss Hotel Management School
www.shms.com

Szolnok University College
www.szolf.hu

Temasek Polytechnic
www.tp.edu.sg

Ultimate Group
www.theultimategroup.com

Ultimate Medical Academy LLC
www.ultimatemedical.edu

Universitas Gadjah Mada
www.ugm.ac.id/en

University College Birmingham
www.ucb.ac.uk

University of Bedfordshire
www.beds.ac.uk

University of California, Irvine
www.uci.edu

University of Derby
www.derby.ac.uk

University of Houston
www.hrm.uh.edu

University of Minnesota, Crookston
www.crk.umn.edu

University of Southern California
www.usc.edu

University of the Arts
www.arts.ac.uk

University of West Florida - UWF
www.uwf.edu

Urban Healing Co Ltd
www.urbanhealing.net

Vimal Institution
www.vimal.hr

Warwickshire College
www.warwickshire.ac.uk

Wynne Business
www.wynnebusiness.com

York College
www.yorkcollege.ac.uk

Spa therapy

Advance Beauty College
www.advancebeautycollege.com

The American Spa Therapy
Education & Certification Council
www.astecc.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Aroma Academy
www.aromaakademija.hr

Australian College of Natural
Therapies (ACNT)
www.acnt.edu.au

Beautico Academy of Beauty
www.beautiko.co.za

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

City & Guilds
www.cityandguilds.com

Elite International School of
Beauty & Spa Therapy
www.elitebeautyschool.co.nz

Elly Lukas Beauty Therapy College
www.ellylukas.edu.au

European Wellness-Institut GmbH
www.wellness-institut.com

Evolution Schools
www.evolutionschools.com

First Spa Academy
www.firstspaacademy.com

The Hawaiian Islands
School of Massage
<http://lei.sr?a=G8VOT>

Healing Hands International
www.healinghands.co.za

International Therapy
Examination Council
www.itecworld.co.uk

Isa Carstens Health and
Skin Care Academy
www.isacarstens.co.za

Jamu Spa School
www.jamuspaschool.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

National University of Health Sciences
www.nuhs.edu

Nippon Spa College (NISPAC)
www.nispac.jp

Pure Skin Institute
www.pureskin.com.au

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Serena Spa Pvt Ltd
www.serenaspa.com

Spa Professionals International
Development Center
www.spaprofessionals.net

SpaED Academy
www.spaedacademy.com

► *Spa therapy courses cont...*

Steiner Education Group (SEG)
www.steinered.com

Suffolk New College
www.suffolk.ac.uk

Summa Spa Institute
www.summaspa.com

VTCT
www.vtct.org.uk

Hair / Beauty and Nails

Cosmetic resurfacing

Atelier Esthétique Institute
www.aeinstein.net

Electrolysis

Academy Canada Career College
www.academycanada.com

The Carlton Institute
www.beauty-training.co.uk

Carrigg Beauty
www.carriggbeauty.ie

Steiner Education Group (SEG)
www.steinered.com

Epilation

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

International Therapy
Examination Council
www.itecworld.co.uk

Laser hair removal

Camelot Spa Group
www.camelotspagroup.com

The Carlton Institute
www.beauty-training.co.uk

Skin Care Academy
www.skincareacademy.com

Steiner Education Group (SEG)
www.steinered.com

VTCT
www.vtct.org.uk

Make-up

Australian College of Beauty Therapy
www.acbt.com.au

Beautico Academy of Beauty
www.beautiko.co.za

The Beauty Specialist Training
Centre & Nail Academy
www.beautyspecialists.co.za

Bellevue Beauty Training Academy
www.bellevuebeauty.com.au

Bellus Academy
www.bellusacademy.edu

Boca Beauty Academy LLC
www.bocabeautyacademy.com

The Carlton Institute
www.beauty-training.co.uk

Confederation of International Beauty
Therapy and Cosmetology (CIBTAC)
www.cibtac.com

Élégance Gontard International School
www.elegance-fr.net

Elly Lukas Beauty Therapy College
www.ellylukas.edu.au

Frederique Academy
www.frederiqueacademy.com.hk

Healing Hands International
www.healinghands.co.za

International Therapy
Examination Council
www.itecworld.co.uk

Issamay School of Beauty
www.issamay.com

Kosmetae
www.kosmetae.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid International
School Of Beauty
www.maryreidspaacademy.com

Pacific International
Beauty Institute
www.pibischool.com

Perth College of Beauty Therapy
www.perthcollege.com.au

Plymouth University/Truro
and Penwith College
www.truro-penwith.ac.uk

Professional Beauty
College of Australia
www.pbca.com.au

Skin Care Academy
www.skincareacademy.com

Steiner Education Group (SEG)
www.steinered.com

Stoke On Trent College
www.stokecoll.ac.uk

Success International Health
and Skincare Academy
www.successinternational.co.za

University College Birmingham
www.ucb.ac.uk

VTCT
www.vtct.org.uk

Younique School of Beauty
www.younique.ie

Medical aesthetics

Atelier Esthétique Institute
www.aeinstein.net

Empire Medical Training
www.empiremedicaltraining.com

International Association
for Physicians in Aesthetic
Medicine (IAPAM)
www.iapam.com

International Institute for
Anti-Ageing (IIAA)
www.iiia.eu

International Medical-Spa
Institute (IMSI)
www.imsi.co.jp

Kosmetae
www.kosmetae.com

Skin Care Academy
www.skincareacademy.com

Society of Dermatology
Skincare Specialists (SDSS)
www.sdss.tv

Steiner Education Group (SEG)
www.steinered.com

Vio Malherbe
www.viomalherbe.ch

Zeneba Academy of Esthetics
www.zenebaacademy.com

Microdermabrasion

Atelier Esthétique Institute
www.aeinstein.net

Boca Beauty Academy LLC
www.bocabeautyacademy.com

International Therapy
Examination Council
www.itecworld.co.uk

Steiner Education Group (SEG)
www.steinered.com

VTCT
www.vtct.org.uk

Nail technology
Advance Beauty College
www.advancebeautycollege.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Aroma Academy
www.aromaakademija.hr

Asheville-Buncombe Technical
Community College
www.abtech.edu

Australian College of Beauty Therapy
www.acbt.com.au

Australian College of Natural
Therapies (ACNT)
www.acnt.edu.au

Beautico Academy of Beauty
www.beautiko.co.za

The Beauty Specialist Training
Centre & Nail Academy
www.beautyspecialists.co.za

Bellevue Beauty Training Academy
www.bellevuebeauty.com.au

Bellus Academy
www.bellusacademy.edu

Burton College
www.burton-college.ac.uk

The Carlton Institute
www.beauty-training.co.uk

Chiva-Som Academy
www.chivasomacademy.com

City & Guilds
www.cityandguilds.com

Confederation of International Beauty
Therapy and Cosmetology (CIBTAC)
www.cibtac.com

Elly Lukas Beauty Therapy College
www.ellylukas.edu.au

Frederique Academy
www.frederiqueacademy.com.hk

Fuss Beauty College
www.fuss.com.au

Healing Hands International
www.healinghands.co.za

International School of Beauty
Therapy (Australia)
www.internationalbeauty.com.au

International Therapy
Examination Council
www.itecworld.co.uk

Isa Carstens Health and
Skin Care Academy
www.isacarstens.co.za

Issamay School of Beauty
www.issamay.com

Kosmetae
www.kosmetae.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid International
School Of Beauty
www.maryreidspaacademy.com

Perth College of Beauty Therapy
www.perthcollege.com.au

Plymouth University/Truro
and Penwith College
www.truro-penwith.ac.uk

Professional Beauty
College of Australia
www.pbca.com.au

Skin Care Academy
www.skincareacademy.com

Steiner Training Academy
www.onespaworld.com

Success International Health
and Skincare Academy
www.successinternational.co.za

Younique School of Beauty
www.younique.ie

VTCT
www.vtct.org.uk

Nails – manicure
See nail technology

Nails – pedicure
See nail technology

Permanent cosmetics
Boca Beauty Academy LLC
www.bocabeautyacademy.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Waxing
Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Camelot Spa Group
www.camelotspagroup.com

The Carlton Institute
www.beauty-training.co.uk

Chiva-Som Academy
www.chivasomacademy.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid International
School Of Beauty
www.maryreidspaacademy.com

Plymouth University/Truro
and Penwith College
www.truro-penwith.ac.uk

Skin Care Academy
www.skincareacademy.com

VTCT
www.vtct.org.uk

Massage Courses

Bodymind massage
Chiva-Som Academy
www.chivasomacademy.com

Esalen Institute
www.esalen.org

Pacific International Beauty Institute
www.pibischool.com

Shang-Shung Institute of America
www.shangshung.org

Deep tissue massage
Alexander School of
Natural Therapeutics
www.secretsofisis.com

Chiva-Som Academy
www.chivasomacademy.com

Himalayan Healers
www.himalayanhealers.org

KORE Therapy
www.koretherapy.com

Spa Vargus University
www.spavargusuniversity.com

Steiner Education Group (SEG)
www.steinered.com

Holistic massage
Ananda Spa Institute (ASI)
www.anandaspainstitute.com

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The Carlton Institute
www.beauty-training.co.uk

Carrigg Beauty
www.carriggbeauty.ie

Frederique Academy
www.frederiqueacademy.com.hk

International Medical-Spa
Institute (IMSI)
www.imsi.co.jp

London Therapists
www.london-therapists.com

Mary Reid International
School Of Beauty
www.maryreidspaacademy.com

Spa Professionals International
Development Center
www.spaprofessionals.net

Success International Health
and Skincare Academy
www.successinternational.co.za

Remedial massage

Australian College of Natural
Therapies (ACNT)
www.acnt.edu.au

Sports massage

Alexander School of
Natural Therapeutics
www.secretsofisis.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Australian College of Natural
Therapies (ACNT)
www.acnt.edu.au

Camelot Spa Group
www.camelotspagroup.com

The Carlton Institute
www.beauty-training.co.uk

Chiva-Som Academy
www.chivasomacademy.com

Federation of Holistic Therapists (FHT)
www.fht.org.uk

KORE Therapy
www.koretherapy.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid International
School Of Beauty
www.maryreidspaacademy.com

Steiner Education Group (SEG)
www.steinered.com

Suffolk New College
www.suffolk.ac.uk

VTCT
www.vtct.org.uk

Swedish massage

Alexander School of
Natural Therapeutics
www.secretsofisis.com

Axelsons Gymnastiska Institut
www.axelsons.se

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

First Spa Academy
www.firstspaacademy.com

Himalayan Healers
www.himalayanhealers.org

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Pacific International Beauty Institute
www.pibischool.com

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Spa Professionals International
Development Center
www.spaprofessionals.net

Steiner Education Group (SEG)
www.steinered.com

Steiner Training Academy
www.onespaworld.com

Suffolk New College
www.suffolk.ac.uk

VTCT
www.vtct.org.uk

Thai massage

The Carlton Institute
www.beauty-training.co.uk

Chiva-Som Academy
www.chivasomacademy.com

International Training Massage School
www.itmthaimassage.com

Thai Yoga Therapy
www.deonthaiyoga.com

Watpo Thai Traditional Medical School
www.watpomassage.com

VTCT
www.vtct.org.uk

Thai yoga massage

Axelsons Gymnastiska Institut
www.axelsons.se

Orient Spa Academy
www.orientspaacademy.com

Thai Yoga Therapy
www.deonthaiyoga.com

Therapeutic massage

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Boca Beauty Academy LLC
www.bocabeautyacademy.com

Crystal Light Therapy
www.crystallighttherapy.com

Houston School of Massage
www.houstonschoolofmassage.com

Jari Menari
www.jarimenari.com

Plymouth University/Truro
and Penwith College
www.truro-penwith.ac.uk

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Steiner Education Group (SEG)
www.steinered.com

Touch Research Institute
www.miami.edu/touch-research

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