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Taking the initiative

As I reflect on the last 12 months in the global spa industry, what stands out for me is the number of initiatives, campaigns and activities which are underway. Some have worldwide reach while others are happening at a more national, grassroots level – but all are working to advance the sector and pave the way for future success.

Internationally, two key projects include Global Wellness Day and the Global Mentorship Pilot Program.

Global Wellness Day encourages people to make changes for one day (and hopefully thereafter) which will improve their health and wellbeing (see p356). Taking place on the second Saturday of June each year, it's galvanised industry support with backing in more than 70 countries.

The Global Mentorship Pilot Program pairs spa managers looking to improve their skills with highly experienced industry managers and directors. It proved so popular that the second, three-month session was full up months in advance and a rollout in 2016 and beyond is now on the cards. It's taking positive action against an ongoing industry obstacle – the shortage of good quality managers and lack of career development options – and is one of many initiatives born out of the Global Wellness Summit (see p112).



There are also important national developments taking shape thanks to a number of proactive trade associations (see p340).

In Russia, spa operators are no longer required to hold a medical licence or have a doctor onsite for beauty treatments thanks to a 2014 law that the Spa & Wellness International Council pushed for.

In July, the newly-formed Caribbean Spa Association is to hold the region's first business summit to help evolve the sector. Similarly, in September, the Spa & Wellness Association of Africa – which aims to bring together all African spa bodies – will stage the first spa conference for the continent.

Meanwhile, industry studies and benchmark schemes are being led by associations in the UK (for the first time), the USA, South Africa and Thailand. These all provide valuable data and are highlighted in our Research Round-up section which starts on p65.

It's exciting to see so many advancements being made by the industry, for the industry. We look forward to reporting on how they all pan out in the year ahead and beyond.

Katie Barnes, editor, *Spa Business Handbook*
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PHOTO: SHUTTERSTOCK/ZURUJETA

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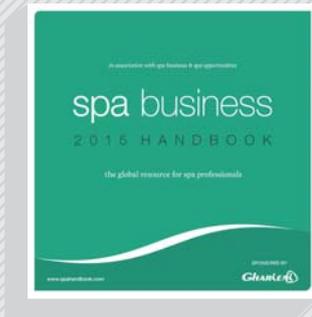
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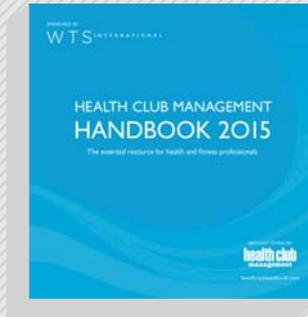
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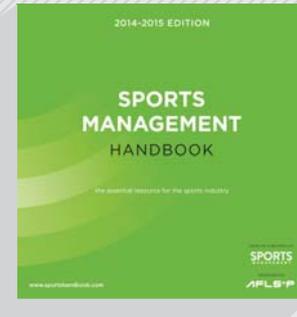
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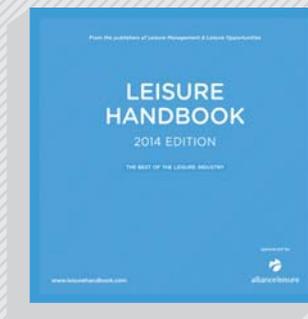
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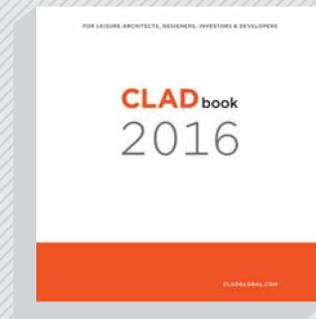
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Spa foresight™

What's coming down the track for the global spa and wellness industries? *Spa Business* examines the trends, technologies and strategies which will shape the future

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PHOTO: SHUTTERSTOCK/GAUDILAB

▲ Invisibles will enable us to live and exercise free from intrusive devices

THE NEW WEARABLES

1. INVISIBLES

As wearables innovators and activity app developers such as Jawbone, FitBit and Strava battle for market share, the next phase of activity and wellness monitoring is already being imagined and prototyped quietly behind closed doors.

We will move from a time of wearables to a new evolution in body computing – the age of invisibles – when sensors are integrated into the body to give a continuous data stream and establish a

complete picture of what's going on with our health, rather than simply measuring and reporting on one aspect of it.

Invisibles will enable us to more accurately understand and diagnose disease and in turn to establish better methods of prevention and adherence to wellbeing programmes through lifestyle change.

They'll also return us to a more natural state, by removing the need to carry around intrusive and clunky devices.



PHOTO: SHUTTERSTOCK/PETER BERNIK

▲ Faecal transplants can restore balance to the gut and underpin health and the ability to digest and absorb food

HEALING THE GUT

2. FAECAL TRANSPLANTS

The health of the gut directly determines the vitality and wellbeing of many aspects of health and controls key systems within the body, such as the immune system. It's also now known to have a direct impact on the brain and mood.

Modern life is hard on gut flora – antibiotics and other medication and refined food upsets the delicate balance.

Once the gut flora is damaged, chronic and acute health conditions can develop,

such as candida, IBS, C diff and a range of other highly debilitating disorders.

All these conditions have been successfully treated with faecal transplants – taking faecal matter rich in gut bacteria from a healthy person and – through an approved medical process – inserting them into the gut of the patient, where they immediately colonise.

There's evidence that the nature of gut bacteria directly determines the way we

metabolise food: when the gut bacteria of an obese person is transplanted into someone of normal weight, in some cases they, in turn, become obese.

We predict that a trade in premium gut bacteria will emerge, with individuals who can show the high quality of their biome being paid for samples, and spas offering customised faecal transplants that give specific outcomes to guests in terms of the impact the transplant has on their health. ▶

CRUISE SHIP HOTSPOT

3. PANAMA

In 2016 a new lane will open at the Panama Canal, doubling the capacity of the route that links the Pacific and Atlantic Oceans and effectively creating a cruise line super highway. The canal, a visitor attraction in its own right, will soon be able to host the world's largest cruise ships, which disembark 5,000 passengers at a time. Notably, cruise liners are also gaining 6.55 per cent more customers annually. As the canal forms the foundation of Panama's economy, it's predicted that GDP will double in the next eight years. All of these signs are good news for existing and upcoming spa operators in the country.

BUSINESS DISRUPTION

4. MESSAGE-ON-DEMAND

From Zeel and Soothe in the USA, to Vaniday in Brazil and Urban Massage in the UK – message-on-demand businesses are cropping up all over the place and are set to shake up the sector. They enable customers to book same-day appointments – sometimes even within the hour – with mobile therapists in the area. These new market entrants could whet consumer appetites for spas, but they could also take away custom, not least because they offer an online community and convenience – two things which the majority of spas are lacking.



PHOTO: FUSION MAIA DA NANG, VIETNAM

▲ We predict a rise in therapist standards when the new market comes into effect

PAN-ASIAN ECONOMY

5. ASEAN MARKET

Spa businesses in South-East Asia will start to feel the impact of the ASEAN Economic Community (AEC) when it comes into effect at the end of 2015. Likened to the European Union, the AEC is a single market initiative led by the Association of South-East Asian Nations (ASEAN) made up of 10 countries – Thailand, Singapore, Indonesia, Malaysia, the Philippines, Brunei, Cambodia, Laos, Myanmar (Burma) and Vietnam.

Increased competition in recruiting skilled therapists and managers, a rise in rival businesses, a higher need for differentiation and a greater need for language skills are perceived as challenges of the AEC (see p74). But on the plus side, operators also feel the benefits will include more industry investment, higher spa and therapist standards, a wider diversity of treatments and employees with different skills from other countries.



▲ Skincare company AmorePacific has created a visitor attraction out of its factory in South Korea

HEIGHTENED EXPERIENCES

6. ATTRACTIONS & SPA

The visitor attractions market has emerged as a multi-billion dollar sector. It's growing fast and attracting significant investment worldwide from major players in businesses such as theme parks, brandlands, museums and science centres.

We believe that the technology used within the attractions industry has huge potential for use in the development of spa and wellness facilities and expect significant collaborations to emerge.

Innovations such as immersive environments, virtual reality, haptic technology, facial recognition software and augmented reality could all be deployed to create amazing experiences for customers within the spa and wellness industry.

In addition, the attractions industry's expertise in creating vivid customer journeys and high levels of engagement can also be used by spas to heighten and elevate the experience being delivered.

Other overlaps could include the use of 360 degree screens and multimedia to deliver ambience or to create another layer to the spa experience.

Early adopter, Asian skincare brand AmorePacific, (see *Spa Business* 2015 issue 2, p76) has worked with theme park designer BRC Imagination Arts to create an award-winning brandland in South Korea that mixes a spa theme and visitor attraction. We expect more to follow. ▶

OPEN FOR BUSINESS

7. CUBA

Tourism is set to take off in Cuba as diplomatic relations with the USA thaw for the first time in 30 years. In April, President Obama recommended the country be taken off the USA's terrorism list, and the number of Americans who are visiting Cuba has already increased significantly – by 36 per cent – since the start of the year, according to The Associated Press. While business and tourist embargoes with the USA remain intact, spa investors who strike up partnerships in the communist country now will be ahead of the game.

ON A LEVEL

8. TIERED OFFERING

For years the airline and hospitality industries have reaped the rewards of appealing to a broad spectrum of customers at the same time. Those who can afford upper class seats or suites get access to nicer food, more space and better service. Yet, simultaneously, there's still a perfectly acceptable range of options for those who are on a budget.

It's time spas ventured down the 'tiered offering' route. Such a move would impact all aspects of a facility – from design, therapies and service to pricing and marketing – but it would also widen the scope for business rather than limiting it to just one customer segment.



▲ The Ngai Tahu tribe in New Zealand is investing in hot pool complexes

RESTITUTION

9. TRIBAL INVESTMENTS

As tribal peoples the world over receive restitution from governments for the loss of their lands and rights, some are choosing to invest this money in leisure, tourism and increasingly in spa.

The world sat up and took notice in 2007 when the Seminole Indian Tribe of Florida bought hotel, casino and hospitality business Hard Rock Café International in a huge deal which was just shy of a billion US dollars.

In New Zealand, the Ngai Tahu tribe has announced it will invest in a new hot pools complex, while in Australia, the Jawoyn people have invested in Cicadia Lodge, an eco retreat, and have also moved into adventure tourism.

We expect this to become a trend as human rights successes mean the pace of restitution increases. Many tribes also have indigenous treatments and customs which complement the spa market.



▲ Divers enjoy swimming in 4,300 cubic meters of warm spa water in Y-40, the 40m dive tank at the Hotel Terme Millepini, Italy

HARNESSING PASSIONS

10. SPORT & SPA

As the spa market matures and the demand for niche spa offerings becomes greater, operators will look for ways to differentiate their spas. We believe combining sport and spa will be a very powerful and attractive option for collaboration and investment.

There are great synergies between the two markets and sport-orientated spas would find an existing group of highly engaged consumers to tap into.

In Italy, for example, the four star Hotel Terme Millepini has conceived the Y-40 – the world’s deepest swimming pool – otherwise known as The Deep Joy.

It offers diving enthusiasts the freedom to dive and swim without a wetsuit, while still enjoying the pleasures of spa.

Measuring 21X18m on the surface, the pool contains 4,300 cubic meters of spa water which is maintained at a constant temperature of 32-34°C.

The pool has a depth of 40m, with intermediate caves for technical underwater diving. It supports a wide range of activities year round, from beginners’ scuba diving training to professional diving for experts, and photo sessions for photographers and film producers.

Choose pretty much any sport and a spa connection could be developed. We expect to see more this kind of investment going forward. ▶

MORE THAN JUST PRODUCTS

11. NEXT GEN SKINCARE

How we feel and what we eat has a visible impact on our appearance, so it stands to reason that the next generation of skincare will be about more than just the creams we put on our face. Dermalogica's Face Mapping tool already links zones on the face to the health of internal organs. Other product houses such as Comfort Zone, Gazelli and Elemis are tapping into lifestyle and nutritional advice with their packages and prescriptions too. We expect to see much more of this, but wonder what ramifications it will have on the workforce and the new skills demanded of therapists.

IRON LEVELS

12. HAEMOGLOBIN TESTING

We're led to believe that iron-rich food is good for you, however, research shows that enough is enough and too much iron in the system can be toxic and oxidising and can lead to the development of a range of diseases.

Post-menopausal women are especially vulnerable to high iron levels: as menstruation ends, they can climb to levels which are detrimental to health.

With an ageing population, this presents opportunities for spas to offer haemoglobin testing and advice on this health issue. The solution is simple too – give blood.



PHOTO: SHUTTERSTOCK/LEV RADIN

▲ Dita Von Teese is heading up a sensuality programme at Canyon Ranch

BEYOND THE BEDROOM

13. SEXUAL WELLNESS

USA destination spa Canyon Ranch has teamed up with burlesque icon Dita Von Teese to create a programme which covers sensuality, seduction and discussions about the health benefits of sexuality. Dr Nicola Finely, who heads up the talks, says: "Respecting one's sexuality is an important element of living a full and happy life."

Meanwhile in Europe, one company is experiencing much demand for its luxury sensuality retreats which include

sex counselling and sensual healing therapies. Since launching in 2013, Shh (Sensual, Healing, Harmony) Global has held six retreats in the UK and Ibiza for up to eight women. In 2016 it will host twice as many retreats to meet demand.

While a taboo subject (sometimes understandably so in spas), sex and sexuality is important to wellbeing and we expect more operators to explore this trend with sensitivity and integrity.



PHOTO: © MARC FORNES

▲ Marc Fornes' nonLin/Lin Pavilion has been inspired by coral and can be replicated infinitely

LEARNING FROM NATURE

14. BIOMIMICRY

Increasingly architects and designers are turning to nature for inspiration – not just for the way buildings look, but also in the way they function. Biomimicry, the act of applying biological principles to design, hasn't made its way into spas (yet). But we see it as the next step for a sector that's already embracing sustainable and wellness-focused properties.

In *CLADmag* – a sister magazine to *Spa Business* – we recently outlined a number

of striking examples of biomimicry in the leisure industry, including thermo-metal cladding that 'breathes' like human skin to heat or cool a building; and super-efficient solar panels modelled on butterfly wings.

In France, the nonLin/Lin Pavilion – consisting of perforated aluminium sheets that can be replicated infinitely – emulates the morphology of coral. Meanwhile, Rome's Jubilee Church uses self-cleaning cement that is inspired by photosynthesis.

In New York, David Benjamin's Hy-Fi art installation is built entirely from fungus, hemp and corn stalk bricks, which grew naturally into shape over five days. "Biological systems have amazing properties like adaptation, self-organisation, self-healing and regeneration," he told *Inhabitat* blog last year. "Imagine our buildings having the same properties."

■ Read more about this thought-provoking topic in *CLADmag*: <http://lei.sr?a=W1T2p> ▶

THE NEW BALI

15. BINTAN

Bintan, in Indonesia, has often been overshadowed by Bali and Thailand as a holiday destination even though it's only a 45-minute boat ride from Singapore. But that could be about to change with a new international airport opening in mid-2015 and a number of revamped and fresh hotels (all with spas, naturally) arriving on the scene. Alila plans to open a resort there, with a sizeable spa, in 2016, and Canyon Ranch has chosen the location for its first destination spa outside the USA (see p36). In short, investing in facilities on the island would be a smart move – a move which we expect other spa operators to spot.

UNTAPPED NICHE

16. HALAL TOURISM

Muslims spent US\$140bn on international travel in 2013, representing almost 13 per cent of global travel expenditures, according to a report by Crescent Rating. The agency is one of a growing number of firms that rate facilities on their adherence to Islamic traditions, such as no alcohol and gambling, serving halal-certified food and offering gender-segregated leisure facilities. Spas in Muslim countries already offer separate male and female areas, but we predict further segregation in design and in facilities outside these regions as the growth of halal tourism picks up pace.



▲ A new breed of exercise class draws inspiration from the animal kingdom

WILD AT HEART

17. ANIMAL MOVEMENT

Crawling on all fours, swinging from bars, leaping between obstacles: there's a whole new breed of group exercise class that draws inspiration from the animal kingdom.

These classes, which focus on body-weight-based movement, rather than the use of equipment, are a great fit for spas because of their kit-free, natural approach.

Wildfitness has been running 'wild moving' fitness holidays in Africa and Europe for a few years, but now the

concept is making its way into gyms. Early market arrivals include MOV' training by Parkour Generations; the Australian-born ZUU concept; and Animal Flow classes offered at USA gym chain Equinox.

All of the classes deliver a full-body functional workout. Crucially, they're also great fun, helping participants to rediscover the joy of movement.

■ Read more in *Health Club Management* magazine: <http://lei.sr?a=x6L9b>



PHOTO: SHUTTERSTOCK/GOODLUZ

▲ Baby boomers are the most influential generation, yet many companies are ignoring their needs as they get older

RESPECTING YOUR ELDERS

18. AGE-FRIENDLY DESIGN

Accounting for around 450 million people, baby boomers are one of the most influential generations in the world. They're also the main market for spas. But as these 51- to 69-year-olds age, their biological and psychological needs change too.

The Silver Group in Asia has developed an age-friendly AF Audit™ tool that helps companies such as Accor understand the needs of older consumers. CEO Kim Walker says: "We've evaluated a lot of

spas in hotels and generally they're not age-friendly because they just haven't given thought to it." It's about subtle changes as well as obvious ones, he says. If a non-slip floor looks wet, for example, people will still change the way they walk and are just as likely to fall.

But be mindful that baby boomers don't want to be singled out, adds Walker. "When you enter a spa, you're bombarded with instructions that most people struggle

to remember, let alone older adults with cognitive issues. Staff are sometimes soft-spoken and may have a foreign accent, making it harder to hear them... The point is, if you made these things age-friendly everyone would benefit."

Spas that start now to assess and adjust their facilities to best serve the 50-plus age market will be one step ahead.

■ Read more in *Spa Business* magazine: <http://lei.sr?a=K1y5p> ▶

FACE FORWARD

19. FACE MASSAGE

Facials are a best seller for spas, with ever more complex rituals on offer.

However, just as body treatments include everything from a simple massage to a complex treatment that involves wraps and scrubs, so we expect spas to evolve fuller facial menus which include a new addition – a face massage.

Face massage is a technical treatment that manipulates and releases the muscles of the face, head and neck, relieving tension, re-balancing muscles and improving lymphatic drainage, but without heavy product use.

It can be anti-ageing, relieve the side effects of tension behaviours such as teeth grinding, and help with headaches and puffiness around the eyes.

There's a limit to how often facials can be delivered, but face massage can be done regularly, so would be a profitable, complementary addition to the menu.



PHOTO: SHUTTERSTOCK/MAKSIM SHMELJOV

▲ Spas could offer face massage as part of a package with facials to upsell regular clients



PHOTO: SHUTTERSTOCK/DUDAREV MIKHAIL

▲ No longer the preserve of the very wealthy

LIVING WELL

20. SPA AND WELLNESS REAL ESTATE

The lifecycle of the spa and wellness real estate market is following the classic growth curve, starting out with high end offers, but with niche and mass market products now very much on the horizon.

We know adding spa and wellness to hotel rooms and residential developments gives up to a 30 per cent uplift in value at the top end of the market; what's yet to be established is the premium that will be achieved in the mid-market.

We expect wellness real estate to boom as a sector in the next five years, as the property market continues its rebound from the global recession, and for wellness to be a key differentiator in giving a competitive edge to developments.

This trend will play to consumers' increasing interest in wellness and spa, as this is translated into a commitment to living in an environment that is more conducive to good health.

SPA FORESIGHT™ THE ARCHIVE

2014

- **Loneliness:** bad for health
- **Oil, gas and solar:** global hot spots
- **Edible environments:** growing interest
- **Playing with food:** taste sensation
- **Neuroplasticity:** there's a thought
- **Cellular health:** striking a balance
- **Robot therapists:** automation
- **War zones:** a new perspective
- **Fats & carbs:** the new superfoods
- **3D printing:** product will be printed on-site
- **Predicting purchasing:** weather channel
- **No front desk:** welcoming guests
- **Spa boom in Japan:** the Olympic effect
- **Virtual trainer:** access to experts
- **Bad products:** lawsuits on the horizon
- **Over nourishment:** too much of a good thing
- **Circadian aware:** setting the rhythm
- **Microgyms:** specialist fitness
- **Gut health:** the second brain
- **Clean air & water:** the basics are now a USP
- **Facial recognition:** tuning in or just plain creepy?
- **Wellness cities:** hubs for health

2013

- **Fresh food deliveries:** ready prepared
- **Online reviews:** star performance
- **Wearable tech:** Google glass
- **Death:** end-of-life care
- **Emotion:** engaging the heart
- **Skills register:** get enlisted
- **Glute massage:** the bottom line
- **More with less:** getting creative
- **Delicious extras:** small & powerful

- **Pop-up spas:** nimble solutions
- **New allies:** shared aims
- **Cellulite:** female obsession
- **Home spa:** personal services
- **Childhood obesity:** teaching self-care
- **Mobile biometrics:** expert engagement
- **Sex in spas:** no longer taboo
- **Spa brands:** moving into retail
- **Hand & arm massage:** smartphone relief
- **Repeat business:** keeping loyal
- **Africa:** in sight of change
- **Variable pricing:** software support
- **Last impressions:** powerful recall
- **Exercise:** the key to wellbeing
- **Hospital spas:** provable outcomes

2012

- **Budget spas:** low cost & widespread
- **Corporate wellness:** support staff
- **Education overhaul:** starting from scratch
- **Deal sites:** what's next?
- **Beauty brand power:** what's in a name?

2011

- **Express treatments:** speeding up
- **Spas seduced by beauty:** sitting pretty
- **Tracking & analysing spa data:** number crunching
- **Location-based marketing:** on the map
- **More serious skincare:** face value
- **Discounting for volume deals:** bulk order
- **Treatment room size:** room for improvement
- **The rise of part time staff:** half measures?
- **International marketing partnerships:** cross country

2010

- **Spa art:** in the picture
- **Four star spas:** the middle road
- **Menu engineering:** fine tuning
- **Spa memberships:** join the gang
- **Social spa-ing:** lighten up
- **Spa niching:** pushing boundaries
- **No appointment needed:** flexi-time
- **Online learning:** surf school
- **A call for scientific proof:** giving evidence
- **Heating up:** wellness tourism; retail brands turn pro; eco-packaging; social networking

2009

- **Spa benchmarking:** measuring up
- **Beautiful view:** consumer brands explore spa potential
- **Brand diversification:** multiple personalities
- **Yield management:** making the most of it
- **Travel spas:** on the move
- **Hair spa services:** head first
- **Net worth:** marketing, gifting and booking websites
- **Diagnostic spas:** testing, testing
- **Organic skincare certification:** setting standards
- **Radio frequency identification systems:** every step you take
- **Ethical products and operations:** fair play
- **Olfactory marketing:** smells good
- **Getting hotter:** real estate; medical tourism; sustainability; spas for the boys; sleep health; spa bedrooms

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DEVELOPMENT PIPELINE

Helen Andrews highlights some of the key spa projects under construction around the world

AFRICA



Moulay Yacoub Thermal Station

Morocco, Africa

Phase one opening: Q2 2015

Phase two opening: Q4 2017

Sothermy, a subsidiary of the Moroccan financial institution CDG, is spending US\$30m (€24m, £19m) on redeveloping a traditional thermal bathing complex in Moulay Yacoub, Morocco, which is used by more than million people a year.

Sothermy already manages a number of thermal facilities across the province.

First to reopen, in June 2015, will be the refreshed public bathing facility. More than US\$9m (€7m, £5.6m) has been spent on upgrading its 44 baths and adding three more large thermal pools.

After that, work will start on the health spa and a new-build 100-bed hotel which will sit behind it. Up to US\$12m will be invested in the health spa which, once complete, will feature 68 treatment rooms and a new medical zone for respiratory and rheumatology therapies.

Sothermy will run the public bathing centre, but the 100-bed hotel and spa will be operated by French firm Vichy Spa International. The second phase of construction will be complete by late 2017.

■ <http://lei.sr?a=X7I6b>



A new-build hotel, to be managed by Vichy Spa International, will be added to the thermal spa

Six Senses Zil Pasyon

Félicité, Seychelles

Opening: Q3 2015

Located on the island of Félicité in the Seychelles, the Six Senses Zil Pasyon resort is scheduled to open in July 2015 with a spa and a yoga pavilion on the granite boulders that punctuate the shoreline.

Designed by Richard Hywel Evans of Studio RHE, the resort will have 30 villas and 17 residences. Six Senses will oversee the interior design of the resort.

The 526sq m (5,660sq ft) Six Senses Spa will comprise five treatment villas with varying facilities, which guests will be able to relax in after their therapies. The Cave Villa will have a swing daybed, steamroom and outdoor experience shower, while the Hanging Villa will include an outdoor bucket shower and rock pool. The Ocean Villa will be situated on the rocks overlooking the sea.

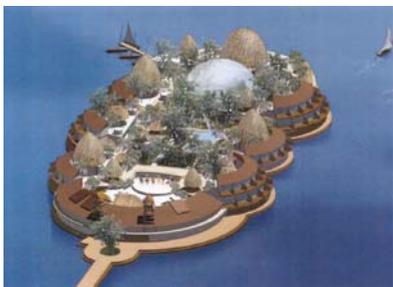
Communal wet areas and a beauty salon are planned for the reception building. Externally, a herb garden is planned, in addition to an outdoor pool, sun deck and chill out area.

■ <http://lei.sr?a=s0v6Z>



Six Senses, known for its holistic wellness spas, is to double in size in the next three years

▶ DEVELOPMENT PIPELINE: AFRICA



The wellness city has natural hot springs

Lake Turkana city development

Lamu Island, Kenya

Opening: 2030

Lamu Island on the north coast of Kenya is set to undergo a drastic transformation costing KES2.3tn (US\$25bn, €19.9bn, £15.6bn), featuring three resort cities – one of which will be devoted to wellness tourism, capitalising on the area's natural alkaline water hot springs.

The purpose of the mixed-use development – billed as the largest infrastructure project in the history of East Africa – is to keep up with the population and economic boom in the region, while supporting a tourist influx. The government is predicting more than one million people – the majority being Kenyan – will migrate to the new area over the next 20 years.

The KES3.7bn (US\$42m, €33.6m, £26.4m) Lake Turkana city development, the wellness city, is one of three resorts. It will include various health offering centred around the alkaline-rich hot springs which are said to aid skin problems.

■ <http://lei.sr?a=H4W2m>



The 200-bed resort will be the second Shangri-La property in the Indian Ocean

Shangri-La Le Touessrok Resort & Spa

Mauritius

Opening: Q4 2015

Le Touessrok Resort & Spa in Mauritius will close for renovations on in April before relaunching as a Shangri-La-managed property in November.

The work will see the property's existing Givenchy Spa replaced by a signature Shangri-La wellness offering, although a spokesperson for the company would not confirm that it would be a Chi, The Spa facility. All 200 sea-facing guestrooms and villas will also be revamped.

Shangri-La's holding company Shangri-La Asia originally signed the agreement with Sun Resorts – Le



The existing Givenchy spa will be rebranded

Touessrok's primary stakeholder – in June 2014. Shangri-La Le Touessrok Resort & Spa will be the second property in the brand's growing portfolio in the Indian Ocean, joining Shangri-La's Villingili Resort & Spa, Maldives and preceding the 2016 debut of Shangri-La's Hambantota Resort & Spa in Sri Lanka.

■ <http://lei.sr?a=S8h3r>



The African hotel and spa chain has been created by entrepreneur Tadiwos Belete

Kuriftu Resort & Spa

Moucha Island, Djibouti

Opening: 2016

Boston Partners, the company behind Ethiopia's Kuriftu-branded resorts, is to construct a new resort on Moucha Island off the coast of Djibouti in an attempt to establish the brand in east Africa.

It signed a 50-year lease agreement for 50 hectares (123 acres) of land on the coral island in late 2013 and has hired Eyasu Siraj, a consulting architect, to design the US\$7m (€6m, £4.6m) resort. When it opens in 2016, it will

feature a 150-bed hotel, in addition to a full spa service and two pools.

Boston Partners was founded by hair stylist turned entrepreneur Tadiwos Belete who previously owned two upmarket hair salons in Boston, Massachusetts. He returned to his homeland of Ethiopia after 23 years in America and set up a successful day spa in Addis Ababa before going into the resort business.

With six Kuriftu resorts in Ethiopia, Belete wants to expand across Africa and he secured US\$50m from the US-based Fairfax Africa Fund in August 2012 to pursue this goal. Properties in Kenya and Tanzania may follow the Djibouti opening.

■ <http://lei.sr?a=y2h2e>

The Reho Spa Recreation Resort

Namibia

Opening: Q4 2015

The Reho Spa Recreation Resort, with natural hot springs, will reopen in late 2015 now that owners Namibia Wildlife Resorts have signed a 12-year lease over

to Rehoboth Community Trust. The resort features an indoor thermal bath, large swimming pool and conference facilities and is situated 90km south of Windhoek.

It's been closed since early 2011 after a deal with private investors collapsed. But now the local trust is expecting to spend close to NA\$10m (US\$853,000, €717,000, £561,000) on the upgrade.

■ <http://lei.sr?a=z1Q8c>

Uzuri Hotel Resort

Zanzibar

Opening: Q1 2016

Massage cabanas, yoga and meditation spaces designed in a traditional African style with coral stone and coconut thatched roofs form part of the Uzuri resort that's being built in Zanzibar, east Africa.

Czech developer RSJ Private Equity has selected international architecture and interior design practice Jestico + Whiles to design the sustainable, village-style resort that will include 65 cabanas and villas. When its unveiled in early 2016, it will also feature a garden with indigenous and rare fragrant spices for use in restaurants and a bespoke cosmetics range.

Famous projects by Jestico + Whiles include the Yas Hotel in Abu Dhabi and the practice is currently working on other hotels in Africa in countries such as Sierra Leone, Nigeria and Senegal.

■ <http://lei.sr?a=g2j0Q>



Jestico + Whiles will lead the design ▶



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ASIA & AUSTRALASIA



Naked Leaf resorts enable Chinese urbanites to 'return to nature and regain balance'

Naked Castle

China

Opening: 2015

Chinese hospitality brand Naked Retreats is embarking on expansion beyond its flagship resort, Naked Stables, to capture more of the local market.

The Naked philosophy, developed by South African entrepreneur Grant Horsfield and Hong-Kong-born architect Delphine Yip, is to offer a retreat from urban lifestyles to enable people to return to nature and regain balance.

The first project will focus on the expansion of the original Naked Home Village outside Shanghai. It will reopen as Naked Castle later this year with 80 rooms and its own Naked Leaf Spa. Having discovered the ruins of a castle on-site, Naked will tap into the glamour of 1920s Shanghai to revive the structure, in addition to self-contained villas.

Yip-Horsfield says: "Naked aims to be a leading brand for sustainable luxury hotels in China. We want to bring pioneering techniques to the design, construction and operational aspects of the country's hospitality industry."

Three other sites earmarked for development and all will include a branded Naked Leaf Spa. Naked Water, in the historic Jiangsu Province in 2016; Naked Spring, a lakeside property in Shaoxing Zhejiang Province in 2017; and Naked Hill, a country retreat in Yiwu also in 2017.

The properties will be designed, built and run by Naked's 60-strong operational team in Shanghai.

■ <http://lei.sr?a=g9c4J>



Leela already has eight properties in India, including five with ESPA spas

Leela Buddhist Trail

Nepal

Opening: 2018

Leela Palaces, Hotels and Resorts and developers Summit Group of Nepal are to collaborate on four hotels across Nepal as part of a major rollout.

The five-star Leela Kathmandu hotel and spa – to be designed by John Gerondolis of Smallwood, Reynolds, Stewart, Stewart & Associates of Atlanta,

USA – will be the first to open in three years time. It will be followed by a hotel in Lumbini, the birthplace of the Buddha, plus another in Pokhara after that.

The main goal is to create a Buddhist Trail from Nepal to Leela's other properties in Bodhgaya, Nalanda and Varanasi in India. Leela has eight properties in India in total, all of which have spas including five ESPA facilities.

Under the Nepal deal, Summit will develop the sites, while Leela is set to market and manage them.

■ http://lei.sr?a=S7H6p_S



A 6,200sq m wellness facility is planned

Changbai Mountain International Hot Spring Resort

China

Opening: 2015

A hydrothermal kids spa is just one of the elements planned at the 6,200sq m (67,000sq ft) wellness facility at the Changbai Mountain International Hot Spring Resort in China.

The AW Lake-designed spa will be divided into five zones with natural spring water of varying temperatures. Areas include a Forest zone with healing herbal pools and a Mountain zone with therapeutic hot stone baths. There will also be five express treatment rooms and a wet area with Korean scrub stations.

AW Lake also conducted the feasibility of the spa and consultancy owner Adria Lake says: "In the first year, the hot spring expects 168,570 guests – inclusive of in-house hotel guests and walk-in visitors."

The 300-bed InterContinental resort will operate under the Crowne Plaza brand and is located in China's largest nature reserve near the Korean border.

■ <http://lei.sr?a=A4S6K>

► DEVELOPMENT PIPELINE: ASIA & AUSTRALASIA



A Strack-designed spa will feature

Aqua Boracay by YOO

Boracay, Philippines

Opening: Q4 2015

Renown designer Philippe Starck is making his mark in the spa arena once more with the new Aqua Boracay by YOO resort that's due to welcome visitors by the end of the year.

Set in 4 acres (1.6 hectares) of lush, tropical gardens, the 168-bed beachfront property on the Filipino island of Boracay, is the first YOO-branded property in the Pacific. YOO is the international development and branding company led by Starck and property entrepreneur John Hitchcox.

Its 300sq m (3,229sq ft) spa will be complemented by a yoga studio, health club, a sea-facing lagoon and another rectangular pool.

"Aqua Boracay by YOO embodies our philosophy that design enhances the wellbeing and comfort of guests and is not an end in itself," says Mark Davidson, who's the design director at YOO Studio.

Other well-known spas which have been created by Starck include those at Le Royal Monceau Raffles Paris and the Viceroy Miami.

■ <http://lei.sr?a=J503K>

Alila Villas Bintan

Bintan, Indonesia

Opening: Q4 2016

Bintan, billed as the new Bali, is attracting much attention from luxury hospitality companies including home-grown group Alila which is scheduled to open an integrated residential, resort and village community there towards the end of 2016.

"It's going to be an outstanding resort and we're just taking a look at whether we'll offer a destination spa with an in-depth wellness approach," says Steve

Jeisman, the group's director of spa and development, "we've certainly got the space to do it". Jeisman – who developed the natural and nurturing Spa Alila concept in 2006 – adds that although they're still deliberating the wellness offering, the spa will be taking things "up a level".

The scenic hillside setting, which slopes down to the beach, will include 30 residential units and a 40-villa boutique hotel, plus a 4-hectare (10-acre) village which will house the spa alongside a cultural museum, gallery, retail and dining facilities. It will be built to rigorous environmental standards.

■ www.alilahotels.com

Canyon Ranch Bintan

Bintan, Indonesia

Opening: Q3 2016

USA wellness group Canyon Ranch has announced plans for its first resort on foreign soil – an integrative retreat on the Indonesian island of Bintan. The company already operates some of the most well-known destination spas across the USA.

Canyon Ranch Bintan – which is being developed by Malaysian firm Landmarks Berhad and will be operated by Canyon Ranch – consists of 64 hotel suites and 64 villas and is expected to open by Q3 of 2016. It's located in Bintan's Treasure Bay development, sandwiched by natural mangroves and white sand.

Residents and guests will have access to a range of classes and consultations encompassing the five pillars that make up the Canyon Ranch wellness philosophy: Health & Healing, Fitness



This will be the brand's first international spa

& Movement, Spa & Beauty, Spirituality and Food & Nutrition. The cornerstone of the spa will be Aquavana – a European-inspired aqua thermal oasis with experiential rains, herbal laconium, a chill room and crystal steamroom.

Bintan is the largest of 3,200 islands that make up the Riau Island Archipelago and is accessible via a 45-minute high-speed ferry ride from Singapore.

■ <http://lei.sr?a=Z3J7y>

Mission Hills Haikou

China

Opening: 2015

Three leisure developments covering 435 acres (174 hectares) will launch next to the existing Mission Hills Haikou site in China by the end of this year. A low carbon footprint town is being built in collaboration with Marriott alongside a leisure destination by entertainment brand Lan Kwai Fong, and a movie town by two of the biggest names in the Chinese film industry: director Feng Xiaogang and Huayi Brothers Media.

There will be six hotels across the developments including a Ritz-Carlton and a Renaissance which will both feature a 1,000sq m (10,764sq ft) spa. The guests from these spas will also have access to the giant spa and mineral springs offering at Mission Hills Haikou – complete with 168 volcanic mineral pools and 90 treatment rooms (see *Spa Business* 14/3 p92).

■ <http://lei.sr?a=r0R2I> ▶

Guests of the three new developments will have access to the existing mineral springs spa at Mission Hills



► DEVELOPMENT PIPELINE: ASIA & AUSTRALASIA

Pearl South Pacific Resort

Pacific Harbour, Fiji

Opening: Q3 2015

The FJ\$85m (US\$45m, €35m, £28m) Pearl South Pacific Resort's three-phase development situated in Fiji's Pacific Harbour is on track for completion in August 2015.

An eight-treatment room spa and wellness centre, supplied exclusively by The Pure Fiji skincare brand, will be a key amenity at its 132-bed hotel.

■ <http://lei.sr?a=K4P3J>

Solís Ubud Resort & Spa

Ubud, Bali

Opening: 2017

Capella's Solís Ubud Resort & Spa is to debut in 2017 complete with an original ancient king's bath.

The wellness facility at the 108-bed resort has been designed by AW Lake to recreate the traditional Balinese cleansing rituals carried out by royals in ancient times. Its Royal Bath Circuit, for example, is a hydrothermal journey where guests can cleanse themselves in purification fountains, therapeutic baths and recline on water loungers at a riverside relaxation deck. There are also steamrooms and saunas at the 1,214sq m (13,067sq ft) Auriga-branded spa.

Solís Ubud, to be designed by architecture firm Denton Corker Marshall, is located in the heart Bali, set amidst rice paddy fields along the Wos River.

■ <http://lei.sr?a=z9I2m>



Spaces for quiet contemplation will be designed into the new spa

Mandarin Oriental Chongqing

Chongqing, China

Q4 2016

A rooftop meditation garden with a labyrinth, Kneipp walk and pods for silent reflection is one of the standout features of the spa that's under construction at Mandarin Oriental Chongqing. These

mindful touches are what makes the eight-treatment room facility one of the most innovative for the company according to group director of spa Jeremy McCarthy.

Slated to open towards the end of 2016, the 231-bed hotel is part of the Jingbeizui Central Business District mixed-use development. It will be located on the top floors of the tower with views of the Yangtze and Jialing rivers.

■ <http://lei.sr?a=Y5D9J>

City8

Yongyu-Muui, South Korea

Opening: 2030

An 80sq km (31sq mile) super city in South Korea, that's three times the size of Macau, will boast a wide range of leisure facilities including a theme park, casinos, luxury hotels and a medical-themed 'healing town'.

An estimated US\$275bn (€202bn, £160bn) will be used to convert the small island of Yongyu-Muui, near Incheon

International Airport, into a tourism hub that will attract up to 134 million visitors – mostly from China and Japan – a year.

Not expected to open until 2030, the 8City site is being designed by UK-based architects Foster + Partners and is shaped like a figure of eight – a number which is known to symbolise good luck in Chinese culture.

Eightcity, a special purpose company was set up in December 2011 to develop the site. Investors includes Kempinski, Korean Air, Daewoo Engineering & Construction and C&S Corporation.

■ <http://lei.sr?a=D9q0F>



Five international hotels with spas will feature in the US\$2.5bn development

Tahiti Mahana Beach Resort & Spa

Punaauia, Tahiti, French Polynesia

Opening: Q3 2021

The French Polynesian government has approved plans for what's billed as the largest resort in the region. The US\$2.5bn (€1.9bn, £1.5bn) Tahiti Mahana Beach Resort & Spa is to include

five international hotels, most with spas, totalling 3,128 rooms.

Hawaiian company Group 70 International, has will oversee the design, drawing on French Polynesian themes such as its seafaring tradition and tropical retreat setting. The centrepiece will be a high-rise building with an iconic sail-shaped façade. The overall project is due for completion in 2021.

■ <http://lei.sr?a=E5S2E>



PHOTO: SHUTTERSTOCK/CHAMELEON

Rotorua is a known geothermal region

Ramada Lakeside Resort & Spa

Rotorua, New Zealand

Opening: Q4 2015

Spa and wellness has been identified as a key driver for developing the tourism economy of Rotorua – a district in New Zealand which is famed for its geothermal landscape.

Mayor of Rotorua, Steve Chadwick says: "We already have a healthy offering of geothermal bathing and spa treatments. But there's a resurgence now and the long-term vision is to expand the spa and wellness offerings alongside other existing tourism attractions, Maori culture and its status as a top mountain biking destination."

Most recently, international hotel chain Wyndham signed a deal with Auckland-based developer Safari Group for three properties across New Zealand – including the 68-bed Ramada Lakeside Resort & Spa in Rotorua. The NZ\$18.5m (US\$15m, €11m, £9m) development that's due for completion in December 2015 will feature a geothermal health spa.

■ <http://lei.sr?a=W5j3I>

› DEVELOPMENT PIPELINE: **CENTRAL & SOUTH AMERICA**

CENTRAL & SOUTH AMERICA

An aerial photograph of a tropical resort development. The scene is dominated by lush greenery, including numerous palm trees and dense shrubs. In the background, a long, low building with a white facade and a curved roofline is visible. To the right, a larger, more prominent building with a distinctive, rounded, metallic-looking roof structure is partially seen. The sky is a clear, vibrant blue with scattered white clouds. The overall atmosphere is bright and sunny, suggesting a warm, tropical climate.

A wellness centre as well as a Deepak Chopra anti-ageing spa will be included in a number of luxury amenities

DEVELOPMENT PIPELINE: CENTRAL & SOUTH AMERICA

Blackadore Caye: Restorative Island

Belize

Opening: 2018

Actor Leonardo DiCaprio is to open the one of the world's greenest resorts on his private island in Belize in partnership with wellness real estate firm Delos – the company behind the Well Building Standard®.

Dubbed Blackadore Caye: a Restorative Island, the property will offer 68 villas and 48 homes with development set to begin this year and completion scheduled

for 2018. A spa and wellness centre, as well as the Deepak Chopra Center for Renewal and Anti-Aging will be included in a number of luxury amenities.

Delos owner Paul Scialla has founded Restorative Islands LLC to build the resort and Restorative Hospitality – a Delos subsidiary – to operate the facilities and also manage the wellness programming offered at the resort.

All buildings on the island will promote the health and wellbeing of guests and incorporate features such as circadian lighting for better sleep, water purification systems and advance air filtration systems to minimise allergens.

Using sustainable building techniques, McLennan Design aims to regenerate the surrounding ecosystem and, it claims, reserve the effects of climate change.

DiCaprio, a supporter of environmental initiatives, says: “This project is leading a new way in eco-tourism, development and green building and demonstrates that human development can be truly restorative and beneficial for the environment.”

DiCaprio is an investor in Delos and serves on its advisory board, he also reportedly bought one of its first wellness apartments in New York. Chopra and McLennan also serve on same board.

■ <http://lei.sr?a=x4G5A>



▶ DEVELOPMENT PIPELINE: CENTRAL & SOUTH AMERICA



South American debut for Viceroy

Viceroy Cartagena

Obra Pía, Colombia

Opening: 2016

The Viceroy Hotel Group and investment firm KIT Capital are to spend US\$50m (€37m, £29m) on redeveloping Obra Pía, a former 17th century convent in Colombia, into a luxury resort with two spas.

The site, in the city of Cartagena on the north coast, was the original capital of the Spanish Empire in the New World and is now a UNESCO World Heritage location.

Due to open in 2016, Convento Obra Pía, Viceroy Cartagena will be the group's first property in South America. It will be transformed into a 102-bed hotel by architectural firm Barrera & Barrera. Historical features will be preserved, while modern amenities include a 257sq m (2,960sq ft) courtyard pool, fitness centre and spa.

An affiliated resort on Rosario Islands will include 15 cabanas and an Asian-themed spa. Two luxury yachts will take guests to the site which is about 40 minutes away.

■ <http://lei.sr?a=v2C3j>



The Mango Walk Spa will open in early 2016 with a focus on active relaxation in nature

Kittitian Hill

St Kitts

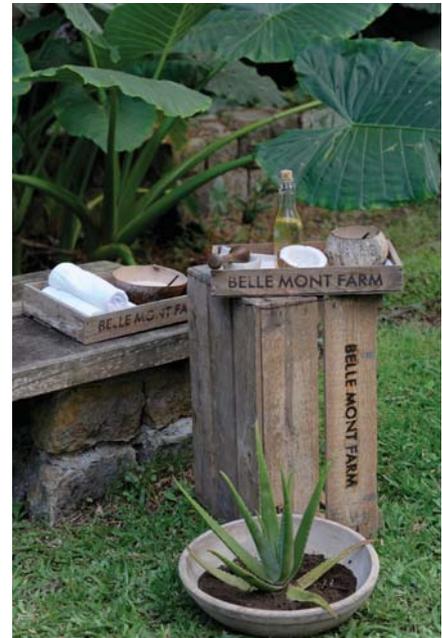
Opening: Q1 2016

Sedona Resorts is to operate the Mango Walk Spa at the Kittitian Hill resort in St Kitts when it opens in early 2016.

Master architect Bill Bensley is designing the 20 treatment room spa inspired by local buildings. There will be a focus on active relaxation in nature. Meditation gardens and walks are being created and a yoga studio is being built in a bamboo cathedral structure. A saline pool as well as hot and cold water treatments will also be offered.

Kittitian Hill is a 400-acre resort with four boutique hotels, villas and one of the world's first 'edible golf courses'. Parts of the development are already open.

■ <http://lei.sr?a=L2H5c>



Local ingredients will be used in treatments



ESPA will manage the main wellness facility which will take pride of place on top of the casino of the main hotel

Baha Mar

Bahamas

Opening: 2015

The US\$3.5 billion (€2.7bn, £2.2bn) Baha Mar (Vegas on the beach) complex in the Bahamas is predicted to open mid 2015, complete with two spas, after a series of delays and legal hitches.

Baha Mar will boast 2,200 luxury guestrooms across four hotels – Baha Mar Casino & Hotel, with its world-class gaming facilities; Rosewood; Grand Hyatt; and SLS LUX properties.

The 30,000sq ft (2,787sq m) ESPA-managed spa will take pride of place on



The complex is known as ‘Vegas on the Beach’

top of the casino at the main property – the 1,000-room Baha Mar Casino & Hotel. The focus is on the 24 treatment rooms with other amenities including

a fully-equipped gym; an eight-unit nail studio; and male, female and unisex thermal zones.

A smaller 10,000sq ft (929sq m) wellness facility will also feature at the Rosewood hotel, under the company’s Sense Spa brand.

Elsewhere, a massage suite will sit alongside a fitness room, media room and gaming chamber as part of Villa Roxie – the interiors of which have been created by singer Lenny Kravitz’s design firm

In addition to the four hotels, a Jack Nicklaus golf course, numerous pools, beach experiences and many restaurants and luxury shops will form part of the highly-anticipated complex.

■ <http://lei.sr?a=s5i6u>

▶ DEVELOPMENT PIPELINE: CENTRAL & SOUTH AMERICA



De Niro is investing in the development

K-Club renovation

Barbuda, Caribbean

Opening: Unconfirmed

Film star Robert De Niro is to develop a US\$250m hotel and spa resort in Barbuda, the lesser known twin island of Antigua, according to the *Caribbean Journal* newspaper.

The project includes the refurbishment and expansion of K-Club, a resort which became famous in the 90s as a hideaway for Princess Diana but which closed eight years ago.

The newspaper says De Niro is partnering with Australian media mogul James Packer on the deal. Packer also owns the Crowns Resorts which has three major resorts with multiple spas: one in Melbourne and Perth and the City of Dreams resort in Macau, China.

De Niro is no stranger to the leisure industry either. He co-owns The Greenwich hotel and Shibui Spa in New York (see SB11/1 p44) and is a shareholder in a number of Nobu facilities, including the first Nobu Hotel at Caesars Palace, Las Vegas where Nobu has created a spa treatment menu at the Qua Baths & Spa (see SB13/2 p20).

■ <http://lei.sr?a=2p3u0>

PHOTO: SHUTTERSTOCK/CINEMAFESTIVAL

Esplendor Hotel Boutique Punta Carretas

Montevideo, Uruguay

Opening: Unconfirmed

World-renowned architect Carlos Ott is designing a four-star hotel in the capital city of Montevideo, Uruguay, called Esplendor Hotel Boutique Punta Carretas.

The 197-room hotel, which includes residential units for sale, will feature a spa, gym, pool, restaurant and convention centre. Ott is working with project management company Embrenurban,



Carlos Ott will design the hotel and spa

whose hotel operations partner Fën Group will run the facility.

Ott first became famous after he was picked over 700 competitors to build the Bastille Opera House in Paris in 1983.

■ www.esplendorpuntacarretas.com

Dreams Dominicus La Romana

Bayahibe, Dominican Republic

Opening: October 2015

USA travel firm Apple Leisure Group (ALG) is growing its Caribbean portfolio with the Dreams Dominicus La Romana which is due to open in October 2015.

Upon the resort's opening, AMResorts (an ALG subsidiary) will have eight

properties in the Dominican Republic under five brands.

The family-friendly, five-star Dreams property will have 478 rooms and have a signature Dreams Spa by Pevonia at the property as well as a substantial 13,750sq ft (1,277sq m) infinity pool.

There's much demand from travellers for premium, all-inclusive options in the Dominican Republic says Javier Coll, chief strategy officer of ALG.

■ <http://lei.sr?a=p5Q7C>



AMResorts' eighth site in the Dominican Republic will have a signature Dreams Spa by Pevonia



US\$100m is to be spent on the luxury beachfront property

Turtle Cove

Turks and Caicos Islands

Opening: 2016/2017

The Turks and Caicos Islands' government has signed an agreement with developer Circle Holdings to create a US\$100m (€93m, £66m) luxury resort, which is scheduled to open during the 2016/2017 tourist season in Grace Bay at Turtle Cove.

The project includes a 140-key resort with a branded spa with lush gardens, rooftop pools, dining venues, sports/ events facility and casino. This will be built on a 17-acre (7-hectare) site with a beach and marina.

The development agreement predicts the resort will create 300-400 jobs and bring additional tax revenues of around US\$9m (€8m, £6m) a year to the government when it opens.

■ <http://lei.sr?a=c9k5e>



Jamaica's government backs the project

Harmony Cove

Telawny, Jamaica

First phase opening: 2017

Chinese firm Sinohydro is investing US\$2.5bn (£1.5bn, €1.8bn) in the Harmony Cove mega-resort development in Telawny, Jamaica.

The 9.3sq km (3.6sq mile) property on Jamaica's north coast, is to be transformed into a resort with three PGA golf courses, high end hotels, a luxury health spa, private residences, casino, restaurants, convention and entertainment centres and a dedicated private airport.

Real estate developer Tavistock has acquired the rights to develop the property, while Leisure and Hospitality Design International (LHDI), MODE architects and MSI are collaborating on the design and architecture.

Work on the first phase, expected to cost US\$800m (£478.1m, €583.7m) and including 2,000 hotel rooms, started in 2014 and is predicted to take three years to complete.

The delayed project, construction of which was initially due to start in 2009, has strong backing from Jamaica's government.

■ <http://lei.sr?a=p6v6w>

PHOTO: SHUTTERSTOCK/JO ANN SNOVER

EUROPE

Blue Lagoon

Iceland

Opening: 2017

The world-famous Blue Lagoon geothermal destination spa in Iceland has revealed to Spa Business that it's investing €40m in an expansion and redesign project.

A new thermal bathing pool built into the surrounding lava field will connect to the existing lagoon and enlarge it by half. A luxury 60-bed hotel will also be included in the changes, as well as a refresh/upgrade of other facilities.

Sigríður Sighthorsdóttir of Basalt Architects will lead the project which is due for completion in 2017. She's been the architect at Blue Lagoon for almost 20 years and her work in harmonising the man made and natural environment has been noticed internationally.

The Blue Lagoon, which holds six million liters of geothermal seawater, is one of the most popular tourist attractions in Iceland and last year it welcomed 766,000 visitors.

The purpose for the expansion is to enhance the experience for each guest rather than to increase numbers.

■ <http://lei.sr?a=B7J0o>

A new thermal bathing pool will connect to the lagoon, existing facilities upgraded and a 60-bed hotel will also be added

Gabala Lake Palace Espace Chenot Health Wellness Hotel

Azerbaijan

Opening: Q2 2016

Wellness specialist Henri Chenot is to open his second destination spa in 35 years, after the launch of his original flagship centre in Palace Merano Italy.

Scheduled for completion in mid 2016, the entire Gabala Lake Palace Espace Chenot Health Wellness Hotel will be dedicated to hosting Chenot Method holistic detox and revitalisation programmes. The Chenot Method combines Chinese medicine, western modalities and biontology – a discipline concerned with psycho-physical ageing that Chenot identified in the late 90s.

There will be a 6,000sq m (64,583sq ft) wellness zone with departments covering sports and fitness, traditional aesthetic spa therapies, aesthetic biontology, hydro biontology, aesthetic medicine, human performance plus medical diagnostics.

International architect and interior designer Michel Jouannet, whose work includes the Cipriani hotel and spa in Venice, will lead the 72-bed hotel development which is 225km (140 miles) west of Azerbaijan's capital Baku. Surrounded by the forests, lakes and mountains of the Gabala region, the setting is ideal for a health retreat says Chenot.

There are six other hotel spas in the Chenot portfolio, including one at L'Alberata Relais & Chateaux in Italy which is being refurbished. Another is under development at the One&Only Portonovi resort in Montenegro.

■ <http://lei.sr?a=w5s3W>



This will be the second Henri Chenot destination spa to open in 35 years ▶

► DEVELOPMENT PIPELINE: EUROPE



The resort was built by the Third Reich

New Prora

Germany

Opening: Unconfirmed

Investors are cashing in on the redevelopment of a beach resort which was originally built by the Third Reich as part of a Nazi vision for the future of tourism in Germany.

The resort on the island of Rügen in the Baltic Sea was built in the run up to World War II and nicknamed the 'Colossus of Prora' due to its sheer size. Its eight identical six-storey buildings stretch 2.8 miles (4.5km) along the coastline.

Construction slowed during the war and the blocks were sold off to independent developers over time. The complex was considered too expensive and architecturally significant to tear down.

A youth hostel opened in the resort – now known as New Prora – in 2011 and there are plans for a 100-bed hotel and spa. Other parts of the site will be transformed into luxury beachfront flats according to The Independent newspaper.

■ <http://lei.sr?a=w7n1Q>

Poultry Hotel

London, UK

Opening: 2016

The headquarters of the Mildred Bank in London, UK – which once portrayed the Fort Knox building in the James Bond film *Goldfinger* – are to be transformed into a five-star hotel and spa.

The Grade I-listed property is considered to be British architect Sir Edwin Lutyens' finest commercial creation. It's being redeveloped into the Poultry Hotel by EPR Architects and is to reopen in 2016.

The spa will be built in collaboration with pool specialists Barr + Wray which



The building features in a James Bond film

will install a lap pool and roof top pool as well as oversee the work on an "elaborate thermal zone" which will include an 8sq m (26sq ft) hammam, sauna and streamroom.

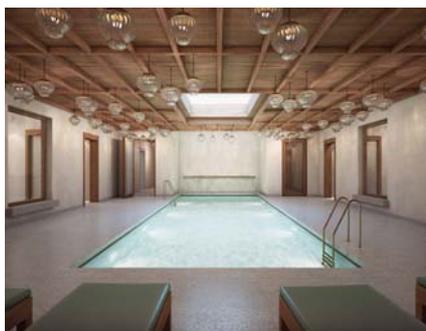
■ <http://lei.sr?a=i1k2J>

Abadía Retuerta LeDomaine

Duero, Spain

Opening: Q3 2015

A former stable on the Abadía Retuerta LeDomaine estate, a five-star retreat in Spain's Duero wine region, is being remodelled into a spa, complete with



There will be 10,000sq ft wine-themed spa

a 'spa sommelier' who will carry out blind tasting sessions for each guest before suggesting treatments based on individual preferences.

The estate, which used to be an abbey and winery, dates back to 1146 and includes 500 acres (202 hectares) of vineyards. A 22-suite boutique hotel opened in 2012 after a restoration of the abbey and eight more guestrooms are now being added.

The 10,000sq ft (929sq m) El Santuario (sanctuary) will debut in Q3 of 2015 with an outdoor pool among the vineyards, vinotherapy using produce on-site and other treatments by Spanish brand Natura Bissé. Four individual treatment rooms, a separate spa suite and hydrothermal facilities will also be included.

Marco Serra, the architect behind the hotel, also worked on design and conception of the spa.

■ <http://lei.sr?a=V1C7w>



PHOTO: ©FRANCISCO-MANGADO

The old military hospital will be converted into a thermal bathing facility with a contemporary spa

Amélie-les-Bains

Amélie-les-Bains, France

Opening: Q4 2016

A collaboration led by Spanish architectural firm Francisco Mangado has been commissioned to convert an old military hospital into a thermal bath facility in

south France. Scheduled to open at the end of 2016, the €6.5m (US\$9m, £5.3m) 3,143sq m (33,830sq ft) contemporary spa is set over three floors and will feature hot zones, cold zones and more than 10 wet and dry treatment rooms.

It's based in Amélie-les-Bains, a town known for its natural spring water – which will be used extensively the spa's thermal and bathing experiences.

Francisco Mangado will lead the conversion, along with V2S architectes, Terrell, SACET, Alayrac, and GAMBA Acoustique Architecturale & Urbaine.

The renovation plans incorporate the original solid stone wall architecture of the former hospital but this will be superimposed with glass panelling to give it a more modern look.

■ <http://lei.sr?a=01E8o>

► DEVELOPMENT PIPELINE: EUROPE

Spa Village at Galgorm Resort

Northern Ireland

Opening: Q3 2015

Work is underway on a new spa village at Northern Ireland's Galgorm Resort.

Up to €5.5m (US\$6m, £4m) will be spent on doubling the size of the existing spa to 75,000sq ft and adding extra facilities such as a healthy eatery, a hydro pool, and a snow room and sanarium by Klafs. These will connect to an outside area with a riverside sauna, hot tubs and a relaxation orangery.

Meandering pathways, secluded time-out spots and gardens complete the communal village setting. Paul Smyth, MD of Galgorm says it: "will become an awe-inspiring space, where staying overnight or just visiting for the day will be a relaxed, informal and friendly experience to savour."

The owners worked with spa consultant Jennifer Gorman on the project.

The spa village is part of a wider €21m (US\$22m, £15m) expansion which includes 48 new bedrooms.

■ http://lei.sr?a=X4r5Q_S



The existing spa will double in size



An Alpine Spa will be included in the eco-resort that's owned by Katara Hospitality

Bürgenstock Resort

Lake Lucerne, Switzerland

Opening: Q1 2017

The eco-friendly car-free Bürgenstock Resort at Lake Lucerne, Switzerland, is on track to meet its scheduled opening date in early 2017.

The 400-bed resort is owned by Katara Hospitality – which is in turn owned by the state of Qatar (see p55) – and will boast

a sizeable 10,000sq m (107,639sq ft) 15-treatment room Alpine Spa.

The tender for the spa's construction has been awarded but construction has not yet begun. Core shell work on the palace hotel has, however, already been completed and other infrastructure/building work is ongoing. Patrik Dierks Norbert Sachs Architekten and London-based interior designers MKV Design are in charge of overseeing the CHF500m (US\$520m, €477m, £349m) resort.

■ <http://lei.sr?a=t8U6P>

HoHo

Vienna, Austria

Opening: Unconfirmed

Austrian property entrepreneur Günter Kerbler is to build one of the world's largest wooden skyscrapers in Vienna, with design by Rüdiger Lainer and Partner architects. The €60m (US\$67m, £43m),

84m (276ft), HoHo building will house a hotel, wellness centre, health club, restaurants as well as apartments and offices. Wood has been chosen for its green credentials.

HoHo is part of the Aspern Urban Lakeside Project, a 20-year initiative to create a new quarter for Vienna, with 20,000 houses and integrated leisure and hospitality.

■ <http://lei.sr?a=I7IOL>

Skadar Lake

Montenegro, France

Opening: Unconfirmed

An eco-resort is being developed, along with an environmentally friendly spa, in Skadar Lake National Park in Montenegro, designed by François Leclercq.

The 1,300sq m (12,917sq ft) spa, with sweeping views of the landscape, will have signature products and treatments using plants and essences specific to the lake and surrounding region. Additional facilities at the eco-spa will include a

solarium, a large indoor hydrotherapy pool and a steamroom.

Other resort features comprise a panoramic restaurant high up on the peninsula, hotel and private villas, a number of sporting facilities and a heliport.

Lionel Sonigo, president of the Montenegro Resort Company, says: "I selected the absolute best location inside the national park and joined forces with François Leclercq, one of the greatest French architects, who channelled his considerable talent and the effort of his teams into creating a prestigious eco resort that preserves that nature of the site."

■ www.portoskadarlake.com



Skadar Lake National Park is a fitting home for the sustainable development



Wellness and healthy living are key

Oaks Prague

Czech Republic

Opening: Unconfirmed

Arendon Development Company has announced that architecture firms John Pawson, Richard Meier and Eva Jiricná will be designing elements of a large mixed-use scheme, the Oaks Prague, in the Czech Republic.

The development, masterplanned by EDSA with Chapman Taylor and John Thompson and Partners, is based on a village concept, with wellness and healthy living built into its core.

London-based firm, John Pawson, is drawing up plans for the epicentre of Oaks Prague; a mixed-use hotel, spa, restaurant and club house. The project will be built into an existing 19th-century chateau/farmhouse, using specific materials that respond to and mirror traditional building techniques – allowing the history and context of the site to come through.

Once complete, the site will offer more than 200 new homes as well as extensive fitness facilities, such as a nine-hole golf course and gyms.

■ <http://lei.sr?a=w4c5d>

► DEVELOPMENT PIPELINE: EUROPE

Canica Spa Complex

Oslo, Norway

Opening: Q4 2015

Spa design consultancy and heat equipment manufacturer Thermarium is working on a three-storey spa outside Oslo, Norway, which is set to open at the end of 2015.

The Canica Spa Complex is funded by Canica AS one of Norway's largest private investment companies. Thermarium is providing the concept, engineering, interior design and final construction services for the 3,700sq m (39,826sq ft) spa.

The first floor will incorporate a number of heat experiences such a Nordic laconium with a polar lighting effect, a cinema sauna, jungle sauna and an art deco area for pools featuring a real gold mosaic.

Communal and private hammams with adjoining scrub and relaxation rooms are located on the second floor alongside a treatment zone with 16 rooms for various therapies.

The third Japanese-themed floor, will feature a steambath with a basalt stone fountain, sauna, lounge, experience showers overlooking a Zen garden, and a meditation room that is also a 45-50°C (113-122°F) sauna.

Canica AS was originally set up in 1985 to own the Norwegian grocery store chain RIMI. Today it invests in retail, fast moving consumer goods, real estate and manufacturing sectors. Its also owns Farris Bad, a hotel and spa built around a cave with natural mineral spring waters.

■ <http://lei.sr?a=T2U4k>



The Aire Group already has three bathhouse-style spas in Spain and one in the USA (pictured)

Aire de Vallromanes

Vallromanes, Spain

Opening: Unconfirmed

The Aire Group is set to open its fifth thermal bathing facility – Aire de Vallromanes near Barcelona, Spain – as part of its ongoing vision to create an “oasis of calm that drinks from history, the one that shows us how ancient civilisations made public baths an art for our senses.”

Though it's not yet clear what the new retreat will offer, the architect studio is Alonso Balaguer. The Spanish designers are behind two of the group's previous facilities and are also working on the Olympic Village for the 2016 Rio de Janeiro Games.

Based in Spain, the Aire Group was founded 15 years ago when a number of investors and friends pooled their resources together to restore a 16th century palace in Seville which was built on the ruins of a Roman bathhouse. Co-founder Armando Prados, who grew up in an area in southern Spain which once boasted hundreds of public baths, wanted to revive the traditional ritual of relaxation and rejuvenation through water.

There are two other Aire Ancient Baths facilities in operation in Barcelona and Almería. The first international site opened in 2012 in New York City in the basement of a former textile factory that was built in 1883 (see *Spa Business*, issue 2, 2015 p92).

■ www.airedevallromanes.com

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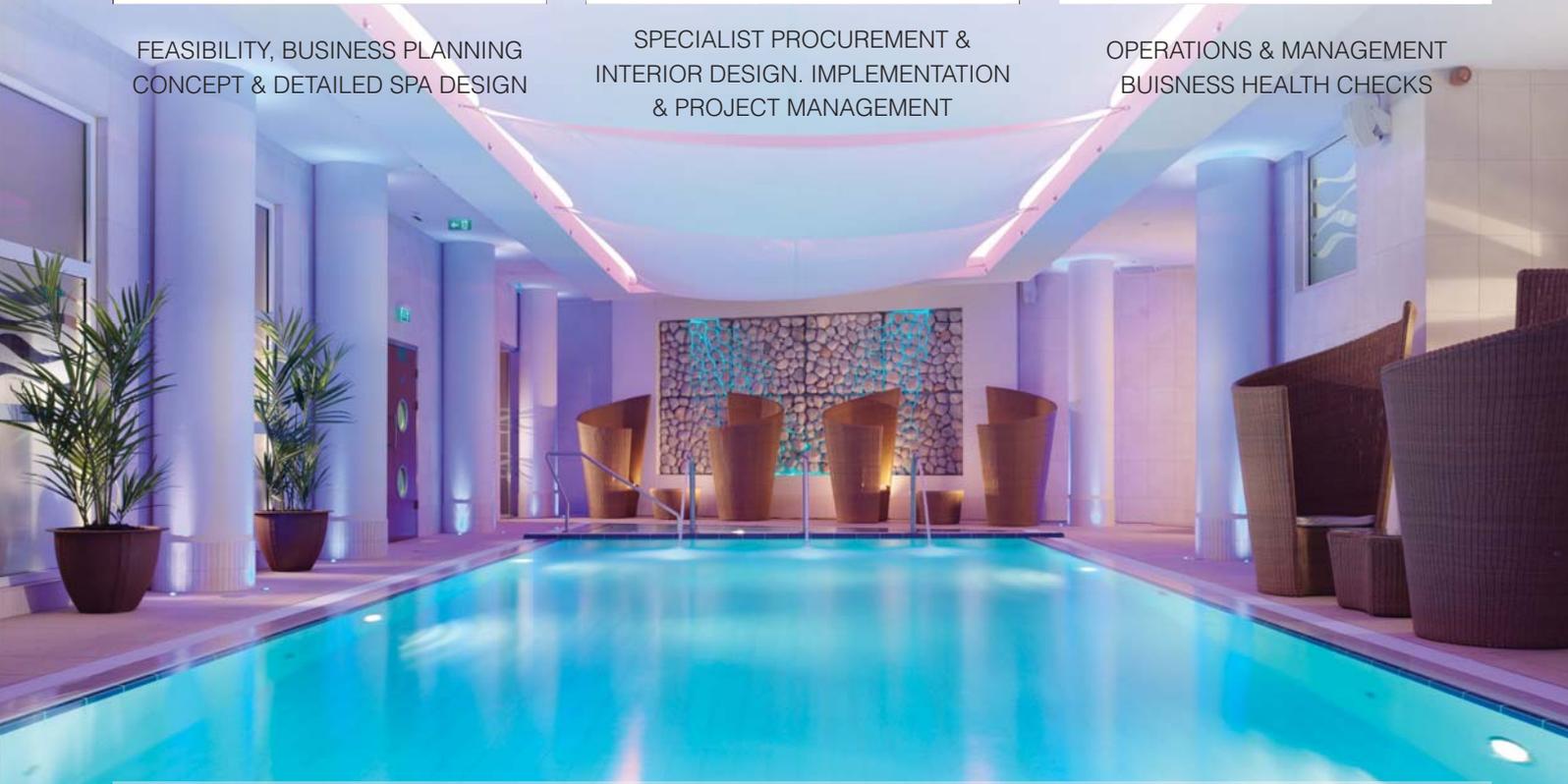
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THE MIDDLE EAST



The Kempinski Hotel Summerland

Beirut, Lebanon

Opening: Q3 2015

A circular spa which has been planned by Beirut interior design company Architectes Anyonymes is to feature at The Kempinski Hotel Summerland in Lebanon when it opens in July.

The 1,400sq m (15,069sq ft) stand-alone facility will be managed by Resense and include its signature bathing kur experience – an 11-step bathing and cleansing ritual, akin to a modern version of Roman bathing traditions. As well as separate hydrothermal facilities for men



Beirut firm Architectes Anyonymes have designed the circular spa

and women, the two-storey spa will house a double therapy suite and six single treatment rooms, plus two scrub rooms and relaxation lounges.

Guests will be able to relax on a terrace in the shade of olive trees, some of which have been standing for 150 years,

or soak in the outdoor vitality pool. A spa café is to offer a range of refreshments and there will also be a fitness centre and studio on-site.

The hotel itself will have 153 bedrooms and 73 village-style apartments.

■ <http://lei.sr?a=211Y2>



EvianSpa

Katara Cultural Village, Qatar, Doha

Opening: 2016

An evianSpa is to open in 2016 as part of the 3.8-hectare (9-acre) Katara Plaza development – the commercial centre for the Katara Cultural Village in Doha.

The plaza, which will also host a Galeries Lafayette department store by the Parisian retailer, will serve as an anchor for the village's theatres, concert halls and exhibition galleries as part of the 2030 Qatari National Vision to “nurture social development through art and cultural exchange”.

Katara Plaza will be operated by Qatar's Ali Bin Ali Group (ABA), a distributor of evian® mineral water. ABA also holds the licence for evianSpa in the state and plans to introduce a flagship 2,400sq m (25,833sq ft) women's-only facility which will use multisensory experiences to “tell the story of the miraculous evian water journey in the Alps.”

Leyk & Wollenberg and Atelier GH will lead the architecture and design and construction is already underway. Gael Hiétin from Atelier GH is one of the leading multisensory designers in France and worked on the original evianSpa concept. He is part of the Leyk & Wollenberg team which is known for its innovative spatial solutions and sensitive material choices.

The first evianSpa is in Tokyo (left); the next one will open in Doha and forms part of the Katara Cultural Village development (right)

The project is being coordinated by Patrick Saussay, owner of the Global Project & Spa Advisory consultancy, who's also worked with evian on previous spas.

This will be the third evianSpa for the French-based group, following the launch of the concept in Tokyo in 2012 (see SB12/4 p30). And it's a first for the brand in the Middle East. Laurent Houel, the global brand director for evian says the “development is a new step for us in our exclusive approach to bringing a new spa experience to some key cities worldwide”.

■ <http://lei.sr?a=b5x2E>

► DEVELOPMENT PIPELINE: THE MIDDLE EAST



Barr + Wray supplied the wet areas

Mandarin Oriental Doha

Doha, Qatar

Opening: 2016

Mandarin Oriental Doha is to open in 2016 with a truly gender-segregated spa: something which is being increasingly requested by local tourism bodies. Unlike other luxury hotels in the area – which typically only offer different male and female changing and thermal bathing facilities – Mandarin Oriental will provide separated reception, waiting, grooming, bathing and fitness areas.

Of the design, group director of spa Jeremy McCarthy says: “One of our VIP suites can be connected to one of the locker rooms, giving us the option to include an entire wet area as part of the suite, should it be needed for a deluxe private spa experience.”

As the 160-bed property is adjacent to the Souq Waqif and the city’s business centre in West Bay, Mandarin won’t be aiming for the family market like its competitors in beach locations. Instead, it will focus on the executive market, aiming for high-end business and leisure travellers who are seeking serenity.

■ <http://lei.sr?a=h5o5G>

Lapita Hotel

Dubai, UAE

Opening: 2016

Marriott is to operate a new Polynesian-themed family hotel being developed as part of the AED10bn (US\$2.7bn, €2.1bn, £1.7bn) theme park project in the Jebel Ali area of Dubai, set to open in 2016.

The 503-bed Lapita Hotel – which will be the first Autograph Collection property located in the Middle East – will be constructed in the first phase of the project, which will also see the arrival of Legoland

Dubai, Motiongate Dubai and Bollywood Parks Dubai attractions.

John Rees, Marriott’s area director of operations in the Middle East and Africa, told *Spa Business*: “The footprint space for the spa will be elaborate for this project and it will follow the Saray spa concept [see SB11/1 p24]. The project team are in discussions with interior designers and architects to finalise the feel and look of the spa.”

The hotel will draw inspiration from Polynesian tropical landscapes, featuring Polynesian flowers, lagoon-style pools, themed activities and dining options.

■ <http://lei.sr?a=r2o7P>



The Polynesian-themed hotel will have a Saray-branded spa by Marriott



No expense has been spared on the spa which takes up an entire floor of the hotel. The wet relaxation areas will be particularly spacious

Centara Grand West Bay Hotel

Doha, Qatar

Opening: 2016

Thai operator Centara Hotels & Resorts will make its first move into the Middle East in 2016 when the 264-bed Centara Grand West Bay Hotel opens in Doha, Qatar. Up to 96 residences for private use will be on offer also.

An 18-treatment room Spa Cenvaree, the in-house spa concept for Centara, will be situated in a large entertainment zone which will be spread across the 29th and 30th floors of the hotel.

Tara Hanrahan, group director of spa operations says there are many reasons why the spa will stand out. “The



Thai spa traditions will be prominent

furnishings are modern versions of traditional Thai interiors and our treatments will incorporate the softness and innate nurturing approach of Thai therapists that’s made them so famous throughout the world. In addition, the décor in the treatment rooms will be quite sparse with no distracting elements so that the mood and tone will be focused inward.

“The spa takes up an entire guest floor, so the breadth of the experience and spa journey for guests is extensive. The wet relaxation facilities will be very large and we expect guests to linger both before and after. There’s also a presidential VIP therapy suite and several couples’ rooms, which is considered quite new for the region. No expense has been spared at this site.”

■ <http://lei.sr?a=R6W3n>

► DEVELOPMENT PIPELINE: THE MIDDLE EAST

Al Murooj Golf Club

Saudi Arabia

Opening: Q1 2016

Steiner Spa Consulting is working on a spa that's set to open in early 2016 as part of the King Abdullah Economic City development in Saudi Arabia. The Red Sea coastal community, called Al Murooj, will feature a health complex and social hub with leisure facilities. The spa, located at the Al Murooj Golf Club, will be designed by Hirsch Bedner Associates.

■ <http://lei.sr?a=0Q2Z1>

Mövenpick Resort & Spa Dead Sea

Jordan

Opening: Q2 2016

An Indian therapy block is being added to the Mövenpick Resort & Spa Dead Sea in Jordan. The extension will house ayurveda wellness suites, alongside a library, organic café, meditation spaces and a herb garden.

The expansion will enable the resort to add lifestyle wellness programmes aimed at weight, sleep and stress management, detox, emotional healing plus skin and rehabilitation care.

"Our long term goal is to establish our spa facilities as a pioneering research and development institute for Dead Sea therapies that can assist skin and musculoskeletal disorders," says spa director Suraj Jokhushankar Dubey.

■ <http://lei.sr?a=D4L5D>



Chuan Spa, the in-house concept for Langham, focuses on Chinese therapies

The Langham, Palm Jumeirah

Dubai, UAE

Opening: 2016

The Langham, Palm Jumeirah will be the hospitality group's first resort in the UAE, when it opens in 2016. "The Chuan Spa will showcase 26 treatment rooms and its traditional Chinese medicine therapies," Barry White, Langham's director of spa told *Spa Business*, adding that there will also be an expansive fitness centre.

The treatment menu has been designed in collaboration with a Chinese medicine

practitioner and its therapies and treatments are guided by the pillars of wu xing (the five elements), yin & yang and jing lu (the meridian system).

Chuan is the in-house spa concept for Langham and there are currently 12 of them worldwide. In 2013 it launched a holistic massage diploma in collaboration with ITEC and there are possible plans for a spa management course in the future.

All 323 bedrooms of the Dubai property, which is owned by DAS Real Estate, will have outdoor terraces and views facing the sea. There will also be eight food and beverage outlets.

■ <http://lei.sr?a=C2V0P>



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NORTH AMERICA



PHOTO: SHUTTERSTOCK/RICHARD CAVALLERI

The island, only five minutes from Manhattan or Brooklyn, will feature a 70,000sq ft hydrotherapy spa designed by Robert D Henry Architects

QC Terme Governors Island

New York, USA

Opening: Unconfirmed

A 70,000sq ft (6,503sq m) European-style hydrotherapy spa is planned for Governors Island in New York, which is a five-minute ferry ride from Brooklyn or Manhattan.

The Quadrio Curzio family from Milan, which manages five other European spa

locations under the QC Terme brand, selected Robert D Henry Architects to design the spa that will incorporate a number of hydrotherapy pools, some of which will be heated for year-round use.

The spa comprises listed buildings, formerly occupied by New York City's Coast Guard, centred around a courtyard of outdoor pools.

"We're taking a preservation stance regarding these buildings, which will now be turned into a campus of wellbeing,"

says designer Henry, who's work in the wellness field includes the G Spa & Lounge at Gansevoort Hotel NYC and the Mandarin Oriental Spa Miami.

Male and female changing rooms will feature a whirlpool, sauna and steam-room and there will be an assortment of lounges for relaxation, as well as a café and a more upscale restaurant.

A rustic wellness hotel is to follow in the second phase of the development.

■ <http://lei.sr?a=o3G5Y>



The spa will relaunch under Trilogy Spa Holding's Well & Being brand

**Four Seasons Resort and Club
Dallas at Las Colinas**

Texas, USA

Opening: Q2 2015

The existing spa and fitness facility at the Four Seasons Resort and Club Dallas at Las Colinas in Texas, USA, is to undergo a US\$3.5m (€2.8m, £2.2m) renovation, which will transform it into one of the largest hotel spa and health clubs in the country.

The new 176,000sq ft (16,351sq m) facility is due to relaunch by July under Trilogy Spa Holding's Well & Being brand.

The Well & Being concept is based on customised wellness experiences

combining fitness, nutrition, integrative medicine, mind-body therapies and advanced skincare.

The expansion will see three exercise studios and a cardio gym suite added, alongside a clinic for personalised nutrition and preventative health programmes.

"Trilogy has been retained to design and manage all aspects of the Well & Being [facility], from creation of the service menu to staffing and training," says a spokesperson for Trilogy, adding that Four Seasons will still run the operation.

This is the second Well & Being spa for Trilogy. The first one opened at the Fairmont Scottsdale Princess in Arizona, in 2012 and replaced the hotel group's Willow Stream Spa brand.

■ <http://lei.sr?a=h2Q2t>



A wellness community in the making

Mado Hamlet, Serenbe

Atlanta, Georgia, USA

Opening: Unconfirmed

A wellness and healthy living hamlet, complete with a destination spa, is being developed at the Serenbe sustainable community on the outskirts of Atlanta, Georgia.

More than US\$500m (€403m, £106m) is being invested in Mado Hamlet and the first 60 homes, including assisted living properties for older adults, are expected to be complete by the end of the year. The spa will follow alongside a community and cultural centre and a boutique hotel.

Serenbe founder Steve Nygren says: "Our goal is not to make [spa] services age-specific but to introduce elements that appeal to everyone who wants to live well. Therapies will incorporate eastern and wellness techniques and there will also be a multi-purpose health centre.

"Overall, we'll take advantage of the many electronic devices that monitor biometrics to help family and health-care workers to track people's health."

■ <http://lei.sr?a=i4B9p>

▶ DEVELOPMENT PIPELINE: NORTH AMERICA



Vineyard home for a new Auberge brand

VieVage Napa Valley

Napa Valley, California, USA

Opening: 2016

Auberge Resorts has replaced St Regis as the preferred operator of a luxury resort that's planned in the Stanly Ranch vineyard in the Napa Valley wine region in California.

The 110-room resort, which could launch by the end of next year, will open under the VieVage name – a new lifestyle hospitality brand for Auberge. It says the concept “will bring contemporary themes of design, community, locally-sourced food, sustainability, fitness and wellness together in a fresh, active and social environment.”

The spa concept is being created by Tracy Lee, who has been the head of spas at Auberge since 2000 developing a number of its award-winning facilities. Lee, who has also set up environmental stewardship programmes at all of the company's properties, says details of the new VieVage spa brand will not be released until later this year.

■ <http://lei.sr?a=POZ8P>

Agua Caliente Hot Mineral Spring development

Palm Springs, California, USA

Opening: Unconfirmed

The Agua Caliente Band of Cahuilla Indians is to build a new entertainment district based around thermal waters in downtown Palm Springs, California.

The tribe has selected San Diego-based JCJ Architects to redevelop its 22-acre (9-hectare) plot which is home to the 1960s Spa Resort Casino that's currently in demolition.

The site is also home to the tribe's culturally-significant Hot Mineral Spring – the Agua Caliente name means ‘warm waters’ in Spanish. Bathhouses which provided access to the healing waters have operated there since the late 1800s.

Demolition of the existing hotel is due to be completed by Q3 2015.

The Agua Caliente Band of Cahuilla Indians owns 50sq miles (129sq km) of reservation land in Palm Springs and the surrounding area. As well as the Spa Resort Casino, it operates two golf courses and the Agua Caliente Casino Resort Spa in Rancho Mirage.

■ <http://lei.sr?a=t7L7v>

Gurney's Montauk Resort & Seawater Spa

Long Island, New York, USA

Opening: 2016

Global spa consultancy and management firm WTS International is to lead the refurbishment of the spa at the Gurney's Montauk Resort & Seawater Spa in Montauk, Long Island, New York.

The refurbishment is timely, as 2016 marks the 90th anniversary of the hotel.

Light upgrades to the spa, salon and retail spaces will be complete in Q3 2015 as part of the first phase of development. Then in 2016, renovation of the entire wellbeing space will commence.

Susie Hammer, vice president of spa operations at WTS, says: “We're conducting market analyses, implementing marketing strategies and working on staffing and training requirements... We're also reviewing the retail and



PHOTO: SHUTTERSTOCK/MJTH

WTS will lead the seawater spa overhaul

merchandising process, developing fitness and outdoor adventure activities, creating a new spa café menu and reviewing the treatment menu.”

Kim Matheson, senior vice president at WTS, confirmed that although the treatment menu is being updated, WTS will keep the same vendor partners – Aromatherapy Associates, Phytomer, Spa Technologies and Moroccan Oil.

■ <http://lei.sr?a=06Z5S>

Semiahmoo Bay Resort

Washington, USA

First phase opening: 2017

Plans have been filed for a 70,000sq ft (6,503sq m) destination spa and wellness centre that forms part of a 54-acre (22-hectare) development on the Semiahmoo spit just south of the Canadian border in Washington, USA.

California's BlueRidge Semiahmoo Point LLC is the real estate firm behind the project, which is unaffiliated with the existing Semiahmoo Resort in the area. And Seattle's Olson Kundig Architects are behind the design.

If the proposal is approved, BlueRidge hopes the first phase of construction – including a 125-bed hotel and the destination spa – will be complete by early 2017. Although it may take up to six years to finish the entire project.

Derek Jones, founder and CEO of BlueRidge told local media: "The portions of this resort dedicated to spa, health, wellness and fitness fundamentally differentiate it from the existing Semiahmoo Resort and any other spa and wellness centre in the northwestern USA and British Columbia."

He adds that while other facilities are designed to accommodate families and large corporate groups, this property will target spa-goers, couples and small groups.

Jones was unable to give specific details of spa at such an early stage, but he did mention that they are looking to secure a well-respected management company to run it.

■ <http://lei.sr?a=J8B7C>



Natural swimming holes, known as cenotes, will be a highlight of the resort's spa

Hyatt Playa del Carmen

Mexico

Opening: Q2 2015

The 314-bed Hyatt Playa del Carmen, Mexico, designed by Mexican architect Javier Sordo Madaleno of the Rockwell Group, is scheduled to launch in June

featuring a natural mangrove jungle, oceanfront infinity pools and a spa.

The beach resort's spa will include cenotes – natural pits featuring groundwater – that will be used as swimming holes. These are typically found on the Yucatan Peninsula of Mexico.

The new hotel is built in a V-shape and will have three bars and two restaurants.

■ <http://lei.sr?a=K6G4k>

One&Only Mandarin; and One&Only Santa Maria de Xala

Mexico

Opening: Unconfirmed



Both new sites are located on the coast

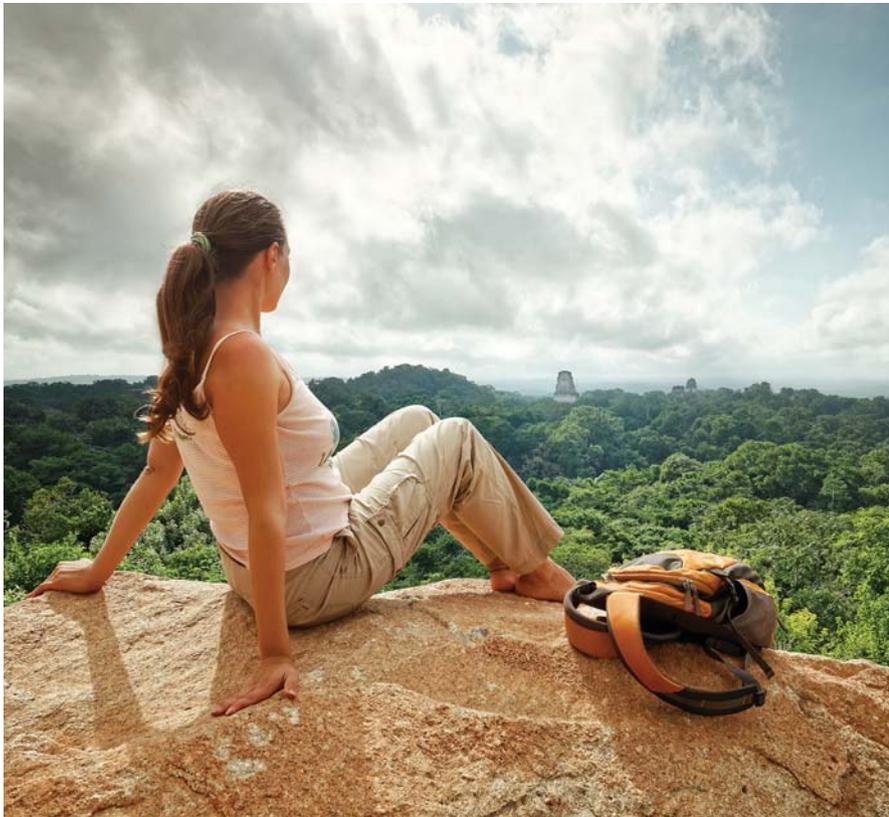
Kerzner International has entered into an agreement with BK Partners to develop and operate two new One&Only resorts, each with residential elements, on the Pacific Coast of Mexico.

BK Partners is an equity fund that's focused on tourism and land development.

A spa and fitness centre will be one of many amenities at both the 145-villa One&Only Mandarin and the 75-villa One&Only Santa Maria de Xala.

Kerzner already runs the One&Only Palmilla in Los Cabos.

■ <http://lei.sr?a=F3R4A>



The US\$12.3m Yamani Healing project forms part of the Los Árboles Cobá lifestyle development and will focus on detoxification



Yamani Healing

Riviera Maya, Mexico

Opening: Unconfirmed

The construction of Yamani Healing, a new eco-design hotel, destination spa and healing centre in Mexico's Riviera Maya is to start later this year as part of the US\$32m (€29m, £21m) Los Árboles Cobá lifestyle-focused development.

The US\$12.3m (€11.3m, £8.3m) Yamani Healing project will offer a holistic approach to detoxification and will feature

a hotel with 48 rooms, three large yoga halls, six cleansing and detox rooms, eight alternative healing and spa treatment rooms, infrared and herbal saunas, a temazcal sweat lodge and a pool.

The facility will act as the centrepiece of the Los Árboles Cobá development, which includes 420 residential lots, a community centre and more than 1,000 acres (405 hectares) of conservation areas including unspoiled jungle.

"Yamani Healing will be situated in 48 acres of pristine, raw jungle, so we have a real responsibility to protect the land," says the Yamani Healing co-founder

Heather Henninger. "Our goal is to be the first carbon neutral resort and destination spa, with the first LEED accredited hotel, in Mexico."

Mexico City-based architecture practice Estudio Tacubaya will lead the design of the hotel and healing centre, and UK-based Greg Kewish has been hired as sustainable architect and design consultant. LEED-specialist Robyn Vettriano will work with the team to outline green specifications and design strategies to reduce the retreat's environmental impact, and ultimately obtain LEED certification.

■ <http://lei.sr?a=G1U3R>

spa business

2 0 1 5 H A N D B O O K

RESEARCH ROUND-UP

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Source market

Growth in the spa industry is shifting geographically, but which regions have the strongest markets and how are the others faring? Katherine Johnston delves into data from the *2014 Global Spa & Wellness Economy Monitor* to find out

Hot spring spas, such as Mission Hills in China, are a huge focus for investment in Asia

Great news – after the significant economic, financial and geopolitical turmoil over the last eight years, the global spa and wellness industry is not only surviving but thriving. When SRI International and the Global Wellness Summit first published data in 2007 on the size of the global spa industry, the sector had reached peak levels just before the recession (see SB08/4 p40). Updated data released in September in the *Global Spa & Wellness Economy Monitor* reveals that the sector is stronger than ever. Between 2007 and 2013, the global spa industry has expanded from US\$60bn (€53bn, £39bn) to US\$94bn (€83bn, £61bn), posting an annual growth rate of 7.7 per cent that's much faster than the global GDP growth at 4.6 per cent annually (see SB14/4 p94).

Yet the industry today looks very different than it did prior to 2007. Growth has shifted from North America and Europe to the rest of the world. Along with this shift have come new services, products, and business models driven by the unique characteristics, consumer needs and competitive forces in different markets. Authentic and local products and services are increasingly valued by consumers; these are changing the look and feel of spa facilities and service menus and they're carrying traditional offerings across borders to new audiences. Across the world, the spa industry is also moving beyond its conventional image of pampering and luxury and is embracing a more holistic and expansive approach to wellness and prevention, bringing its offerings to a far broader consumer base. These trends are playing out in different ways in different regions around the world.



Johnston revealed the new data at the 2014 Global Wellness Summit

The global spa industry has expanded from US\$60bn to US\$94bn, posting an annual growth rate of 7.7 per cent

EUROPE

Home to 32,190 spas in 2013, Europe leads the world in spa revenues (US\$29.8bn or €26.2bn/£19.4bn in 2013) and employment (679,000 staff). It's also home to about 5,035 thermal/mineral springs establishments. In the face of shrinking government support, some of these traditional spring facilities are being remodelled and repositioned as modern,

spa-focused wellness and holistic health centres, with greater appeal to a wider, modern consumer base. Meanwhile, there's strong growth in the day spa and urban spa market across the region.

While most western European countries have maintained steady spa market increase in the face of a sluggish economic environment, the major growth story has come from the east of the region. A growing middle/upper income consumer base is fuelling day spa and luxury resort/hotel spa growth across Russia and eastern Europe. Booming energy economies are bringing investor interest from central Asia and many new hotel/resort spa projects are on the horizon in these countries as their tourism markets rapidly expand.

ASIA-PACIFIC

Asia-Pacific leads the world in new spa openings, adding over 10,000 new spas since 2007. Today, it also hosts the largest number of spas (32,451 in 2013) and ranks second globally in revenues (US\$18.8bn or €16.5/£12.2). In the same year, it employed 614,000 workers.

Growth has been led by the hotel/resort sector, fuelled by the rapid rise of intra-Asian tourism. The number of hotel/resort spas in Asia-Pacific more than doubled from 2007-2013. With the exception of a few countries that were harder hit by the recession (Japan, Hong Kong, Singapore, Australia and New Zealand), in most Asian countries spa revenues have grown faster than the economy. The market giant, China, has seen its number of spas double from 2007-2013 and it now accounts for close to one-third of all Asian spas. China's expanding middle class and rapid tourism growth mean that industry investment will continue. ▶

RESEARCH ROUND-UP: GLOBAL

▶ Building on traditions, hot springs are a huge focus for investment in China. Over 200 new hot springs resorts are slated to open, all of which offer spa-like services, but catering to Chinese consumer tastes. Japan is also a world leader in hot springs, as the home of over 17,600 onsen, which account for two-thirds of all thermal/mineral springs establishments in the world. Together, China and Japan represent more than half of global thermal/mineral springs industry revenues.

NORTH AMERICA

North America is the world's third largest spa market, with 26,510 spas, US\$18.3 (€16.1bn, £12bn) in revenues and 489,100 employees in 2013. It was hit hard by the recession and new competitive pressures are changing the shape of the industry dramatically. Growth has largely been in the day spa category, driven by the rapid rise of franchised spas such as Massage Envy, Woodhouse, Massage Green and Hand & Stone. Increased competition is also coming from the proliferation of lower-price single service establishments such as facial clinics and pop-up massage stations in shopping malls, as well as from gyms,

Table *: Spa Facilities and Revenues by World Region (2013)

| | Est # of Spas | Est Total Spa Revenues US\$billions |
|----------------------------|---------------|-------------------------------------|
| Africa | 1,544 | \$0.79 |
| Middle East & North Africa | 3,889 | \$1.75 |
| Latin America & Caribbean | 9,007 | \$4.67 |
| North America | 26,510 | \$18.30 |
| Asia-Pacific | 32,451 | \$18.76 |
| Europe | 32,190 | \$29.80 |

Source: *2014 Global Spa & Wellness Economy Monitor, SRI International

doctor's offices and other businesses adding spa services. These shifts are democratising the market and expanding the consumer base, making spa and wellness accessible to middle income consumers at a variety of price points and to meet a variety of needs.

LATIN AMERICA & CARIBBEAN

Spa industry growth is robust in Latin America and the Caribbean, with more than 3,500 spas opening since 2007. Today, the region is home to 9,007 spas, with US\$4.7bn (€4.1bn, £3.1bn) in revenues and over 141,000 employees. Top markets, such as Brazil, Argentina, Colombia, Venezuela, Chile and Mexico, are seeing

a convergence of the day spa, aesthetic clinic and salon markets as a variety of traditionally beauty-focused establishments add spa-like services. Meanwhile, tourism growth is driving the continued dominance of the hotel/resort spa sector across the Caribbean and in Mexico.

Latin America's Andes region boasts a wealth of thermal water resources and is home to 961 thermal/mineral springs establishments. These are largely recreational (thermal waterparks, swimming pools) and serve a local and regional clientele, and they're little known outside the region. These sites are increasingly recognised as a new frontier for investment in upgrading facilities and adding spa/wellness services, expanding their appeal to a broader regional and international wellness-focused consumer base.

Table *: Thermal/Mineral Springs Facilities and Revenues by World Region (2013)

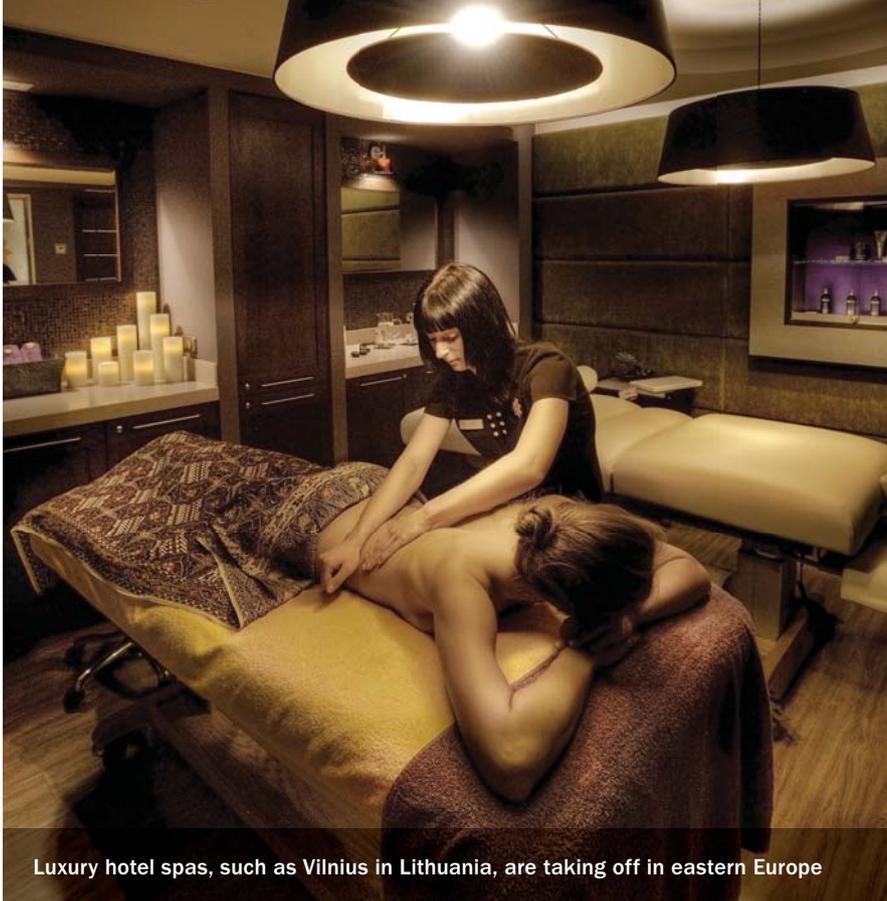
| | Establishments | Revenues in US\$billions |
|----------------------------|----------------|--------------------------|
| Africa | 35 | \$0.05 |
| Middle East & North Africa | 315 | \$0.23 |
| North America | 203 | \$0.49 |
| Latin America & Caribbean | 961 | \$0.87 |
| Europe | 5,035 | \$21.65 |
| Asia-Pacific | 20,298 | \$26.75 |

Source: *2014 Global Spa & Wellness Economy Monitor, SRI International

MIDDLE EAST & AFRICA

The world's smallest spa markets in size, the Middle East and Africa also boast the highest growth rates.

Middle East and North Africa more than tripled its number of spas since 2007, reaching 3,889 spas and US\$1.7bn (€1.5bn, £1.1bn) in revenues in 2013. The region's spa market continues to focus on luxury, relaxation and



Luxury hotel spas, such as Vilnius in Lithuania, are taking off in eastern Europe

pampering. Driven by rapid economic and population growth, rising incomes, tourism growth and relatively stable political environments, countries such as the UAE, Morocco, Saudi Arabia and Israel are leading the region's growth trend. Strong inbound tourism from Europe, wealthy Asians and Gulf countries has brought massive investments in hotel/resort spas, while the region's burgeoning middle/upper middle class is driving strong day spa growth.

Across sub-Saharan Africa, spas have proliferated in many countries where the market hardly existed just a few years ago. Since 2007, the number of spas in sub-Saharan Africa has quadrupled to 1,544, driven by economic and tourism

growth. Day spas are expanding rapidly in countries with strong economic performance and an expanding middle class (South Africa, Ghana, Nigeria), while hotel/resort investments are driving growth of the hotel/resort spa sector in countries such as Kenya, Namibia, Tanzania, Uganda and others.

WHAT NEXT?

The trends that have supported spa industry advancement through the recession and beyond will continue to fuel the industry's ongoing expansion through the next decade. These trends will also continue to change the face of the industry. The developing world will continue to grow its share of the spa

The most important driver
- and biggest unknown -
is the global health crisis,
which is beginning to propel
consumers and policymakers
to explore wellness

market. Spa and wellness services will continue to be made available in a range of new venues and through new business models and will employ a wider array of local/traditional practices.

But perhaps the most important driver - and the biggest unknown - is the global health crisis, which is only beginning to propel consumers and policymakers to explore different and more effective paradigms for prevention and wellness. The spa industry has much to offer and an important role to play in this burgeoning global conversation. How spa businesses and industry leaders embrace and respond to the growing health imperative may be the most important factor in how the industry will evolve and thrive in the coming years. ●

■ About the author:

Katherine Johnston is a senior economist at SRI International. She has 14 years of experience in industry analysis and economic modelling internationally. She has led six key spa studies for the Global Wellness Summit, including the 2014 *Global Spa & Wellness Economy* report. Email: katherine.johnston@sri.com



Growth spurt

Revenues in the South African spa industry have more than tripled since 2008 and there have been big leaps in other key sector indicators according to the latest data from Intelligent Spas

Benchmark data for spas in South Africa have been released for 2014 – following on from previous research conducted five years ago. The key figures show that there's been increase of 261 per cent in the region's industry revenue up to 31 March 2014, reaching ZAR1.4bn (US\$118m, €108m, £78m).

The figures were recently revealed by independent research company Intelligent Spas, which was commissioned by the South African Spa Association (see p340) to update its previous *South African Spa Benchmark Report 2009*.



Julie Garrow wrote the report

GROWTH OVERVIEW

According to the data, the number of spas in the country has more than doubled – there are now 494 facilities, compared to 204 five years ago (see Table 1).

The size and range of facilities of these new properties is greater too. The report puts the average size of a spa in South Africa at 5,958sq ft (554sq m) and although this may not sound particularly large in global industry terms, it's a 34 per cent national increase from 2008. The number of combination dry or wet treatment rooms rose by 33 per cent over the same period.

Around 2.5 million consumers visited a spa in South Africa in the financial year ending 31 March 2014. This represents a 162 per cent growth since 2008. And the good news is that annual revenue per spa facility went up as well – on average spas bring in ZAR2.8m (US\$236,950, €216,000, £156,100) a year, marking a 49 per cent rise in five years.

Given this growth, it's no surprise that the workforce has followed suit and is

Table 1*: South African Spa Industry Statistics 2008 and 2014

| Spa Industry Growth | 2008 | 2014 | % Change |
|---------------------|-----------|------------|----------|
| Number of Spas | 204 | 494 | +142% |
| Revenue | ZAR 380 M | ZAR 1.4 BN | +261% |
| Visits | 972,000 | 2,543,174 | +162% |
| Employment | 2,583 | 4,897 | +90% |

*Source: Intelligent Spas, *South Africa Spa Benchmark Report, November 2014*



Spa chains like Amani are growing with customer demand – there’s been a 162 per cent rise in visits across South Africa since 2008

nearly double what is was in 2008. As of 2014, spas in South Africa employed almost 5,000 people compared to just over 2,500 in 2008.

INDICATORS IN-DEPTH

In 2014, South African spas had an average annual treatment revenue per venue of ZAR1.85m (US\$156,550, €142,700, £103,150). Broken down further this amounts to around ZAR695 (US\$59, €54, £39) per person per visit, a 17 per cent rise since 2008. Massage services accounted for 34 per cent of revenue, yet the report also found that there’s a rising demand for customised treatments

ABOUT THE REPORT

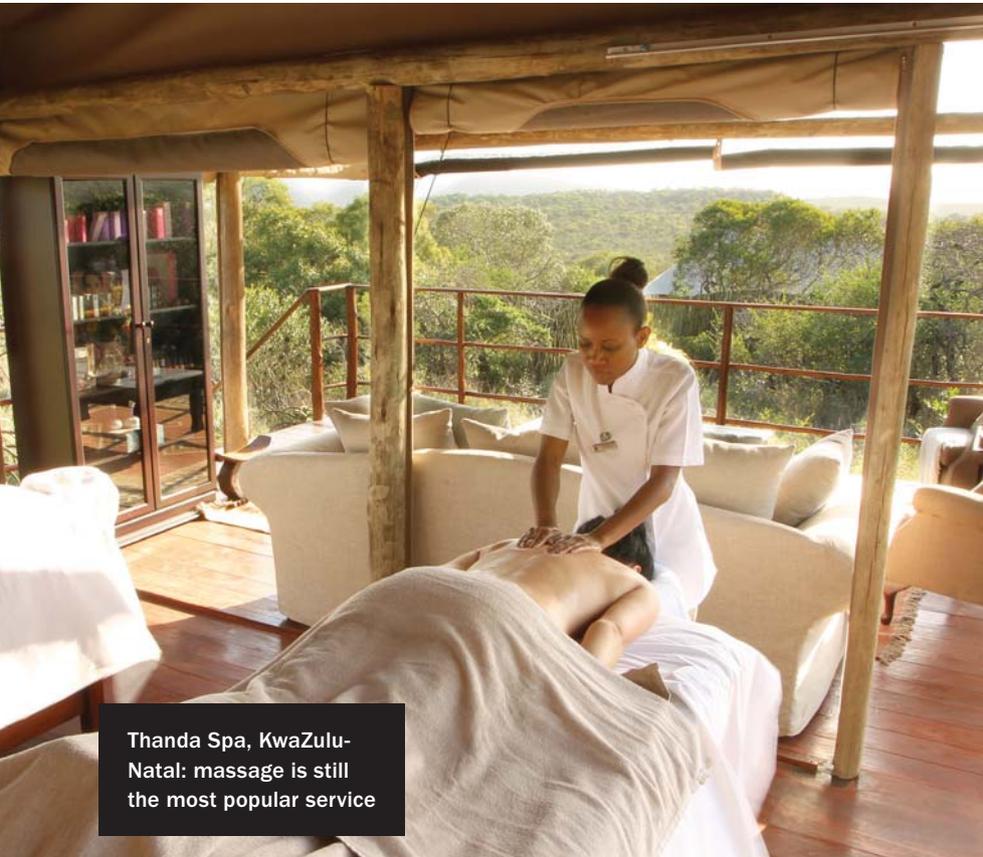
The full copy of the *South African Benchmark Report 2014* includes more in-depth details about industry growth and value in the country, financial and performance benchmarks, a breakdown of visitor profiles and spa benchmark ratios, business models, infrastructure, menus and trends. It’s available to all South Africa Spa Association (see p340) members for free or can be purchased online at www.intelligentspas.com

– particularly specialist facials such as those reducing acne or pigmentation.

Julie Garrow, founder of Intelligent Spas and report author says: “It was not surprising to see a higher proportion of day spas offering specialist facials, but it was interesting to confirm both hotel and resort spas also cater for most types of facials. Table 2 shows that 29 per cent of resort spas offer chemical peels and 45 per cent of hotel spas provide acne reducing treatments.”

Overall, 39 per cent of total expenses in 2014 was allocated to salaries, wages and bonuses. Average revenue per employee was ZAR301,835 (US\$25,550, ▶

RESEARCH ROUND-UP: AFRICA



Thanda Spa, KwaZulu-Natal: massage is still the most popular service

Table 2*: Type of Facials Offered in South African Spas

| | Day Spas | Hotel Spas | Resort Spas |
|-----------------------------------|----------|------------|-------------|
| Women's standard spa facial | 100% | 100% | 100% |
| Men's standard spa facial | 100% | 100% | 100% |
| Chemical peel | 71% | 19% | 29% |
| Microdermabrasion | 47% | 0% | 0% |
| Anti-ageing | 100% | 77% | 76% |
| Acne reduction | 88% | 45% | 41% |
| Pigmentation correction/whitening | 94% | 48% | 24% |

*Source: Intelligent Spas, South Africa Spa Benchmark Report, November 2014

PHOTO: SHUTTERSTOCK/BIKERIDERLONDON



► €23,300, £16,850). Or if you look at it another way, there was an average 489 annual visits per employee – up 22 per cent since 2012.

Women were the greatest users of spas, representing 70 per cent of clients in 2014 compared to men at 30 per cent. The majority of spa-goers were aged between 30- and 49-years-old. And report figures highlight the importance of the local market – on average, 46 per cent of customers were nearby residents, 25 per cent were domestic tourists and 29 per cent were international tourists. Sixty-six per cent of total spa visits at resorts and 31 per cent of visits to hotel spas were from guests staying at the property.

The repeat visitation rate sat at 38 per cent – a figure that sounds reasonably high in industry terms, but which was



The majority of spa-goers are aged between 30- and 49-years-old



PHOTO: WWW.MANGWANANI.CO.ZA

Forty-six per cent of spa-goers are local residents

Table 3*: Management Practices Followed in South African Spas

| Management Practices | South Africa | Day Spas | Hotel Spas | Resort Spas |
|-------------------------------------|--------------|----------|------------|-------------|
| Operational policies and procedures | 82% | 71% | 84% | 88% |
| Human resources policies | 77% | 65% | 78% | 88% |
| Health and safety procedures | 82% | 71% | 84% | 88% |

*Source: Intelligent Spas, South Africa Spa Benchmark Report, November 2014



Intelligent Spas estimates an overall rise in annual visits per spa of 1 per cent in 2015 – not a high number compared to previous years, granted, but an increase nonetheless



actually a 16 per cent decrease since 2013 for spas in South Africa.

As part of the report, Intelligent Spas asked spa owners and managers what operational and management practices they implement (see Table 3) and found that resort and hotel spas are more likely to have policies and procedures in place. Day spas fared the worst – 35 per cent of them do not use human resource policies and, perhaps more alarmingly, 29 per cent do not have health and safety procedures in place.

Garrow says: “Policies and procedures are important not only to maximise customer satisfaction and profit, but also to minimise legal and financial risk.

“Not training staff in such important procedures could result in employees being forced to work in unsafe environments and customers being exposed to hazards. Spas should also be mindful of the consequences of negative social media comments if an incident occurs.

“Often it takes just a few steps to improve a problem area, so it’s not

difficult to take action to ensure a safe and healthy environment for your employees and customers to enjoy.”

In the future, Intelligent Spas predicts that day and resort spas will face particularly tough times in the year ahead. It calculates a decrease of annual visits per venue of 22 per cent and 16 per cent respectively in 2015. In total, however, it estimates an overall rise in annual visits per spa of 1 per cent – not a high number compared to previous years, granted, but an increase nonetheless. ●

Joining forces

With the imminent introduction of a pan-Asian economy, a study by Stenden Rangsit University analyses opinions of spas in the region as well as Thai spa consumer trends. Research co-ordinator Prantik Bordoloi reports

This year, the much-anticipated ASEAN Economy Community (AEC) is due to come into effect, heavily influencing businesses in South-East Asia. Likened to the European Union, the AEC is a single market initiative led by the Association of South-East Asian Nations (ASEAN) which represents 10 member countries – Thailand, Singapore, Indonesia, Malaysia, the Philippines, Brunei, Cambodia, Laos, Myanmar (Burma) and Vietnam. It will see the free movement of goods, services, investment, skilled labour and a freer flow of capital between the 10 countries.

With this in mind, Thailand's 2014 *Spa Industry Study* canvassed opinion on the strengths and weaknesses of spas in ASEAN countries. Spa-goer habits were also covered in the study, which was carried out by Stenden Rangsit University, in collaboration with the Thai Spa Association (see p341). It included responses from just under 300 spa consumers (locals, expatriates and tourists) and explored opinions of 115 national and international spa operators.



Thai therapists, such as those at Spa Cenvaree, are perceived to be the most skilled in Southeast Asia

So, what ASEAN country is perceived as having the best spas? And what emerging spa customer trends were revealed?

ASEAN SPA SCENE

In its 2013 *Spa Industry Study*, Stenden asked spa operators about the challenges and opportunities the AEC presents (see SB13/4 p86). More competition in recruiting staff and an overall rise in rival businesses were some of the main challenges highlighted, while increased investment and improvements in spa standards were the perceived benefits.

In the latest edition of the study, spa managers compared and ranked spas in eight ASEAN countries on 12 industry aspects. The managers rated each country on a scale of 1 to 5 (poor to excellent) on factors such as therapist skills, spa standards and therapies. It should be noted that this part of the study was optional and 20 out of the 115 managers provided their views.

The answers give some insight into which spa sectors in the region might lead the way in the wake of economic



Competition in recruiting staff is set to rise in the single market economy

PHOTO: WWW.RARINJINDA.COM
integration, as well as pinpointing those that will need to raise their game if they want compete with their neighbours. The second objective was to identify strengths in the ASEAN spa industry which could then be used to promote the nations as a unified spa destination.

■ **Therapist skills, training and availability.** Survey respondents (spa managers) feel that Thailand, Singapore

■ A full copy of the report, with a more in-depth breakdown of survey answers by consumer type, is available from the Thai Spa Association.

Details: www.thaispaassociation.com



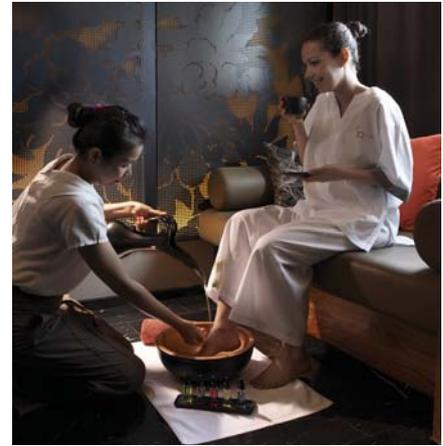
and Indonesia are clearly in the strongest position when it comes to employees, and indeed many other areas too. They believe that Thailand has the most skilled therapists out of all the ASEAN countries – it scored an average of 3.9 out of 5 – followed by Indonesia and Singapore, respectively (see Table 1).

It's perceived that the best training is available in Indonesia, with Thailand ▶

RESEARCH ROUND-UP: ASIA



Spas in Thailand, such as So Spa at Sofitel Bangkok, can expect more customers and revenue in 2015



Overall, it was felt that spas in the region particularly excelled in treatment/product innovation and the quality of therapists. This would be worth highlighting in future marketing campaigns



► and Singapore a very close joint second. Although, it's also thought that education is the most frequent in Singapore.

When it comes to recruitment, survey respondents feel that both Thailand and Indonesia have the highest availability of therapists, after which comes the Philippines and Singapore (see Table 2).

Overall the high-quality of therapists in the ASEAN region is considered an strength that could be referred to in promotion material. Innovation in South-East Asia (see below) was also seen as a plus.

■ **Spa hygiene/standards, and infrastructure.** In terms of hygiene/standards and infrastructure, it was noted that the Singapore was ranked the highest by far (scores of 3.9 and 4.3 respectively) followed by Thailand, Indonesia and Malaysia. Spas in Cambodia and Myanmar are perceived as having the

ABOUT THE RESEARCH

Thailand's 2014 *Spa Industry Study* report was based on a survey of 295 spa-goers consisting of Thai nationals (75 per cent), non-Thai expatriates (10 per cent) and tourists (15 per cent) who gave international representation. Thirty-two per cent of respondents were male and 68 per cent were female.

In addition, the study included an online survey of 115 spa managers, 20 of whom took part in an optional questionnaire where they compared the ASEAN countries on 12 spa industry aspects.

Information was gathered in July and August 2014 and the findings were presented at the World Spa & Well-being Convention in September (see p349).

poorest hygiene/standards and infrastructure. In fact, these two countries were consistently the bottom two scorers across all aspects, suggesting that there's much room for improvement.

■ **Innovativeness.** As far as innovativeness in spa therapies and products is concerned, Indonesia, Thailand and Singapore came top once again, with a better rating than those in other ASEAN countries. Yet respondents felt spas in Singapore had the most dynamic approach to marketing, giving a score of 3.9 points on average, compared to Thailand and Indonesia in joined second place on 3.2 points each.

Overall, it was felt spas in the region particularly excelled in treatment/product innovation and the quality of therapists. This would be worth highlighting in future marketing campaigns. ►



Table 1:
Industry Rating of Therapist Skills in ASEAN Countries*

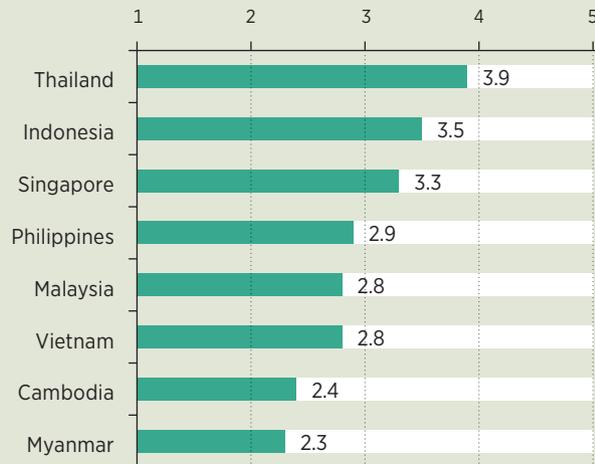
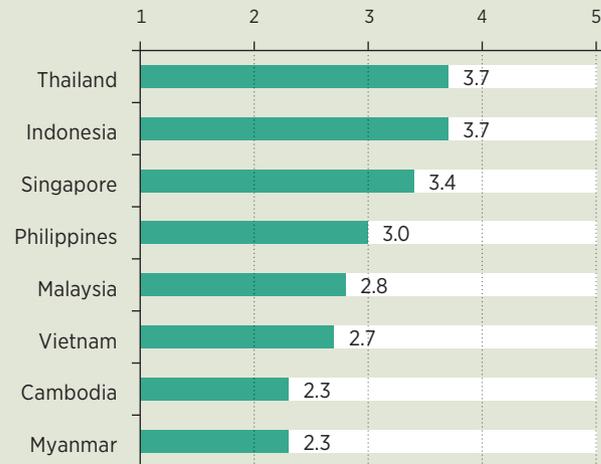


Table 2:
Industry Rating of Therapist Availability in ASEAN Countries*



KEY: 1 POOR / 2 FAIR / 3 GOOD / 4 VERY GOOD / 5 EXCELLENT

*Source: Thailand's 2014 Spa Industry Study, Stenden Rangsit University. Answers given by spa managers

RESEARCH ROUND-UP: ASIA

► SPA CONSUMER TRENDS

As well as gaining insights from spa managers, the *2014 Spa Industry Study* focused on the preferences and habits of 295 spa-goers. Most questions were presented in a multiple-choice format, with survey respondents indicating how often they do something, or how they rated things on a scale of 1 to 5 (1 being least often or poor).

On average, the spa-goers surveyed had visited a spa seven times in the previous 12 months with the most frequented kind of facility being a massage shop (similar to a small salon offering only massage therapies) followed by a day spa and hotel spa.

Unsurprisingly, data showed that most consumers go to a spa at the weekend, but if operators are to drum up off-peak business they might want to target male customers who are more likely to visit a spa in the week than females. And overall, the most popular time slots are late afternoon (3-6pm) and evening (6-8pm).

Relaxation remains the primary reason for visiting a spa in Thailand, the study

PHOTO: WWW.CHIVASOM.COM



Men are more likely to visit a spa in the week than women

found. Rewarding or spoiling oneself, maintaining a healthy lifestyle and health issues are the three purposes for going to a spa that came in a close second.

However, there are differences between the consumer groups. Women usually visit a spa for beauty and slimming treatments

and beauty is also an important reason for going to a spa for locals and tourists. In comparison, expatriates value detox treatments far more than locals and tourists. And spa managers rate expatriates as the most important target market for their business, followed by locals and then (transient) tourists.

The three types of treatments that consumers try most often in Thai spas are Thai massage, foot massage and aromatherapy massage, respectively. Proportionately, tourists are much more likely to opt for signature treatments than any other customer group and there's a probability that they'll select longer treatments too.

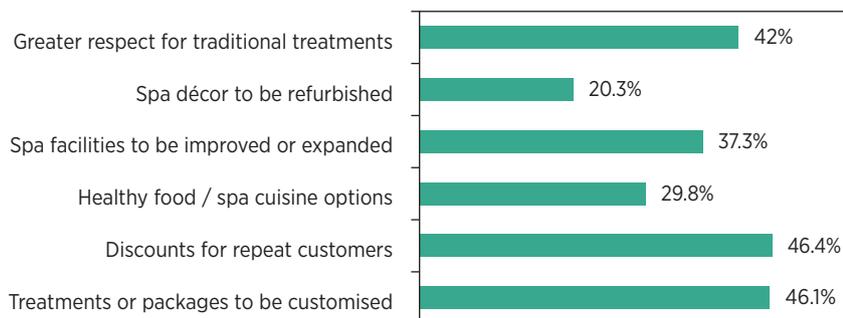
As part of the study, spa-goers were asked how much they were likely to spend on their visit. The most popular category was THB750-THB1,500 (US\$23-US\$46, €18-€37, £14-£29) which 31 per cent of the respondents picked, followed by THB1,501-THB3,000 (US\$46-US\$91, €37-€73, £29-£58) which 18.8 per cent of customers chose.

When buying products, it's no surprise that price remains the most important consideration for all customer types. But after that, the top priorities are natural ingredients, organic ingredients and having a recognised brand.

GREAT EXPECTATIONS

In its conclusion, the *2014 Spa Industry Study* asked spa-goers about their expectations when visiting spas in Thailand in the future. More discounts on treatments and packages to reward loyalty/repeat customers was the top request, very closely followed by the desire for more customised treatments or packages (see Graph 1). Next on the list was an expectation for spas in Thailand to have

Graph 1: What Consumers Want to See from Thai Spas in 2015*



*Source: Thailand's 2014 Spa Industry Study, Stenden Rangsit University



Chiva-Som: maintaining a healthy lifestyle is a top reason for visiting a spa

more respect for traditional treatments. Consumers are less bothered about the improvement or expansion of facilities, décor refurbishments or having healthy food/spa cuisine options.

Eighty-three per cent of the survey respondents say it's likely, or very likely that they'll visit a spa in the next 12 months. It's also encouraging to hear that they expect to visit an average of nine

times, compared to an average of seven visits in the previous 12 months.

The amount spent in facilities could potentially increase too. Forty-nine per cent of Thai spa-goers think that they'll spend more than THB1,500 (US\$46, €37, £29) in the next 12 months – compared to 41 per cent of people in the previous year. In conclusion, the study hints at a promising future for the Thai spa industry. ●

■ **About the author:**

Prantik Bordoloi is a lecturer and research coordinator at Stenden Rangsit University in Thailand. He was instrumental in organising both the 2013 and 2014 *Spa Industry Research* studies. Email: prantik.bordoloi@stenden.com Twitter: @prantikbordoloi



First impressions

What does the inaugural spa benchmarking data from the UK reveal about the country's spa sector? Key operators give their opinions on the numbers

Spas in the UK are good at getting the most out of their employees but have a way to go when it comes to product sales. These are two of the takeaway points from the very first set of spa benchmarking figures in the UK that have been collated by the UK Spa Association (see p345).

Formed in early 2013 by the merging of two existing spa organisations, the association launched its national benchmarking tool just over a year later. The statistics are produced by comparing four key performance indicators – average treatment per revenue hour, retail sales as a percentage of spa revenue, therapist utilisation and treatment room utilisation – which are tracked on a monthly basis (see Graph 1). While data for the first six months (April to September 2014) is based on only 67 UK spas, it gives a starting point for measuring the sector. Indeed, the number of spas participating in the scheme has already grown to 128.

UK SPA ASSOCIATION

The UK Spa Association (see p345) has 135 spa members, representing 380 facilities across the country. It's goal is to reach 600 members by 2017. To join the organisation, or to participate in the benchmark scheme, contact general manager Lisa Barden: Email: lisa@spaassociation.org.uk Tel: +44 7794 258624

“As we continue to add spas to the system, the data will become more robust and we'll be able to report on performance by regions,” says Alex de Carvalho, vice-chair of the UK Spa Association. “Enhancements scheduled for next year will also allow us to analyse contribution by treatment type such as massage, facials etc.”

TREATMENT REVENUE

From April to September 2014, the average revenue per treatment hour in UK spas was £40.49 (US\$62, €56). But De Carvalho says this number is influenced by the mix of spas participating, as day spas make up 89 per cent of the sample. The average revenue per treatment hour for hotel spas is considerably higher at £67.15 (US\$102, €93).

Liz Holmes, who oversees the 38 spas at Virgin Active health clubs comments on the price disparity. “The term day spa tends to also cover high street beauty salons where clients want an efficient, yet professional, service at a reasonable price.

“On the other hand, massage rituals – which were the most popular treatment when I managed the spa at Rockliffe Hall [resort] – are a luxurious treat for a special occasion and clients expect to pay more an hour.”

She says day spas could increase income by creating special packages that

Operator insights (left to right):

Alex de Carvalho, Spa-UK;
Anna Hubbard, *Good Spa Guide*;
Dave Courteen, *Imagine Spa*;
Liz Holmes, *Virgin Active*; and
Brian Hunter, *Lifehouse Spa & Hotel*





Revenue per treatment hour is £49.49 overall, but is much higher at hotel spas (£67.15)



We operate both stand-alone day spas and hotel spas and would not see such a wide disparity in revenue across two types of facilities. I see no reason why a hotel should be able to command a higher price



PHOTO: WWW.RAGDALEHALL.CO.UK

command more revenue such as mother and daughter treats and 'girly nights'.

Brian Hunter, operations director at Lifehouse Spa & Hotel, adds: "Guests have more time on their hands if they stay overnight and the opportunity to 'buy up' and add on more treatment time [and price] is much greater at a hotel.

"But day spas shouldn't be too concerned as it's not just about how much you can charge. In a busy spa, having a flexible approach, constantly reviewing your package offering and being able to

'manage' and 'yield' your pricing at times of greater demand is essential too."

Dave Courteen, founder of spa contract management company Imagine, disagrees about the difference in income. "We operate both stand-alone day spas and hotel spas and would not see such a wide disparity in revenue across two types of facilities. I see no reason why a hotel spa should be able to command a higher price for the same treatment. This [the incongruity] might be due to treatment profiles differing across the sites surveyed and

it would be useful to understand the breakdown of treatment type in this case.

"But overall the benchmarking survey is an excellent initiative. It's so valuable to gain some industry perspective."

RETAIL

With retail accounting for only 9 per cent of spa revenue, the sale of products in spas continues to be a key area of opportunity. Retail figures are notoriously low in spa facilities worldwide compared to rival sectors and the new data ▶

RESEARCH ROUND-UP: EUROPE

► further underlines a call for action. Anna Hubbard, business manager for the UK's *Good Spa Guide* says it shouldn't be a difficult sell: "Our spa consumers tend to be money-rich but time-poor and being on-site gives them an ideal opportunity to stock up on skincare must-haves."

The customer journey from both a design and spa team point of view is vital. But don't overlook competitor channels she advises. "The best product deals are generally online so operators need to make sure they offer a unique incentive to buy at the spa. And how about a loyalty card that offers a discount on products after a certain number of treatments?"

Holmes concurs that spas need to be mindful of their retail rivals: "The high street beauty retail offer has become so experiential and expertly driven that spas could really do with catching up." But I've recently seen some terrific exceptions – Nirvana Spa and Ragdale Hall have created fun and interesting promotions in their retail spaces which are apparently very successful."

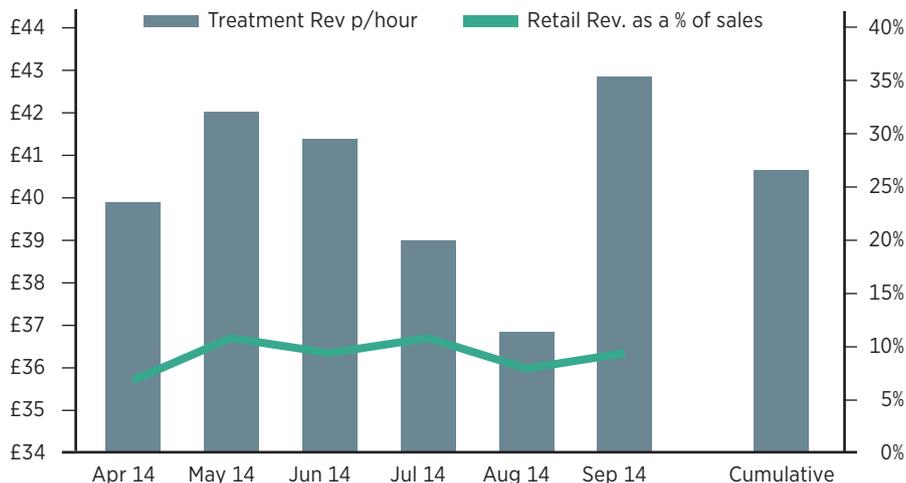
Retail sales can be influenced by what skincare brands spa owners choose



PHOTO: WWW.QHOTELS.CO.UK

Therapist utilisation sits at 81 per cent

Graph 1: Benchmark figures for UK spas – April-September 2014



Source: UK Spa Association

to offer guests in the first place says Hunter: "Ensure the product house is known by your customers and that you don't just go with what you like personally. And make sure you have a great relationship with your supplier so that you can work together to create a successful seasonal marketing plan."

Courteen offers a different point of view on the matter: "Retail is largely dependent on the type of treatment – it's much easier to sell through a facial. But we offer customer workshops in topics such as skincare or make-up to help improve retail."

"The other key point with retail is that, as operators, we make far greater margin on treatments so we'll always put our efforts into driving up treatment revenue rather than focus too much on product sales."

THERAPIST UTILISATION

The good news is that spa managers in the survey are demonstrating an ability to effectively manage their resources by reaching an impressive average of 81 per cent therapist utilisation.

Hunter says: "Anything between 75-80 per cent maximum is bang on target for optimal therapist utilisation. It means that therapists are working at capacity and creating revenue and this is achieved through effective scheduling and selling."

Holmes says that this KPI "provides an ideal reflection of the productivity of a treatment business," but that there are other things to take into consideration too. "As utilisation rises it's important to look at average spend vs volume because when any business is maximised it may appear to be successful and yet be moving into the 'busy fools' territory."



Center Parcs Woburn: a well-designed retail area is essential for sales

Hubbard, who's also managed spas at the Four Seasons Hampshire and Bedford Lodge in the UK, cautions: "I've always benchmarked at 75 per cent, if the team is any busier then you need to recruit more staff, schedule better or approve holidays at a quieter time. Eighty-one per cent therapist utilisation will not allow the therapists to breathe and that's when standards drop."

Courteen agrees and points out that it's important to factor in therapist down time too. He says: "We realise therapists need time to set up and clear rooms and time for training, staff meetings and breaks but they're still being paid. So we measure utilisation based on the actual treatment time as a percentage of total number of hours worked as it enables us to work out how much of a therapist's time is revenue generating."

TREATMENT ROOM UTILISATION

While therapist utilisation figures are high, there's room for considerable growth when it comes to treatment room occupancy which sits at an average of 41 per cent according to the survey. Yet this is a number that can vary greatly from one spa to another says Hunter – "It depends on how many treatment rooms you have, how many hours per day they're available, what time the peaks and troughs are and what the business mix is."

Courteen feels that room occupancy should always be lower than therapist occupancy. He explains: "The therapists on duty can be flexed according to the demands of the business, but a room is obviously a fixed resourced. The challenge is to design a spa with the optimum number of rooms and to drive in business in the quiet periods."

It's to be expected that there are times (such as later in the evening) when spas won't be running at full volume, reasons Holmes, but it's considered excellent client service to still offer those slots. And yes off-peak packages are a great way to fill quieter periods, but this can backfire. She concludes: "Let's not start trying to push water uphill by driving clients, on price, into time slots which are not ideal to them. Like all good KPI analysis, we must balance them with excellent customer service feedback scores to ensure the future business strategy is a fit with our client expectation." ●

To find out more about the UK spa industry from a consumer point of view turn to p84

What customers want

Facilities are the most important factor for UK spa-goers and hydrotherapy experiences are top of the list according to a new survey by *The Good Spa Guide*

Spa designers and consultants who don't set aside enough space for communal facilities could be limiting the success of the business before it even opens if results from a UK spa consumer survey are anything to go by.

The *State of Spa Report Winter 2014/15* by the UK's *Good Spa Guide* found that 93 per cent of spa consumers in the UK feel that facilities are what make the "most perfect spa day", they value them even more than good customer service (87 per cent) and being well

The State of Spa Report Winter 2014/15 was based on the opinions of 530 spa consumers in the UK



Given the option, most visitors (92 per cent) want to see water facilities – pools, hydrotherapy and experience showers (see Diagram 1). Meanwhile, 87 per cent would be enticed by heat experience rooms such as saunas and steamrooms and 77 per cent prioritise relaxation areas. "Public opinion really reflects the idea that a spa is not a spa without water," says Daphne Metland, founder and MD of the guide. "People like plenty to do and try during a spa day." That said, only 9 per cent of customers were interested in having a good gym.

looked after (82 per cent). In spite of this, however, treatment rooms are often given precedence because they generate more money per square foot.



PHOTO: CHUAN SPA, LANGHAM LONDON



PHOTO: LUCKNAM PARK SPA

Most women prefer treatments without their partners (left); heat experiences are the second-most popular spa facilities (right) ▶



PHOTO: Y SPA, WYBOSTON LAKES

The top reason why UK consumers visit a spa is "to get some down time and unwind" the study found

RESEARCH ROUND-UP: EUROPE

Diagram 1: What Facilities Do You Most Want at a Spa?

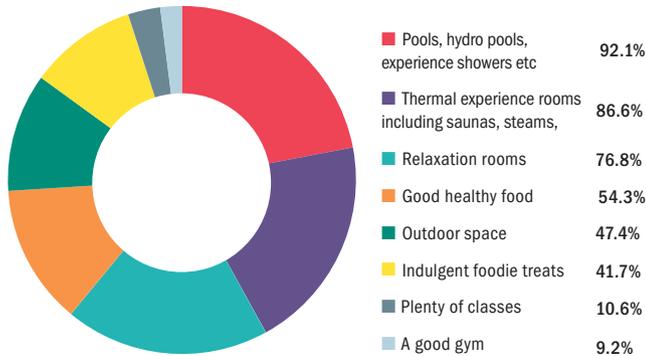
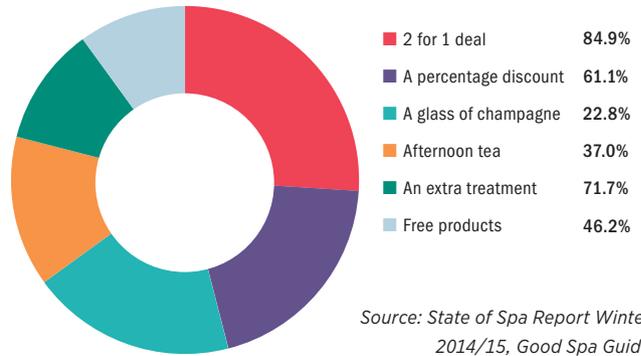


Diagram 2: What 'Extras' Tempt You to Book a Spa Day?



Source: State of Spa Report Winter 2014/15, Good Spa Guide

- ▶ The survey was based on the opinions of 530 spa-goers in the country, who answered 15 questions in total. Results were released in February.

TEMPTING DEALS?

When asked “what ‘extras’ tempt you to book a spa day”, the two most popular answers were money saving promotions – namely a two for one deal, which 85 per cent of respondents would be tempted by; and a percentage discount which 72 per cent of spa-goers said they would be interested in (see Diagram 2). Customers are far less concerned with extras such as an additional treatment (37 per cent) or free products (23 per cent).

More than 66 per cent of spa-goers are loyal to a favourite local spa but the survey showed that men and people



Metland founded the UK's Good Spa Guide

under 40 are slightly less loyal than their demographic counterparts. A total of 70 per cent of over-40s said they have a favourite spa near their home, compared to 56 per cent of those under 40.

TREATMENT PREFERENCES

Men and women aren't always on the same page when they go to a spa, in fact, the survey showed that their tastes can be very different. Nearly 60 per cent of men want to spend time with someone they love at a spa and 41 per cent of men prefer couples' treatments to individual therapies. This compares to only 18 per cent of women who prefer treatments with their partners in the same room.

Yet on the other hand, when asked “why do you go to a spa”, the highest ranking answer for both genders, at 82 per cent,



Many spas are introducing quiet zones or signs which can help tackle problematic noise levels. Anything to pull a customer back is a bonus and if quiet signs are needed then they should certainly be used





Ninety-two per cent of UK spa consumers want water facilities, such as those at the Thermae Bath Spa, according to the report

was “to get some down time and unwind”. Only 11 per cent of respondents selected the answer: “so I can look good”.

Age also seems to be a factor in terms of whether to spa with others or alone. Over-40s are more likely to take friends or spa alone, but those under 40 are much more likely to go to a spa as a couple.

Massage is the treatment that’s most favoured by UK spa-goers, selected by 93 per cent of people, while facials come

second, at 65 per cent. New and unusual treatments are also popular, winning approval from 50 per cent of respondents.

Yet it only takes one bad member of staff to leave a sour taste in the mouth. Eighty-nine per cent of customers selected poor customer service when asked: “what ruins your spa day?”.

Noise levels were the second most likely factor to ruin a spa day, at 88 per cent. Metland concludes: “Many spas

are introducing quiet zones or signs. This is appreciated by customers and can help to tackle problematic noise levels. Anything to pull a customer back is a bonus and if quiet signs are needed then they should certainly be used.” ●

See p80 for inaugural benchmarking figures for the UK spa industry

History of health

In a 2014 market report, Nina Tsymbal highlights the trends and opportunities for development in wellness tourism in Russia – an industry which dates back to the early 1700s

In Russia, as in many other parts of the world, the interest in disease prevention and the desire to live a long but healthy life is steadily growing and this presents one of the biggest opportunities for growth in the spa sector.

The term curative & wellness tourism is the most appropriate in Russia because of its history of health resorts (sanatoriums) based around natural, therapeutic resources such as mineral water and mud. The resorts appeared around 300 years ago and flourished in the Soviet Union era when they were deemed essential for the health of its workforce.

In 1990, there were up to 14,000 sanatoriums in Russia according to Alexey Babkin's book *Special Types of Tourism* and up to 50 million tourists travelled in the country annually, generating US\$5bn (€4.2bn, £3.3bn). These traditional Soviet-type sanatoriums have become less popular in recent years, but there's much potential for growth.

This market report, called an *Overview of Wellness Tourism in Russia*, is based

on data from the Russian Union of Travel Industry and looks at trends and opportunities for development, as well as measures for improvement.

TODAY'S OFFERING

Currently, there are around 2,000 traditional health resorts in Russia. Typically, these resorts offer an all-inclusive pre-paid treatment package consisting of a medical check-up and at least three

to four daily treatments. The choice of treatments are specific to each location based on their natural sources/curative factors such as climatic treatments/aerotherapy, mud therapy, balneological treatments and herbal medicine.

Fuelled mostly by Russian investment, there is also a rising number of hotels – over 9,000 in 2013. Many of these new, high-end hotels are managed by international operators and offer modern spa and wellness facilities.

Overall, domestic tourism in Russia is growing by 8-10 per cent annually and wellness tourism is also on an upward trajectory. Tour operator ALEAN reports that sales on wellness tours accounted for 30 per cent of total sales in 2013, compared to only 10 per cent in 2007. Inbound tourists play a minute part in this, with figures from the 2013 Moscow Medical and Health Tourism Congress showing that less than 1 per cent of foreign visitors stayed at Russian sanatoriums in 2012. In comparison, according to data from a wellness conference held



PHOTO: SHUTTERSTOCK/ZGPOINTSTUDIO

Packages at traditional health resorts typically include a medical check-up



PHOTO: SHUTTERSTOCK/ZURJETA

The choice of treatments at health resorts depends on the natural sources nearby

Domestic tourism in Russia is growing 8-10 per cent annually and wellness tourism is also on an upward trajectory. Sales on wellness tours accounted for 30 per cent of total sales in 2013, compared to only 10 per cent in 2007

at Intourmarket-2014 in Moscow, almost 33 million Russians travelled inside the country and 8 million (nearly 25 per cent) of them went to sanatoriums in 2013. Notably, some citizens, such as people with disabilities and children, are still eligible for subsidised treatments at sanatoriums courtesy of the state.

POPULAR RESORTS

Taking into account the vast territory of Russia and its diverse curative resources, nine wellness resort regions are officially recognised, with the three biggest and

INFORMATION SOURCE

Almost all data in the *Overview of Wellness Tourism in Russia* was taken from two sources. These include RATA-News, the electronic newspaper for the Russian Union of Travel Industry, from 2012 to June 2014; and official statistics from Rosstat – the Russian Federal State Statistics Service. Information was translated into English by Nina Tsymbal.

most popular resort areas located in the south of Russia and in Siberia.

- The **Krasnodar region** combines two of the most attractive elements for wellness holidays – curative treatments and beach tourism – thanks to its Black Sea coastline. It boasts the largest health and tourist complex in Russia, comprising 2,700 hotels and 1,238 sanatoriums. In total, there are 450,000 beds and the annual average occupancy is 86 per cent.

Another 22,000 beds were expected in 2014 following the Winter Olympics as Sochi is located in the region. ▶

RESEARCH ROUND-UP: EUROPE

► International brands such as Radisson, Mercure, Rixos and Marriott all have newly-opened hotels there. Some traditional health resorts have also been refurbished. Together, these offer a combination of modern facilities, excellent curative treatments, health diagnostics and spas. However, the number of beds now exceeds demand as hopes for a big influx of tourists following the games have not been realised.

■ More than 800,000 tourists a year visit the **Caucasian Mineral Waters region** which boasts around 30 types of mineral water that can reportedly cure almost any known disease. A high concentration of sanatoriums and resorts remain in the region which has been welcoming visitors for health purposes since the early 1800s. Its 200 resorts, with a total of 33,000 beds, have an average annual occupancy of 80-90 per cent.

■ Situated 250m above sea level with highly ionized air, the town of **Belokurikha** in Siberia is a popular ski and spa resort. Balneology and mud treatments are a big focus of its 15 sanatoriums as the town has radon-rich thermal springs and healing muds are taken from the salty lakes of the Altai region. In addition to the sanatoriums, there are 15 hotels. In total, there's a capacity for 5,475 guests and average occupancy is 80 per cent. In 2013, 127,000 tourists visited the resort for wellness purposes.

WELLNESS TOURIST TRENDS

One of the greatest trends travel agents have noticed is a shift in the demographic of these wellness tourists. In the past, most wellness travellers were aged 45-70, but today they're mostly 30-50 – although more than 50 per cent of customers are still women aged over 45.



Sochi is a hub for international hotels with luxury spas, including Marriott

Creating legislation for the preservation of natural resources of health resorts is key, as is the need to raise the quality of services

Older wellness tourists in Russia, 40-years-old and over, still prefer traditional sanatoriums. They choose the destination according to the curative resources and therapeutic specialisations that match their own health concerns.

In contrast, younger wellness tourists, aged 30-40, tend to opt for beach holidays and spa centres. Most are not familiar with traditional domestic sanatoriums, but they travel abroad and are accustomed to western standards of resort service and look for these in their home country. In fact, there's a growing preference for five-star sanatorium

facilities and services across the board as even those staying at sanatoriums now expect comfortable accommodation.

LOOKING FORWARD

Tour operators identify a number of measures for improvement, if wellness tourism is to grow in the future.

Creating legislation for the preservation of natural resources of health resorts is key, as is the need to raise the quality of services. As wellness tourism is such a specialised entity, the industry is also pushing for the creation of a sales education programme for travel agencies.

A growing number of new health resorts, such as Fox Lodge, are attracting younger wellness tourists



Meanwhile other initiatives are focused on drumming up more business. These include creating more off-peak/low season packages (unlike beach and ski travel, wellness tourism is not weather dependent) and relaxing visa restrictions for cruise ship tourists; and improving accessibility, such as cancelling VAT on domestic flights and subsidising year-round transportation to wellness resorts from the Russian Far East.

Another consideration is to develop curative and wellness tourism in alignment with social tourism. Subsidies from government, various private state funds

and charities are available for any kind of tourism that helps people socially (including health improvement).

Overall, despite the difficult political and economical situation in Russia, it's clear people are not going to cancel holidays to the detriment of their health. In fact, they're building up a new habit of regular visits, sometimes up to two to three times a year according to RATA-News – the electronic newspaper for the Russian Union of Travel Industry. Moreover, as Russians value health over experiences, the demand for wellness tourism is more stable than for cultural/

excursion trips. Resorts and countries may change, but health-improvement tourism will always be a trend. ●

■ **About the author:**

Based in St Petersburg, Nina Tsybal has been a spa consultant in Russia for 15 years. She published her market report on the wellness tourism sector in Russia in July 2014. Tsybal was also behind the 2008 *Overview of the Current State of the Russian Spa Industry* report. Email: ntsybal@peterlink.ru



Total impact

Wellness elements are moving beyond spas into other areas of hotels and department revenue is healthy, according to PKF's latest *Trends® in the Hotel Spa Industry* study. Andrea Foster outlines the key statistics on the USA hotel spa sector

The USA lodging industry has climbed out of the economic downturn as demand for hotel rooms reaches record levels for the fourth consecutive year. After room revenue, spa and wellness were standout performers in revenue increase according to the 2014 edition of PKF's *Trends® in the Hotel Spa Industry*, which was revealed in October and based on the previous year's numbers.

While room revenues grew by 5.9 per cent in 2013, spa revenues in USA hotels increased by 4.6 per cent. In comparison, the combined revenues from other departments such as food and beverage and retail, rose by 4.4 per cent on average.

Hotels are slowly seeing the return of guest spending. In addition, PKF has identified a wellness ripple effect too. Both spa and wellness are becoming more prevalent in today's society and hotels are starting to take notice of this.

Previously spas were seen as an exclusive, luxury experience, but now they're increasingly viewed as having wellness-orientated offerings. Spa, at its root, is about health and wellbeing. And as trends in society are shifting to healthier,



In Stay Well® hotel rooms, shower water is infused with vitamin C

more active lifestyles, hotels are incorporating aspects of spa and wellness into other departments. Speciality spa menus are being introduced in restaurants/bars; meeting rooms and guestrooms are getting healthier – the Stay Well® rooms by Delos Living (see SB14/1 p28) are a prime example; and there's a rise in fitness programmes such as hotel bike shares. In short, hotels are seeing a positive impact when integrating spa and wellness into their entire operation.

Table 1: Select Hotel Spa Revenues.
Change from 2012 to 2013

| Revenue source | Change |
|-------------------------------|--------|
| Total department revenue | 4.6% |
| Massage | 4.9% |
| Skincare / body work | 2.6% |
| Salon services | 3.1% |
| Daily facility use | 11.1% |
| Fitness and personal training | 16.8% |
| Membership fees | 5.5% |
| Retail | 4.8% |

Source: PKF Hospitality Research, 2014 *Trends® in the Hotel Spa Industry*

HEALTHY REVENUES

The *Trends® in the Hotel Spa Industry* survey shows that in 2013, both urban and resort hotel spas in the USA saw revenues grow by 7.7 and 3.6 per cent respectively. On a per occupied hotel guestroom (POR) basis, urban hotel spas saw a greater increase in total spa department revenue, driven by a combination of a rise in customers and an upturn in revenue per treatment and revenue per customer.

Revenue per treatment increased 3.2 per cent in urban hotels, while resort hotels experienced a decrease of 1.2 per cent. Revenue per customer in urban hotels went up by 1.3 per cent,



There's a rise in fitness schemes like hotel bike shares

PKF has identified a wellness ripple effect... As trends in society are shifting to healthier, more active lifestyles, hotels are incorporating aspects of spa and wellness into other departments

PHOTO: SHUTTERSTOCK/ANTONIO GUILLEM

compared to going down by 1.3 per cent in resorts. Yet, capture rates – calculated by dividing total occupied hotel rooms by total number of treatments from hotel guests – was much lower in urban hotel spas. On average spa capture rates sat at 7.8 per cent in 2013. Resort spa capture rate was 11 per cent and the urban spa capture rate was 4.6 per cent. With this in mind, PKF attributes a portion of the

success in urban hotels to effective revenue management and selling techniques.

Hotels are continuing to reach out to locals to boost spa revenues. By pursuing local patrons, they can decrease the volatility of spa revenues relative to occupancy patterns and shift demand to off-peak periods. Daily facility use, fitness and personal training and membership fees, typically associated with locals and

non-hotel guests, grew by 4.5 per cent combined (see Table 1). This is slightly more than the increase in total treatment revenue which grew by 4.2 per cent.

The good news is that spas are finally seeing a return to spending on retail and products in addition to treatments. Retail revenue rose at urban and resort hotel spas, by 10.4 and 3.3 per cent respectively, which is a healthy sign. ▶

RESEARCH ROUND-UP: NORTH AMERICA



Both urban and resort hotel spas achieved a greater growth in revenues compared to their change in operating expenses, showing that these departments are becoming more efficient in their operations



► COST CONTROL

An increase in hotel spa revenues is welcome and, even better, these were passed through to the bottom line. Both urban and resort hotel spas achieved a greater growth in revenues compared to their change in operating expenses, showing that these departments are becoming more efficient in their operations.

As spas are a 'high touch' experience, labour remains the highest expense. As spa department revenues increase, it's no surprise that staff costs accumulated compared to the prior year as well.

Labour expenses at all hotel spas in the USA increased 2.6 per cent in total in 2013, while the percentage of total labour expenses to total spa department revenue decreased from 60.8 per cent in 2012 to 59.6 per cent in 2013. As demand increases for hotel spas, higher staffing levels are needed to create the same personal high-quality experience. One notable change PKF saw in 2013 was a decrease in payroll related expenses for spas with less than US\$1m in revenue. It seems reasonable that this would be driven by a shift from full-time employees to part-time, on-call and/or contract labour staff who are not offered benefits. For spas with lower volume, this can be an effective cost-saving strategy.

Due to an increase in revenues and the controlling of expenses, hotel spas were able to see high percentage increases in total spa departmental income. Combined, all hotel spas averaged a

LIZ TERRY COMMENTS

Liz Terry, editor of *Spa Business*, says: "PKFC says the good performance of hotel spas is in part explained by growth in volume – 'as volumes increase it's easier for managers to bring on personnel for longer shifts and to have the confidence there'll be sufficient revenues to cover labor cost'.



"It's exciting that consumer interest in wellness is driving urban hotel spas out of this catch-22 situation and it shows the profit potential spas have when they get critical mass.

"We need to be brave enough to learn from this and risk ramping up wellness marketing [to drive more volume] and therapist availability." Read more: <http://lei.sr?a=G4c6e>

13.9 per cent growth in profits. Leading the way were urban hotel spas, which grew their bottom line by an outstanding 40.1 per cent (see Table 2), although it should be noted that as baseline numbers are not high to start with, a small rise in revenue can result in a

higher percentage increase. Resort hotels achieved a smaller department profit growth of 8.4 per cent. Despite a lower overall growth in spa departmental profit, resort hotel spas saw higher profit margins than urban hotel spas, at 23.1 per cent compared to 17.7 per cent.

TABLE 2: Hotel Spa Department Profits* Change from 2012 to 2013

| Type of hotel spa | Change |
|-------------------|--------|
| All hotel spas | 13.9% |
| Urban hotels | 40.1% |
| Resort hotels | 8.4% |

*Does not include undistributed or fixed charges of hotel

Source: PKF Hospitality Research, 2014 Trends* in the Hotel Spa Industry

RISE ABOVE RIVALS

With rising revenues, controlled expenses and a resulting increase in profits, the hotel spa industry in the USA is performing well. As societal trends are moving towards healthier lifestyles, there's a clear opportunity for spas to offer experiences to a broad guest base. The challenge for hotel spas will be to offer unique, high-quality experiences to more customers, while continuing to control costs.

It will be important for hotel spas to offer innovative treatments, as this is what piques consumer interest and what generates posts and shares and creates

Treatment revenue grew by 4.2 per cent – slightly less than daily facility use

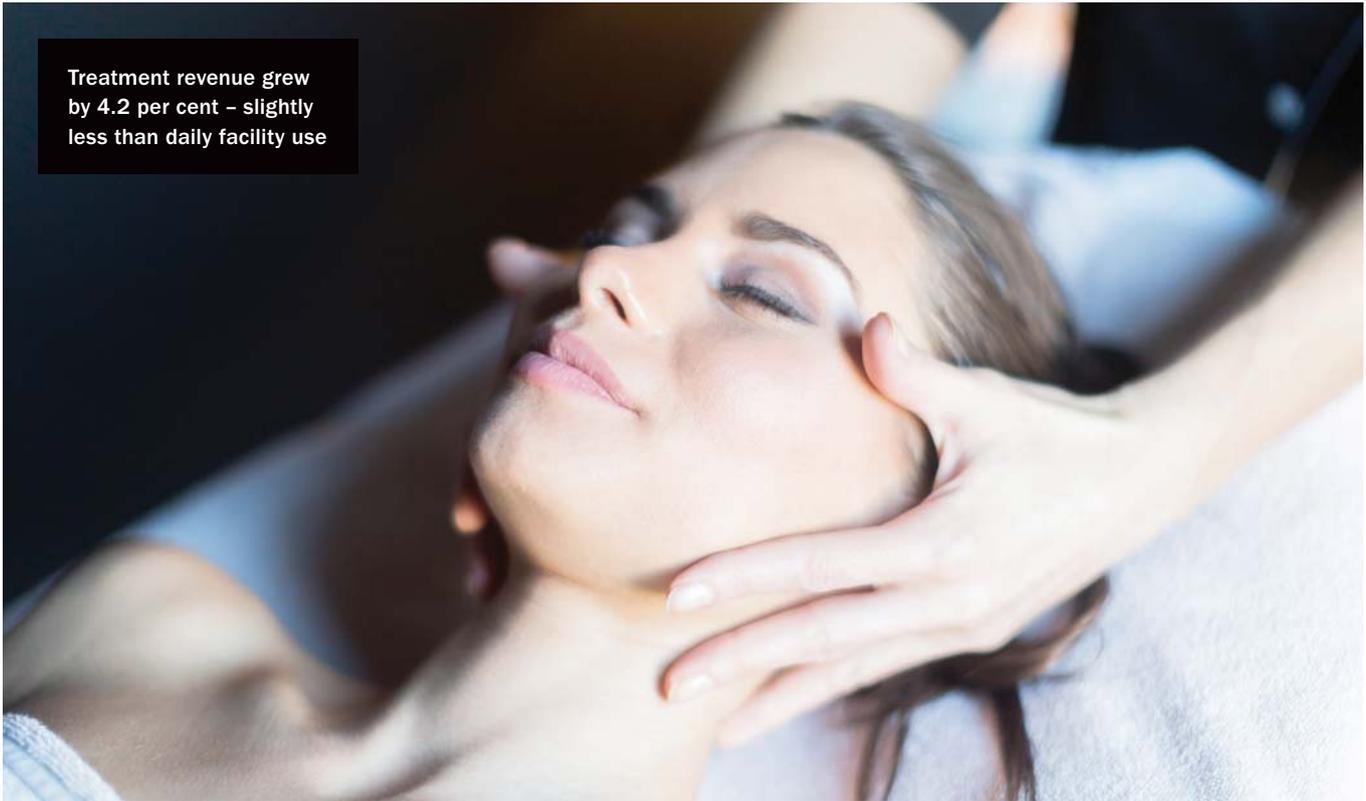


PHOTO: SHUTTERSTOCK/ANDOR BUDDOSO

online trending. This is significant because a presence on social media is no longer a competitive advantage, but a necessity if hotels and spas want to remain in the mix. At the same time though, spas will still need to maintain approachability and an essence of wellness.

Hotels can also use spa and wellness elements throughout their properties to rise above rivals and differentiate themselves. This will drive innovative and meaningful experiences that are Facebook- and Instagram-worthy, which will, in turn help increase the awareness of these offerings organically.

Projections for economic growth in the USA remain strong and record occupancy levels are expected in 2015. The future looks bright for hoteliers and hotel spas

have the opportunity to capture more guests and revenue. By offering engaging experiences, combined with the shifting societal trend to healthier lifestyles, the health and wellness of the hotel spa industry looks equally as bright. ●

■ **About the author:**

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ABOUT THE RESEARCH

Trends® in the Hotel Spa Industry is an annual survey of hotel spa departments in the USA by PKF Consulting (PKFC). A total of 152 hotels submitted 2013 data for 20 spa KPIs. It should be noted that day, destination and leased spa operations were not included in the survey sample.

Jenna Finkelstein, a consultant at PKFC, contributed to this article.

To see results from the 2013 edition see *Spa Business*, issue 1 2014, p62. To purchase the full 2014 edition of *Trends® in the Hotel Spa Industry* visit www.pkfc.com/store.

The long view

The number of spas in the USA has risen to more than 20,100, visits are at a record high and other key metrics are up too. We take a closer look at the *2014 US Spa Industry Study* to find out why the sector's doing so well

It's been 15 years since the International Spa Association (ISPA) commenced its spa industry study in the USA and over that time the sector has changed dramatically. The *2014 US Spa Industry Study*, by PricewaterhouseCoopers (based on 2013 figures), shows that there are now more than 20,100 spas located across the country. That represents a near five-fold increase on the estimated 4,140 spa establishments operating in the USA since ISPA's first study in 1999.

Back then, there were 1.5 spas for every 100,000 people living in the USA compared to 6.4 spas per 100,000

people at the end of 2013. Compared to 1999, the spa industry is substantially larger and more widely dispersed geographically. Day spas remain the dominant force, accounting for 79.1 per cent of the market, followed by resort/hotel spas (8.7 per cent) and medical spas (8.6 per cent), as shown in Diagram 1.

Thanks to the expanding number of facilities, the spa experience is now much more accessible to consumers than in 1999, when the sector was still the early stages of development. And despite its sharp downturn in 2008-2009, it's rebounded nicely and has shown positive growth across the five key metrics (see Table 1).

MONEY MAKING

The latest revenue estimates provide the strongest indication yet that the USA spa industry now firmly back on a growth trajectory. In 2013, total sector revenue is estimated to have reached US\$14.7bn (€12.9bn, £9.5bn) representing a 5.1 per cent increase on the 2012 out-turn. In cash terms, total revenues are now 20 per cent in excess of the position in 2009 (US\$12.3bn; or €10.8bn, £8bn) and 11 per cent higher when account is taken of price inflation over that period.

In fact, the spa industry out-performed the wider USA economy in 2013. The 5.1 per cent increase in spa revenues, for

Diagram 1: Establishments by Type of Spa *Source: ISPA 2014 US Spa Industry Study*





Spas such as Red Door are attracting more consumers by offering express treatments

example, was ahead of the overall 2013 growth in personal consumption on services (4 per cent in cash terms). The rise in spa revenue was due in approximately equal measure to increasing numbers of spa visits and a rise in the average revenue per visit. Revenue per visit was up by 2.5 per cent from US\$87 (€76, £56) to US\$89 (€78, £58) in 2013 and this is a figure that has grown from US\$61 (€54, £40) since 1999 (see Diagram 2). The average revenue per visit ranged from US\$79 (€69, £51) in day spas to US\$138 (€121, £89) in resort/hotel spas.

Excluding the resort/hotel sector, 57 per cent of spas reported a 2013 profit ▶

Table 1: The Big Five Statistics: 2013 Out-Turn and Per Cent Change in 2013

| | 2012 (year end) | 2013 (year end) | % change |
|-------------------|-----------------|-----------------|----------|
| Revenue | 14.0 billion | \$14.7 billion | +5.1% |
| Spa visits | 160 million | 164 million | +2.5% |
| Locations | 19,960 | 20,180 | +1.1% |
| Revenue per visit | \$87 | \$89 | +2.5% |
| | 2013 (May) | 2014 (May) | % change |
| Total employees | 343,600 | 349,900 | +1.8% |
| Full-time | 151,300 | 148,300 | -2.0% |
| Part-time | 145,400 | 157,000 | +8.0% |
| Contract | 46,900 | 44,600 | -4.9% |

Source: ISPA 2014 US Spa Industry Study

RESEARCH ROUND-UP: NORTH AMERICA

percentage in excess of 10 per cent, a slight decrease compared with 2012 (61 per cent). At 13 per cent, the proportion reporting a net loss remained stable compared to 2012 (12 per cent).

Within the resort/hotel sector, the number of spas reporting a profit percentage in excess of 10 per cent was also stable, holding constant at 71 per cent. The proportion saying they experienced a net loss dipped to 5 per cent, down from 8 per cent in 2012.

ATTRACTING CUSTOMERS

The total number of visits to spa establishments is estimated to have risen from 160 million in 2012 to 164 million in 2013. This is the highest level of spa visits recorded since ISPA commenced tracking the industry in 1999 (when visitor numbers were an estimated 69 million).

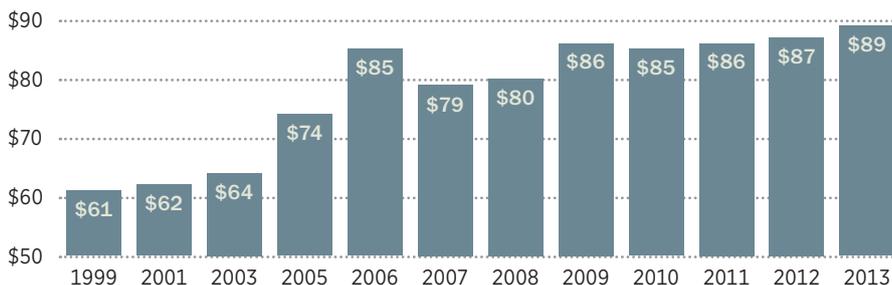
As in previous years, spas have been taking positive steps to attract more consumers, including expanded treatment offerings (ie 71 per cent offer 30-minute treatments, up from 61 per cent in 2013); discounts and promotions (ie 55 per cent offer these to the spa's social media

ABOUT THE RESEARCH & ISPA

The 2014 ISPA US Spa Industry Study was based on 1,517 spa surveys and a database of over 16,00 spas. Buy the full report via experienceispa.com. ISPA members can download it for free. For an analysis of the 2013 study see *Spa Business*, issue 4, 2013.

Based in the USA, ISPA represents operators and suppliers in over 70 countries encompassing all aspects of the spa experience (see p346).

Diagram 2: Average Spa Revenue per Visit (US\$)



Source: ISPA 2014 US Spa Industry Study

audience, up from 51 per cent in 2013); and promoting their services by offering packages aimed at different demographic and other groups (ie 67 per cent of spas offer packages for couples, up from 64 per cent in 2013).

Spas have also sought to take advantage of the opportunities offered by internet availability and access. Almost all spas (96 per cent) now have a website to promote their services. An increasing proportion of spas are also offering consumers the option to book online; 57 per cent in 2014 up from 45 per cent in 2013. Among those offering the online booking option, the average percentage of bookings made online is 20 per cent, ranging from 22 per cent among day spas to 10 per cent for resort/hotels.

In a separate study called *Social Media and the Spa-Goer*, ISPA has highlighted how spa consumers in the USA are engaged and enthusiastic users of social media (see p100). It shows how sites such as Instagram, Pinterest and Facebook could provide spa operators with another platform to draw in even more customers in the future.

Turn to p100 to read about a new study by ISPA which shows how USA consumers are using social media to connect with spas

EXPANDING EMPLOYMENT

The total number of jobs in the USA spa industry is estimated to have increased from 343,600 in May 2013 to 349,900 in May 2014 (+1.8 per cent). Overall, the workforce now stands at its highest level since ISPA's inaugural industry study.

As in 2013, rising staff levels were due to expansion of the part-time workforce, up by 8 per cent compared to an estimated fall of 2 per cent among full-time workers (see Table 1). As a result, in 2013 the part-time level exceeded the full-time level for the first time since employment levels were initially estimated by the industry study. It should, however, be noted that the part-time share of the spa workforce has been rising consistently over that period, from a baseline of 30 per cent in 2000.

Within that context, the part-time employment share would seem set to



On average, 20 per cent of USA spa bookings are now made online

continue rising. The respondents reported that almost two in three of their unstaffed positions that they're currently trying to fill are for part-time workers.

Yet when respondents were asked what they thought was the single biggest issue facing the spa industry, 16 per cent of them highlighted difficulties in finding skilled staff and a similar proportion (15 per cent) pointed to problems with recruitment and retention of employees. The emergence of such staff-related issues can be taken as an indicator of a tightening labour market, as companies seek to employ workers in response to rising demand from consumers.

INDUSTRY CONCERNS

Although employment issues were cited as a key obstacle for the spa industry, these came second to the impact of discounting and competition in the marketplace which were the most frequently aired concerns by spas (by 18 per cent of respondents each).

Worries over the state of the USA economy seems to be abating; that issue was cited by 13 per cent of



SYLVIA ROBI/SHUTTERSTOCK.COM

Almost two in three of unstaffed positions are for part-time workers

respondents in the 2014 survey, down from 27 per cent in 2013. As in previous years, respondents also stressed the need to tackle consumer perceptions of spas as a luxury/pampering item; mentioned by 12 per cent compared to 10 per cent in the 2013 survey.

PREPARING FOR GROWTH

Despite the issues and concerns highlighted in the study, spas remain confident that revenues will increase in the next six months. More than four in five spas (81 per cent) said they were 'confident' or 'very confident' of an increase in revenues in the next six months.

Operators are also positioning themselves for further growth. When asked about their plans for 2014, almost all spas (95 per cent) pointed to steps they intend taking that can help to boost their prospects for 2014. Almost three in four spa businesses (73 per cent) said they would be adding new treatment offerings, followed by 56 per cent saying they intended creating a new spa menu, while new product lines were cited by 49 per cent. On the employment side, 40 per cent of businesses said they would be creating new jobs in 2014. A new spa or expansion of an existing spa was on the agenda for 30 per cent of the businesses surveyed. ●

Social standing

Social media is the antithesis of spa and wellness, yet new research from ISPA shows spa-goers in the USA are engaged and enthusiastic users. Leonor Stanton analyses the findings and gets insights from operators

Ninety-two per cent of people in the USA has interacted with at least one social media platform, according to a study released by the International Spa Association (ISPA) recently. Conducted by PricewaterhouseCoopers, on behalf of the ISPA Foundation, *Social Media and the Spa-Goer* takes an in-depth look at social media habits of USA consumers as a whole, as well as spa customers. It breaks down social media usage by age, wealth and gender and highlights how consumers are using social media to connect with spas. Despite the prevalence of social media space, however, it found that social media sites have “so far failed to really

engage the majority of consumers”. We dig deeper to find out why.

SIGNIFICANT SITES

Spa-goers are much more likely to be active users and contributors of all social media platforms than the population in the USA as a whole, the survey found.

Facebook is the platform used by the most consumers. But Instagram, Pinterest, LinkedIn and Twitter are more likely to be used by spa-goers (see Diagram 1).

As a result, the survey suggests that, “despite the fact that Facebook and YouTube are the platforms used by the highest percentage of spa-goers (and the general population as a whole), in some

circumstances it may be more beneficial to post to other sites... over half of the users of Instagram, Pinterest, LinkedIn and Twitter have visited a spa in the last 12 months, whereas the majority of Facebook and YouTube users have not. In particular, Instagram, the picture posting platform, is a hub for spa-goers, so posts to this site might be more frequently engaged with and shared”. Some 65 per cent of Instagram users are spa-goers.

CAPTURING CUSTOMERS

Social media is more likely to be used in pre-purchase activities – gathering and sharing information. Far fewer customers engage in post-purchase interactions, ▶

Diagram 1: Percentage of Users of Each Social Media Platform Who Are Spa-goers

Source: *Social Media and the Spa-Goer, Consumer Snapshot – Volume V, ISPA 2014*



Social media is more likely to be used in pre-purchase activities - gathering and sharing information. Far fewer customers engage in post-purchase interactions, such as providing reviews

Men are more likely to book a treatment via social media than women, according to the survey

RESEARCH ROUND-UP: NORTH AMERICA

▶ such as providing reviews. Men are more likely to book a treatment than women (35 per cent versus 22 per cent) or engage in post-purchase activities (38 per cent versus 29 per cent). Meanwhile women are more likely than men to enter competitions (39 per cent versus 34 per cent).

The social media survey confirms ISPA's previous findings that discounts are important to drive revenue and promote loyalty, especially for women. "Spa treatment discounts" scored 4.16 out of 5 in terms of importance for women and 3.95 for men. In fact, three of the top four influencing factors for visiting a spa relate to promotions/discounts.

Also important are "mentions from friends/family" which are given a much higher influence than "mentions from someone you don't know" – 4.04 versus 2.99, respectively. "Photos of a spa facility" are also relatively key scoring 3.80, while "information about the benefits of a spa treatment" and "healthy living tips" score around 3.45.

The researchers suggest that one way spas could capture customer attention is to use social media to engage people in



Give a great experience to gain more social media exposure says McCarthy

discussions about health and wellness. To do so effectively, they should look at using the most popular health and wellness topics that are researched on social media. Interestingly, the top three researched topics are the same for both spa-goers and members of the general public – namely issues associated with "fitness", "nutritional advice" and "stress" (see Table 1).

ISSUES TO ADDRESS

But why has social media failed to engage most consumers? The survey finds that this is down to the perceived reliability of information. It reports that "while 43 per cent of the general population feel social media helps them to research products and services, only 27 per cent of people trust the reviews they read."

The figures are slightly more positive for spa-goers – 61 per cent of them feel social media is a helpful tool for researching products and services and 45 per cent trust social media reviews.

Nevertheless, spa operators feel that gaining consumer confidence in social media is something the industry still needs to address. Jeremy McCarthy, Mandarin Oriental's group director of spas, says: "The trust in content will depend entirely on what the content is, by whom it's posted and the context in which it appears." This view is endorsed by Shane Bird, director of spa operations at Turning Stone Resort, USA, too: "Trust needs to be earned on social media just like in real life. Good trustworthy interactions via social media will improve the public's perception [of spas]."

Another part of the survey focused on consumer review challenges. It found that "businesses appear to already be aware that one of the best ways of securing new revenue streams is through consumer endorsements. The key question here is how to encourage consumers to make endorsements and whether incentives are necessary. This survey found that a relatively low proportion of people (three in 10 in the general population, and four in 10 spa-goers) expect to receive an incentive when making an endorsement."

The late Wendy Chamier, owner of UK-based Sesame Internet Marketing,

LIZ TERRY COMMENTS

Liz Terry, editor of *Spa Business* magazine says: "The [ISPA] survey provides invaluable data on spa-goers' social media use, broken down by age, wealth, sex and social media channel. It also shows time of day/use by age and income and use type by age, wealth and sex, for activities such as researching prior to purchase and giving feedback.



"With such great tools available, you can now create a marketing matrix to align with the consumer groups you want to engage. This will enable communications and offers to be tailored to specific age, sex and demographic groups by time of day and purpose. Marketing modules in many spa management software packages can also be optimised to take advantage of this new information." Read more: <http://lei.sr?a=w5T4K>



Fitness is the most popular wellness topic researched by both spa-goers and the general public on social media

PHOTO: SHUTTERSTOCK/ SYDA PRODUCTIONS
 said: “the whole incentivisation for endorsements is a very emotive area with people selling review services. This is one reason why reviews on social media can struggle with reputation.” McCarthy suggests that “the best way to encourage consumers to endorse you on social media is to give them an experience that is worthy of talking about.”

In addition, McCarthy believes that “the spa world needs to figure out how to incorporate technology in the spa”. But there are two conflicting interests when it comes to this. “On the one hand, we need ▶

Table 1: Most Popular Health and Wellness Topics People Research on Social Media

| | Percentage Who Research Issue on a Monthly Basis | |
|------------------------------|--------------------------------------------------|-----------|
| | General Population | Spa-Goers |
| Fitness | 33% | 60% |
| Nutritional Advice | 30% | 51% |
| Stress | 26% | 50% |
| Alternative Medicines | 23% | 42% |
| Detox | 13% | 29% |
| Giving Up Smoking | 10% | 21% |

Source: *Social Media and the Spa-Goer, Consumer Snapshot - Volume V, ISPA 2014*

RESEARCH ROUND-UP: NORTH AMERICA



We need to protect the privacy of our customers... On the other hand, we need to consider how we give them a chance to capture a moment photographically so they can share it with others



► to protect the privacy of our customers and the tranquility of spas as a place to have a respite from technology,” he says: “On the other hand, we need to consider how we give customers a chance to capture a moment photographically, so they can not only reminisce about their visit, but also share it with others.”

The survey also found that despite the traffic on social media, adverts on the platforms aren’t especially effective. “Only one in five people click on adverts they see on social media, although this increases to two in five spa-goers,” it reports. Canyon Ranch’s social media specialist, Alex Williams concurs: “[Social media] adverts are not particularly effective for Canyon Ranch since our stays are tailored to each individual need.”

According to Bird: “We get more response through experiential interactions and word-of-mouth [than from adverts]. Obviously, social media is a great medium for this sort of interaction.” Meanwhile,

ABOUT THE RESEARCH

The *Social Media and the Spa-Goer* survey was based on a sample of 1,014 USA consumers which were “representative of the age, income and regional distribution of the population as a whole”. It did not specifically target spa-goers. To find out more about ISPA and its foundation, visit www.expereincespa.com



Trust is an issue on social media and spas need to earn it, says Bird

Chamier added: “success depends on how social media is used with regards to relationship building and being ‘real’. It’s not just about clinically running ads.”

That said, both Williams and Bird believe that two in five clicks on adverts is actually considered very high.

A further challenge according to Andrew Gibson, the spa & wellness vice president for FRHI, is that, “what’s best for one property does not necessarily correspond to another.” Therefore, one social media strategy alone may not be sufficient in a multi-unit business.

ROOM FOR GROWTH

It’s clear that social media has, and continues to, revolutionise how spa operators and owners can target their

How is the USA spa sector developing? See p96 for key numbers from the *ISPA 2014 US Spa Industry Study*

marketing. According to Chekitan Dev, an associate professor of strategic marketing and brand management at Cornell University: “social media is critical to fully unleash the 3Cs of digital marketing and branding – communication, commerce and community. This is the new imperative for all businesses.”

There’s still some way to go, however, to fully realise the potential of marketing via social media channels. Furthermore, in such a rapidly evolving and dynamic area, spas should also consider other uses of social media such as predicting trends and the popularity of different types of treatments or using social media to enhance knowledge sharing and collaboration between therapists and management. ●

■ About the author:

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spa business

2 0 1 5 H A N D B O O K



INDUSTRY INSIGHTS

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Expert predictions

Leading spa and wellness professionals from around the world, working in all aspects of spa, share their views on the industry – where it's heading and what's happening in their part of the sector

Magatte Wade

Founder

Tiossan



Now is the time for spa development in Africa because the economy is flourishing, KMPG put its annual growth a 5 per cent in 2014. While, admittedly, this isn't as high as growth in China and India, it's still significantly greater than other developed economies.

This growth results both in greater prosperity for many Africans as well as providing economic opportunities for many expats, who are now spending more time back in their home countries. In addition, the horrific civil wars that have plagued Africa since independence have finally, for the most part, ended. Much of Africa is now largely peaceful which is enticing more tourists.

South Africa and the traditional sites for high-end safaris, such as Zambia, Botswana and Tanzania are all potential areas for spa development as operators in those countries want to offer a more diverse set of before and after safari experiences for tourists. We should also keep an eye on Rwanda, a very dynamic economy that's attracting American entrepreneurs and tourists (for the mountain gorillas and bird watching).

Hotel and day spas will grow the quickest. The newly prosperous Africans enjoy spas but are unlikely to go to a destination spa as most of their travel is to Europe and the USA. Conversely, Europeans and Americans are unlikely to

travel to Africa strictly for a destination spa, but while they're on the continent (for either business or tourism) they expect spa services. Medical and thermal/mineral spas are not yet popular with prosperous Africans despite, or even because, such spas were sometimes part of traditional culture.

Many affluent Africans reject their own culture and long for European-style spa experiences. At the same time, however, Europeans and Americans are interested in high-end but still indigenous-themed experiences. I think the biggest opportunity lies in the development of spas that appeal to both groups.

At present there's a noticeable gulf between indigenous African culture and the world of contemporary spas. To bridge this gap, entrepreneurs and spa practitioners will need to research and adapt aspects of African culture – including design (both traditional and modern); ingredients and recipes for skin, body and hair; and traditional therapeutic practices – which have hitherto been neglected.

Overall, there's still a highly negative stereotype of Africa that's limiting tourism. All too often it's regarded as a place where people should be pitied, not where one goes for positive experiences. And there are still dangerous places in Africa. But we need to advocate the growing peace, the prosperity and cultural vibrancy across the continent.

Wade is behind one of the first Senegalese skincare lines





Spas offer silence, touch and escapism – things which give them an edge as other firms latch onto wellness says McCarthy



Jeremy McCarthy

Group director of spas

Mandarin Oriental



The biggest trend shaping the spa industry is what I call ‘wellness everywhere’. Consumers are no longer satisfied with small pockets of wellness in an otherwise stressful and unhealthy lifestyle. Increasingly, they expect to have wellness integrated into every aspect of their lives: at home, at work and wherever they go in between.

However, this may be a pyrrhic victory for spas as we find ourselves surrounded on all sides by new competitors. Our cry of “we were here first” can scarcely be heard above the din.

This trend can be an opportunity for the spa industry, as wellness finally gets the mainstream recognition it deserves. But it’s also a threat, as businesses from across all industries flood into the wellness space. One expression of this trend, for example, is the spa-ification of everything: airports, hotels, hospitals and

corporate offices just to name a few. We see these other institutions bringing in key elements of spa design including healing and soothing design aesthetics; spaces for yoga, meditation or rest; and even wellness programming including fitness, massage and meditation. We have to ask ourselves: if everything starts to look like a spa, what is a spa?

The key to success in this environment is greater differentiation and greater specialisation. We will see more niche spas that cater to very specific market segments (teens, cancer patients, prenatal, etc). There’s also a rise in bathhouse and hot springs style spas which offer facilities that far exceed the more commonplace wellness design elements. And spas will continue to be successful by authentically tapping in to the human side of the business: experienced healers delivering nurturing therapies.

We live in a time of great change and it’s clear that the spa industry will need to adapt. But I’m optimistic that the future is bright for the spa industry. Spas offer things that are increasingly scarce in modern society: silence, touch, slowness, personal attention and escape from technology. The demand for these kinds of services will only increase with time, and those who can deliver them authentically will continue to be successful. ▶



Watch out for spa development in the Middle East says Casson, hotels in the region are incredible and their spas are as equally advanced

Simon Casson

Head of the spa task force

Four Seasons



Spa development occurs where business/the economy is growing and apart from China and India, the Middle East is an area to watch. Hotels in this region are incredible and impossible to recreate in Europe or America – due to the dynamics of land acquisition and building costs – and they have spas within that are as equally advanced and cutting edge.

Operationally, we think the biggest growth opportunity lies in memberships and this is something we're really looking into – bringing the local community more into the hotel for fitness classes and personal training as well as for spa. There's huge potential and we're making sure we design new facilities to best accommodate this by providing direct access routes, locker facilities and layouts that facilitate outside membership.

Spa-goers remain constant in their desire for a sense of calm and holistic wellness even though the treatments they're demanding fall at both ends of the spectrum – chemical-free and organic at one end and high-tech, non-invasive medical services at the other. What is changing, however, is their hunger for customisation. Guests want bespoke delivery and innovative product (whether natural or medical). They're challenging their favourite spas to be more original and to introduce the trends they read about elsewhere. We have to listen to stay ahead.

What I'm most excited about, however, is the increased interaction I observe between spa and client. In times past, a hotel guest would only think about booking a treatment after checking in. Yet now there's far more connection. Our guests plan ahead and make reservations online, or use the Four Seasons app to research and book. Many come to the resorts already with a full programme ahead of them. This allows our spas to plan well and to suggest enhancements instead of reacting to a request when someone just walks in. We're constantly looking to engage with our guests more effectively and doing so ahead of the visit really helps and I think this is something that will only increase.



Guests want bespoke delivery and innovative product (whether natural or medical). They're challenging their favourite spas to be more original and to introduce the trends they read about elsewhere



Brent Bauer

Director of the complementary and integrative medicine program

Mayo Clinic



The most exciting development in my field of expertise is seeing the shift from ‘either/or’ – either we use conventional medicine or we use complementary therapies; to ‘both/and’ – using the best of both conventional medicine and the best of evidence-based complementary therapies. This is happening rapidly thanks, in part, to the solid science behind the efficacy of massage, acupuncture, meditation and many other complementary modalities. A 2010 survey by the Samueli Institute suggests that 40 per cent of hospitals now offer some form of integrative medicine therapy.

I envision a time in the near future when we’ll see even more active integration between spa and medicine. As conventional medical facilities increasingly recognise the value of complementary therapies such as meditation or massage, they’re also realising that clinical settings may not be the optimal delivery platforms. So we’re already seeing a number of academic health centres partnering with local spas to deliver evidence-based therapies and instruction to more people. Sometimes this is in the form of classes such as yoga or meditation, and sometimes it’s in the form of targeting specific patient groups, eg providing safe massage to breast cancer survivors. The more spas are seen as partners in meeting the needs of all patients for wellness promotion, the tighter the relationship will become.

I think we’ll continue to see solid growth in those treatments with the greatest evidence. I’d be surprised if acupuncture doesn’t begin to grow dramatically in the next five years. The evidence is growing and the profession has done a very good job with creating nationally recognised credentialing in the USA. And I expect mind-body classes/instruction will continue to boom as they’re proven to help everything from lowering stress levels to reducing brain atrophy. Most of these (meditation, yoga, tai chi) have little risk, can be adapted to an individual’s needs and almost all of them can be learned and practiced independently. Teaching self-care will be big in the coming decade.

The biggest hurdle for integrative medicine is probably a similar one to what spas will face – the fact that many of these



Bauer expects a boom in mind-body therapy classes as teaching self-care will be big in the coming decade

powerful therapies such as massage, meditation and acupuncture are not covered by national health services or healthcare insurance firms. So many are reluctant to pay for them or question their value. One approach is to get health services and firms to cover the cost. Culturally, another approach is to get people to start valuing their own health and to take ownership of it.

I’m sensitive to the fact that there are a large number of consumers who simply can’t afford a massage on a routine basis. But the good news is that there’s still an array of mind-body therapies that can be learned in a few lessons and then practiced for a lifetime. We just have to keep using the growing body of scientific evidence to educate, motivate and change people to help them live lives of health and wellness. ▶

▶ INDUSTRY INSIGHTS

Steve Chadwick

Mayor of Rotorua

New Zealand



Internationally the real big growth area for the spa industry is health and wellness in locations where hot springs naturally occur. Globally, people are living longer and are more focused on wellness and for us, as a country, healthier people means health savings. So the health and wellness benefits of hot spring and spa treatments are a real selling point on many levels.

The benefits of geothermal waters and mud are well known – they can help people with arthritis, general aches and pains, people recovering from injury, it's good for your skin and for general de-stressing and relaxation. The key is to measure these health benefits. Doing this makes for a more compelling 'product' and this is something that we'll work on figuring out how to do here in Rotorua as we progress.

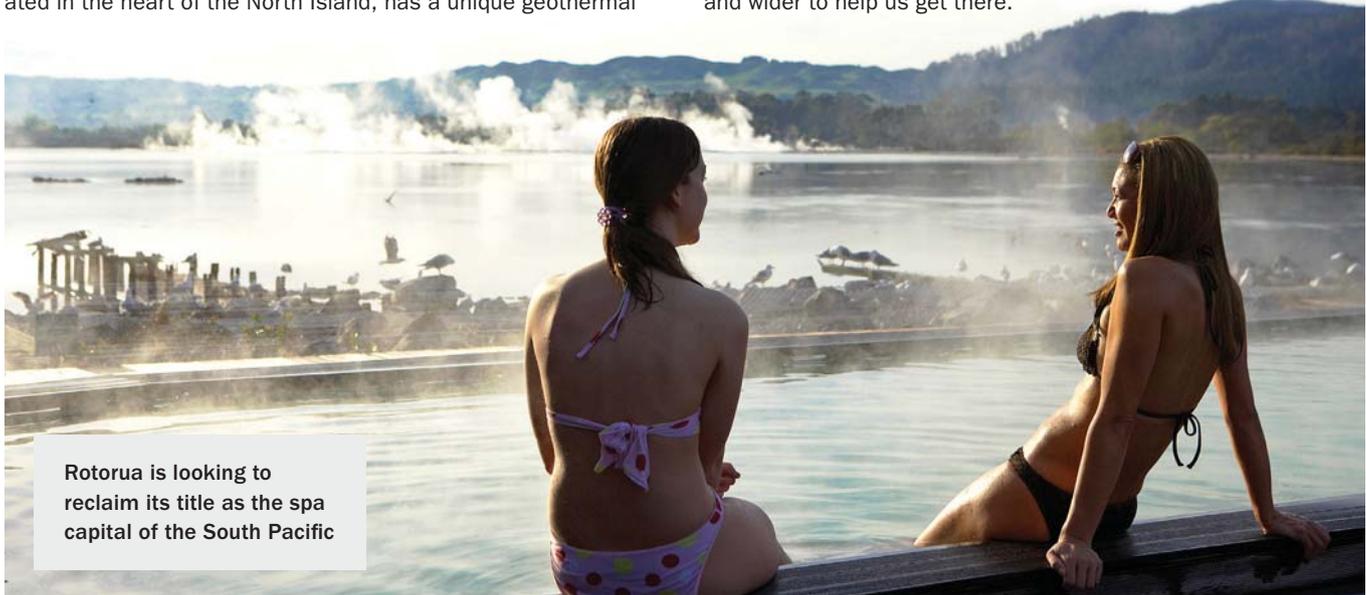
The spa, health and wellness sector has been identified as a key driver for developing the tourism economy of Rotorua – one of New Zealand's iconic tourist destinations. Our district, situated in the heart of the North Island, has a unique geothermal

landscape with geysers, boiling mud pools and hot springs that have attracted visitors for more than 100 years. We already have a healthy offering of geothermal bathing and spa treatments. But there's a resurgence now and Rotorua's long-term vision is to maximise and expand the spa and wellness offerings alongside other existing tourism attractions, Maori culture and Rotorua's status as a top mountain biking destination.

Rotorua is well-positioned to take advantage of this global [health and wellness] trend. But, like other hot spring destinations worldwide, we need to build an international profile. We'll take inspiration from Beppu, Japan, one of Rotorua's sister cities that's recognised internationally for its highly-developed geothermal attractions and hot springs.

Rotorua was once known as the spa capital of the South Pacific and we're looking to reclaim that title by developing hot springs and spa complexes, building on the fantastic spa facilities we already have. One geothermal area that's already marked for development is Kuirau Park, on the edge of the inner city, which already has two thermal footpools. Our plans include adding a Beppu-style steam kitchen – a communal cooking and eating area – next to the pools, creating another reason for people to visit the site.

Of course this is something that will require investment and our council is actively working with partners in our community and wider to help us get there.



Rotorua is looking to reclaim its title as the spa capital of the South Pacific

PHOTO: WWW.POLYNESIANSIPA.CO.NZ



Behrens thinks we'll see more wellness design in spas like at Lanserhof Tegernsee, but he feels wellness cities are unrealistic

Nils Behrens

Managing director & CMO

Lanserhof Group



Combining relaxation with an integrated medical approach – where the lines between wellness, medicine and rehabilitation blur – is the biggest growth opportunity for destination spas. Spa-goers expect relaxation, but in the days to they'll demand more for their money and will want to see continuing improvements in their health and wellbeing too. The challenge lies in the workforce: therapists will need more training and to be qualified to a higher degree to provide things like physiotherapy, kinesiology and chiropractic services.

Another change I foresee in the global spa industry is much more of a focus on wellness design. Previously spas have been hidden away in the basement, but for new and emerging projects they're now central to design. Typically, spa interiors have been inspired by traditions in Asia or Morocco, however, more modern spas are unique, minimalist spaces with personal touches.

At the new Lanserhof Tegernsee which opened in Bavaria in 2014 we placed an emphasis on wellness design elements such as panoramic views, minimalism and panoramic space. The outlook of a spa is of high importance as it enables guests to escape from their typical urban surrounds – where the office



There's much growth potential in integrative medical approaches

confines are replaced by views of sweeping vistas. In our daily lives we are surrounded by constant images; from advertisements to discreet, illustrated messages. Minimalism is the answer to this as it provides a blank canvas and allows guests to focus on the most important thing: themselves. For personal relaxation, space is the greatest luxury of all and there must be enough of it to maximise wellness opportunities.

That said, I don't believe that it would be possible to build entire cities according to wellness principles – something which has sparked debate in the industry of late. Areas are becoming more crowded and in 35 years time more than 50 per cent of the population will live in a city and there will be very little space for wellness principles. This prediction is very unrealistic.

Group effort

Susie Ellis reports on a series of key spa and wellness subsector initiatives, born out of a collaboration of leaders at the Global Wellness Summit

Each year the Global Wellness Summit (GWS) holds a number of forums dedicated to spa/wellness industry subsectors, covering areas from education to hydrothermal standards. These forums bring together colleagues and competitors alike to discover what they can accomplish as one.

In this article, I give a snapshot of the forums from the most recent Summit (2014) and explain how the action items identified are being addressed. I also summarise how some forums have blossomed into all-year wellness initiatives, thanks to the launch of the Global Wellness Institute (GWI), an umbrella organisation formed to underwrite research for, and promote, the wider wellness industry. In addition, I spotlight other exciting GWI initiatives.

Spa Education Forum evolves into GWI Career Development Initiative

At the 2014 Global Spa Education Forum, three initiatives to develop the industry's workforce were unveiled.

A Global Mentorship Pilot Program launched, pairing spa managers with experienced industry professionals for three months of one-on-one education. Progress has been strong and the first



2015 SUMMIT & WHITE PAPERS

- The 2015 Global Wellness Summit (see p352) will be held in Mexico City on 13-15 November.
- To view the 2014 GWS forum white papers or for information about new GWI initiatives visit: www.globalwellnesssummit.com

two pilots (January-March and April-June 2015) matched 17 mentors across 12 nations to 35 mentees. Applications for the 2016 programme are now open and the goal is to match 150 mentees with 50 mentors. Those interested should email jean-guy@tiptouch.com.

A Global Internship Program was also revealed, given that our industry woefully lags behind others on this front. Many

campaigns are planned to get more interns into wellness businesses, including a Global Spa & Wellness Job Shadow Day.

The third initiative includes the creation of website and PR/social media campaigns which promote spa/wellness careers. This will be in place by the 2015 summit in November in Mexico City.

Since then, the Spa Education Forum has evolved into the all-year-long GWI Career Development Initiative. The goal is for it to reach far beyond spa management, addressing career development for the whole wellness pipeline, including therapists and fitness and wellness tourism professionals.

Hot Springs Forum plans a user guide

GWI research released at the 2014 Global Hot Springs Forum revealed that thermal/mineral springs represent a US\$50bn industry, with 27,000 establishments across 100 nations (see p66). Presentations on the growing hot springs markets of Chile, Mexico, France, Morocco, Japan, New Zealand and Peru followed.

In a debate delegates agreed that broadcasting the medical evidence for water cure programmes is key for sector development – especially focusing on the wide-ranging €9.5m worth of studies



from the French Association of Thermal Research. Increasing the database on, and outreach to, global geothermal facilities will also continue.

This year, the Hot Springs Forum became a GWI initiative and a *User's Guide To The World's Geothermal Mineral Waters* to educate consumers about real mineral/hot springs is planned. The publication will also form the bedrock for broadcasting the health benefits of natural therapeutic waters from nations worldwide.

Wellness Tourism Forum: component of a successful GWI focus

The first Global Wellness Tourism Forum was held in 2014, where the GWI released data on this buzzed-about travel segment: now a US\$494bn global market, growing 12.7 per cent annually.

Public and private stakeholders acknowledged a need for country- and destination-specific definitions of wellness tourism, more campaigns on the affordability of wellness travel and more

Forum facilitators wrap up the 2014 sessions (above); Hot Springs Forum – new research shows that the sector is worth US\$50bn (below)



data quantifying its economic benefit to governments. Ongoing year-round educational events, including the Global Wellness Tourism Congress (GWTC) which launched in 2013, has led to hundreds of articles promoting the value of wellness tourism in major media worldwide, firmly placing this travel segment on the map.

In November the GWI signed an agreement with the UNWTO to jointly implement projects to bring wellness tourism increased recognition. It also organised the first wellness tourism programme at the World Travel Market and is planning something similar at other international travel conferences. In addition, there will be six regional GWTC events in 2016.

Workplace Wellness Forum: springboard for major research

GWI research in 2014 revealed that workplace wellness is a US\$40.7bn global market, but one largely unexploited by the spa industry. So the first Workplace Wellness Forum was held.

INDUSTRY INSIGHTS

Spread the word about wellness tourism said delegates in the Wellness Tourism Forum

- ▶ Participants received a crash course in how forward-thinking companies are building cultures where wellness is an integral part of business growth strategy and everyday practices. Those involved in the forum identified five action items that would most help make the spa/wellness industries more credible to employee wellness partners: from intensely promoting the medical evidence of modalities like massage, and meditation, to partnering with other organisations such as the World Economic Forum's Workplace Wellness Alliance.

Corporate Wellness will be the focus of GWI's research initiative this year: a much-needed analysis of what makes a truly 'well' workplace culture. Findings will be presented at the summit in November.

Inaugural Wellness Communities & Real Estate Forum

At the 2014 summit, the GWI also released research sizing the wellness living market: a US\$100bn real estate niche roaring back post-recession. A new panel on Wellness Real Estate explored how profound and comprehensive the new wellness cities and homes are compared with the old spa real estate: tackling many passive wellness building features, like optimised air, water and lighting.



The panel, comprising Paul Scialla (Delos Well Building® Standard), Steve Nygren (Serenbe wellness community, USA) and Susan Harmsworth (ESPA International), identified some key future trends, including: satellite wellness cities/developments on the outskirts of towns serving as refuge from urban stress/pollution; vertical communities/micro-communities within cities; and virtual communities that connect as much digitally and physically.

The GWI is now launching a Wellness Living Initiative, to gather global leaders in the wellness real estate space to explore how this new sector can improve community health. The initiative, and another forum, is set for the 2015 summit.

Destination Spa Forum embraces Global Wellness Day

Last year, marked the third Destination Spa Forum gathering. Participants identified diverse steps to educate the world on the unique value of lifestyle-change-focused wellness retreats, including creating satellite and online community education centres to reach a mass audience.

But most energy was focused around Global Wellness Day, led by Belgin Aksoy, the creative director of resort management company Richmond International. Held on the second Saturday every June, the day encourages people to make healthy lifestyle changes and the GWI has now made it an official initiative.



Corporate wellness will be the focus of GWI's research initiative this year: a much-needed analysis of what makes a truly 'well' workplace culture. Findings will be presented at the next summit in November





Hydrotherapy Standards Forum prompts first GWI publication

The focus of the Hydrothermal Spa Forum was the launch of the *Guide To Hydrothermal Spa Development Standards* which outlines health, safety and development guidelines for hydrothermal areas: one of the most technically complex elements of any spa.

The publication, first proposed at the 2009 summit, was jointly written by top equipment suppliers in the industry.

Forward Progress – and more initiatives – for the GWI

The first GWS in 2007 was a rather intimate affair. But in seven short years it's become a premier gathering of global industry leaders and helped spur the formation of the GWI.

The growth of the spa industry remains front-and-centre for the GWS and GWI, but both are now attracting interest from many other sectors, like the medical,

Delegates said 'yes' to Global Wellness Day – a campaign to encourage healthier lifestyles

scientific, technology, workplace wellness and architecture/design worlds. Collectively, they all want to Build a Well World and it's this topic that is the theme for the 2015 summit.

While summit-born forums focused on education, hot/mineral springs and wellness living have blossomed into GWI initiatives, others are in the works. One will advocate for 'ministers of wellness' at a governmental level. Also in its first year, is an African Initiative focused on developing the continent's spa sector. Under development is a Philanthropy Global Initiative which will champion the global health of water, as well as initiatives dedicated to medical tourism, wellness technology, mindfulness and the science

of wellness. Most of these initiatives will have launched by the November summit, where agenda programming will address each one of them.

The original 'spirit of the summit' – which sees spa/wellness leaders selflessly strategise for the good of our greater industry and the people we serve – is alive and well. But that mission, and the industries and people it touches, will expand in 2015 and beyond. ●

■ About the author

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INDUSTRY INSIGHTS



Model behaviour

The Futures Company's *21st Century Business* report analyses how macro trends are reshaping corporations and how they need to adapt to ensure future success. Imke Schuller explains what this means for the spa and wellness industry

The world around us is changing. Macro forces such as population growth, rising energy demand and climate change are permanently influencing our lives, values and attitudes. Volatility means we're increasingly emphasising intrinsic values over extrinsic rewards. Both on a personal and a public policy level, improved wellbeing is becoming an important goal. We value a more sustainable way of living and this also applies to the way we expect companies to do business.

The *21st Century Business* report by The Futures Company explains how corporations will need to redesign themselves to adapt to these shifts. The good news is that spa and wellness operations are destined to lead the way.

THE CONNECTED BUSINESS

In The Futures Company's annual *Global Monitor* values and attitudes tracker – a survey with 29,500 respondents in 24 countries – 74 per cent of participants claim they use the internet several times

a day or more. Consumers' constant connectivity through mobile or internet-enabled devices impacts how they research and buy goods and services. At the same time, the constant connectivity also means that people are looking for ways to simplify their lives: they find it increasingly difficult to find space to think, reflect and switch off from everyday pressures and stresses (say 41 per cent).

Spa businesses of the future will simultaneously harness the power of networks while also allowing customers to break free from connectivity. They will empower employees, while drawing on the collective knowledge of their crowds of customers.

Interacting with and understanding both employees and customers through the use of data and technology will allow spa businesses to create more value.

Wahanda.com, the online portal for spa breaks and treatments, is an example of how a technologically-connected business can use customer data to create value. The website operates a location-based treatment booking system which matches ▶

Business based on social values, such as Township Yogi, will thrive

PHOTO: FACEBOOK.COM/TOWNSHIPYOGI

INDUSTRY INSIGHTS

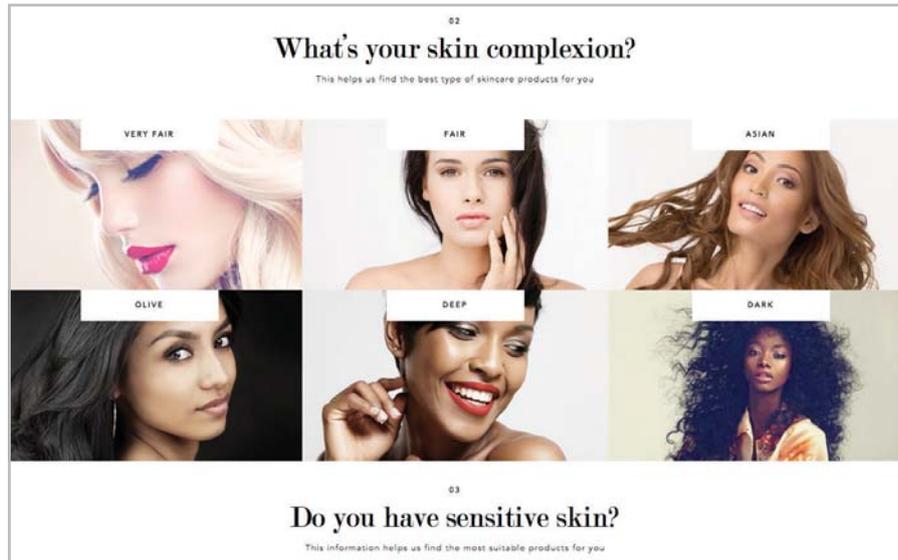


The successful spa business of the future will have to adopt a ‘circular economy’ model, returning value to customers in exchange for their data

► customers with available time slots in spas in the vicinity in much the same way as many of the leading spa booking systems such as SpaBooker, Manage My Spa and ResortSuite. Instead of relying on the old paper and pencil booking model, the online marketplace enables spas to fill time slots in a more flexible way, according to demand. This allows for fluid response, while also providing a more convenient platform for customers.

MyBeautyCompare.com uses a similar model, matching thousands of beauty products to skin types, lifestyles and needs. But the website doesn’t rely on income from sales, it creates revenue with the data it holds on customer preferences, which is valuable to brand owners.

With rising concerns over data protection, customers will give preference to companies that show responsibility with regards to personal information, companies that are transparent and trustworthy. The successful spa business of the future will have to adopt a ‘circular economy’



MyBeautyCompare.com creates revenue from customer data, not direct product sales

model, returning value to customers in exchange for their data – using that information to provide a better and more personalised service, for example.

CREATING VALUE, NOT VOLUME

Consumers’ constant access to information has not only changed the way they shop. It’s also significantly changed their values and expectations. Access to the benefits products and services provide is becoming more important than their possession, partly driven by people’s rising awareness of resource constraints. There’s also an increasing desire to improve intrinsic wellbeing by doing good – as an individual, social being and citizen. Consumers expect businesses to create and not destroy value for individuals, society and the planet. In a spa, this could mean being aware of resource wastage in treatments, or a tedious and time-consuming booking process.

With the aim of providing long-term wellbeing, spa businesses should pay

attention to increased social engagement and exchange, as well as a more sustainable approach to resource usage. How can spas minimise their impact on water usage and natural resource depletion? Could it be an option to source ingredients from local producers: lowering supply chain costs while supporting communities and improving livelihoods?

Spas are facing increased competition through a variety of channels, from the use of spa products at home to the rise of life coaches and mental wellbeing enablers such as Headspace, a meditation training app which can easily be used on tablets and smartphones while on the go. This trend is driven by consumers’ changing attitude to spending and growing desire for convenience. Fifty-nine per cent of consumers surveyed in *Global Monitor* claim that they would “buy products and services that provide extra convenience” (up 5 per cent on 2013). The time is ripe for new models of ownership in the spa industry. In the future, an ►



Spa London's socially-inclusive model will help it succeed in the future



Spas could look at setting up freelance therapist networks and sharing their own resources, emulating the Handy.com model where consumers can book expert home cleaners and builders at a moments notice



► Airbnb model of shared resource usage, leveraging existing, underused assets, materials or even people, could be imaginable for spas.

Alongside integrating customers in the value chain, spas could also look at setting up freelance therapist networks and sharing their own resources. They could emulate the Handy.com model – an online platform where consumers can book expert home cleaners and builders at a moments notice. Other examples include Uber for taxi/car hire and Instacart for grocery delivery within the hour. These companies are successfully using this model, leading to a leaner structure and more flexibility for their organisation, workers and customers.

BECOMING 'OPEN' AND SOCIAL

As we're moving from 'closed world' products and services providers to more 'open world' relationship economies, the establishment of trust between businesses and customers will become a crucial success factor. Consumers are looking for businesses and brands that share the same values, have a shared purpose and increasingly engage and communicate horizontally.

Indeed, 76 per cent of our *Global Monitor* respondents say "I appreciate it when companies make it clear what they stand for and stay true to their values".

The old model of top-down communication will not work anymore and the spa industry needs to consider embracing a more open, trust-based dialogue with

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its customers, accepting the fact that consumers are knowledgeable. This can already be seen in the hospitality industry, with hotel managers openly engaging in a customer dialogue on review sites such as TripAdvisor. In the future, open-sourced knowledge and ideas, as well as a more networked approach to suppliers, staff and customers will be part of the business model. This could mean embracing customers' knowledge about beauty, wellbeing and mindfulness, and incorporating this layman expertise into the spa's offering. It could mean having a recommendation-based approach to finding the right suppliers and staff, in an open, horizontal dialogue with current customers, staff and suppliers.

In our *Global Monitor*, 65 per cent of respondents agree that, at present, "most companies only make claims about their socially responsible efforts to try to

sell me more of their products". As customers become more reluctant to believe company claims, winning people's trust and proving to be a 'social business' will become a competitive advantage. In the future, consumers will become 'citizens'. There will be a growing desire to do good – 46 per cent of *Global Monitor* respondents claim that "buying only ethically produced goods is very important" in their lives today and this figure has grown 3 per cent over the last two years.

We see a turning away from the holy grail of consumption, towards more holistic and sustainable lives. Businesses will have to fulfil people's needs, rather than creating new (consumption) wants. Township Yogi, a project in South Africa is an example of success in this respect. It's delivering wellbeing to the people who need it most: citizens in townships who cannot afford spa and wellness treatments. Open to the young, old, weak and disadvantaged, the project takes yoga into the townships around KwaZulu-Natal and also aims to train participants to become instructors themselves. It was so successful that it reached its 60-people class capacity within weeks, helping the community through integration rather than the traditional outreach approach.

Spa London in the UK is public sector organisation based on social values too (see SB07/3 p64). It has six sites across the city that provide affordable thermal experience packages – a three-hour session ranges from £12.50-£25 (US\$19-US\$39, €17-€34) for non



Yoga in South Africa's townships is free to the young, old and weak

PHOTO: FACEBOOK.COM/TOWNSHIPYOGI

members, with concessions for local residents, students, old age pensioners or the unemployed. They integrate members across the community and create a socially diverse environment.

Powerful structural changes and the evolution of people's values and attitudes mean that the spa businesses of the future will have to rethink their business model. Organisational culture and communication with customers will become more important than strategy. Intrinsic

motivation of employees and customers, shared values and a shared purpose, will win in importance over extrinsic motivations such as financial rewards.

Future-proof spa businesses will have to define a sustainable model, creating value rather than destroying it in the long-term. Fulfilling the needs of consumers-turned-citizens' will trump the creation of new wants. Only when a business has established a trusting relationship with customers will it be fit for the future. ●

■ **About the author:**

Imke Schuller is an associate director at The Futures Company, focusing on the EMEA. She's the health and beauty sector lead for the EMEA and helps clients anticipate change in their operating environment and to find new ways of adapting to an ever-evolving business context.
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Uncharted territory

Horwath HTL Health & Wellness and GOCO Hospitality compile top trends that are shaping today's spa industry and those that will have the biggest impact in the years ahead

The travelling wellness retreat: business disruption

Through social media channels such as Facebook and Instagram, entrepreneurs have immediate access to like-minded consumers. It enables them to cut out the middleman and develop successful models that would not have been possible in the past.

In the hospitality industry, we feel that business disruption occurs through cutting out the fixed overheads associated with developing and running a hotel, resort or spa. Two current examples are Airbnb, the impact of which is only now being registered by hospitality operators; and Zeel, a company that facilitates at-home massage via a digital platform – visiting a spa or

calling an unknown mobile therapist is no longer required for a great treatment.

One area that's ripe for further business disruption is wellness tourism. Many markets around the world have an oversupply of hotels and resorts. Given this situation, why develop a wellness resort when you can develop or own programmes, connect directly to guests and rent rooms from other underutilised properties? The operating margins are lower and so is the initial investment required and overall financial risk.

Yes, there are a plethora of yoga professionals that are doing exactly this. However, no one's developing and offering branded wellness vacations that utilise rooms/space at third-party resorts – an Airbnb for wellness



Disruptor: Zeel links clients directly with therapists

Airbnb for wellness tourism: there's a gap for branded wellness vacations that utilise third-party resorts



A new hybrid model that gets the revenue engine roaring is a spa that complements traditional areas with other lifestyle components that are efficient and focused on generating financial returns

► tourism if you will. Well not yet anyway. The travelling wellness resort is coming and the market is wide open. We believe that the first group to enter with branded programmes and a credible reputation will experience great success.

Advanced cosmeceutical facials: a numbers game

In an ever-changing global real estate market, owners and managers largely focus on one element: investment return per square metre or square foot. It's all about driving the highest return in the shortest amount of time.

In order to maximise revenue-generating space and meet performance requirements, owners and managers are scrutinising their plans and questioning their concepts. Classic spa facilities, which offer standard treatment rooms, costly hydrothermal amenities, beauty areas and expansive relaxation areas are passé. They possess few opportunities for annual revenue growth when compared to new hybrid facilities that are hitting the global marketplace.

The new hybrid model that gets the revenue engine roaring is a spa that complements traditional areas with other lifestyle components that are efficient and focused on generating financial returns. These include conceptualised male grooming outlets, specialty female salon outlets, higher quality retail platforms, revenue generating hydrothermal experiences and independently-branded cosmeceutical facials rooms.

ABOUT THE AUTHORS



Left to right: Emlyn Brown, Oliver Boppe and Matthew Brennan

Between them Matthew Brennan (director) and Oliver Boppe (consultant) of Horwath HTL Health & Wellness and Emlyn Brown, director of spa operations at GOCO Hospitality, have 35 years of industry experience. They've teamed for this article up to identify trends which are currently shaping the global spa and wellness industry and those that have the potential to make an impact on the sector over the next 10 years. They believe these trends will create areas of opportunity for spa owners, managers and other professionals.

Specialty cosmeceutical facial rooms, such as those offering treatments by QMS Medicosmetics and Medical Beauty Research (MBR) are particular favourites of owners and managers who are looking to improve financial performance in their spas – and fast. Treatments by cosmeceutical product houses are popular for a number of reasons:

- They're priced at a 25-100 per cent premium over traditional facials yet they have similar delivery costs
- They're delivered in small areas that do not require high levels of investment
- They offer immediate results that encourage repeat visitation
- They offer higher-margin retail sales and greater propensity for the guest to purchase retail products

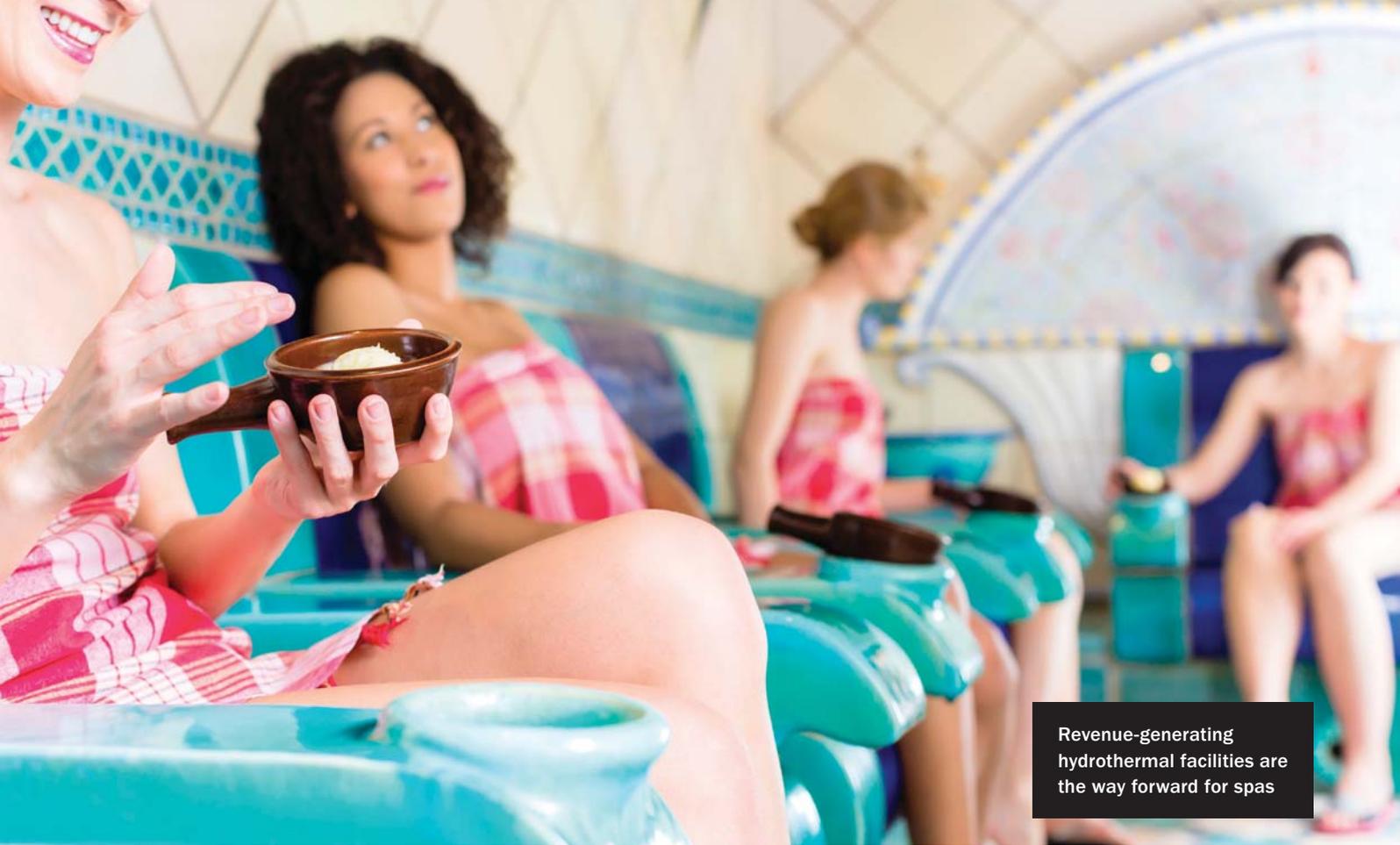
Moving into 2016 and beyond, owners and managers, primarily in urban areas, will reduce the footprints of spa facilities. We expect that they'll limit amenity space and, instead, focus on high-yielding beauty treatments and other aforementioned services that guarantee returns.

Growth of life coaching: plan of action

Global citizens of today are ambitious and believe they can achieve it all. But with this comes the demands that they, or others, place on themselves and personal and professional time merge. Life coaching delivers support and a plan to maximise individual potential.

Moving forwards, we predict an even greater shift from traditional body-only fitness training to all-encompassing life coaching that embraces nutrition, physical exercise, stress management, goal setting and empowerment.

While life coaching still a largely unregulated profession, it's recognised by organisations such as the International Coach Federation which values it as a US\$2bn (€1.8bn, £1.3bn) industry with



Revenue-generating hydrothermal facilities are the way forward for spas

PHOTO: SHUTTERSTOCK/KZENON

more than 47,500 registered life coaches. And all signs point to continued take-up.

In 2013, the Stanford Business School sponsored a study on 200 CEOs and the results were interesting. Only one-third of the polled CEOs had received professional coaching, yet 100 per cent of them were interested in it in the future. “We are moving away from coaching being perceived as ‘remedial’ to where it should be: something that improves performance, similar to how elite athletes use a coach,” the study reported. Notably, a number of universities such as Columbia, Stanford, and Harvard are developing dedicated life coach programmes.



QMS: spas will embrace specialist skincare

The life coach industry will experience the greatest uptake in powerhouse economies such as the USA and in growing economies where competition is fierce, including places throughout the Middle East, India and China.

Opportunities may exist for spa and wellness facilities to rent under utilised treatment rooms to life coaches, which would be a win-win for both parties. The life coach would have the opportunity to practice in a commercial yet conducive environment, and the spa could earn rental income plus gain access to the life coaches’ clients who are typically middle- to high-net worth individuals. ▶

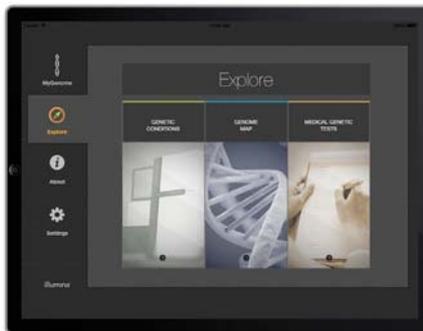
INDUSTRY INSIGHTS

► Wearable and genomic technology: targeted treatments and improved results

Wearable technology is growing rapidly and the world's leading sport and lifestyle companies are competing in the marketplace. One of the latest developments in 2015 is Under Armour's bid to make electronic clothing that monitors biometrics and communicates results directly to smartphones. It's an obvious move for spas to tap into the data these numerous devices collate to personalise treatments.

At the same time, we believe that spas and medical-focused destination spas will further embrace diagnostic medical technology. Today, ultrasound machines are highly portable and therapists can use the information to perform targeted massages. Furthermore, hand-held machines can now safely extract a pinprick of blood and immediately analyse the sample to determine any mineral deficiencies.

Genomic testing remains in its infancy, but some businesses, such as the Sha Wellness Clinic in Spain are providing tests to measure telomeres – the DNA structures that are linked to cellular ageing (see SB13/1 p54). Other biotech companies such as Illumina are putting much money and effort into producing DNA testing machines to enable researchers to explore the genome on a new scale and move us closer to the realisation of personalised medicine. Indirectly, this will provide opportunities for spas and wellness-focused businesses. As with many other technologies, initially these are developed for private use and over-time they become more accessible for everyday consumers. As the equipment, technology and DNA testing becomes cheaper, its adoption will accelerate, switching focus from diagnostic to



As DNA testing services from firms like Illumina become cheaper, spas will be at the forefront of deployment

preventative healthcare and creating further opportunities for expansion of the wellness business model.

There's a lot of Silicon Valley brainpower and money focused on health-based, diagnostic genomic testing and wearable technology. We don't yet know how these technological advances will affect the spa sector or, ultimately, how they'll affect our personal and emotional state. What we do know is that the wellness and spa industry will be at the forefront of technological deployment and future development.

New fitness concepts: urbanisation and specialisation

Millennials the world over are assuming the role of trendsetters and this is impacting existing businesses and creating opportunities for others. Internet proliferation, combined with ease of access to information allow for larger audiences and quicker trend acceptance. Global consumers demand the latest products and prefer specialised and personalised experiences. While this shift is just starting to infiltrate the spa and wellness industry, it's already having a noticeable impact on the fitness sector.

New and 'hot' fitness concepts are on the rise in North America, Europe and further afield. The majority of them are based on metabolic resistance training, CrossFit principles, circuit training and spinning, or a combination of all four under the 'new fitness concepts' umbrella. According to *Bloomberg Business*, between June 2014 and January 2015, CrossFit increased its number of licensed locations from 10,000 to 11,650 (nearly 17 per cent in six months). Since 2006, SoulCycle has added 36 studios to its portfolio. Meanwhile The Lab, a new fitness concept in Bangkok, Thailand has a loyal following. Its CEO, Richard Cohen, won the 2014 Expat Entrepreneur Award and has seen the opening of an additional unit in Sydney, Australia. Its next step will be to move into the organisation of health and wellness vacations.

New fitness concepts are flourishing because they focus on results (these are places for intense workouts), friendship and community. By creating a sense of belonging, these businesses will not be jolted if one, two or five new facilities open in the same market – bucking the traditional metrics of demand and supply.



Stylised exercise like CrossFit is booming and specialised spas are just around the corner

Plus they have a smaller amount of initial capital investment while still charging similar daily, monthly, or yearly fees as traditional fitness clubs.

It's important for spa professionals to analyse this trend and plan accordingly. Is it appropriate to locate a new fitness concept in hotels and resorts? How can spas improve their own facilities and charge a premium while not being viewed as elitist? How can facilities increase demand while decreasing operating costs? Like the new fitness concept, the future of spa lies in specialisation. ●

JOINT COLLABORATION - HORWATH HTL & GOCO HOSPITALITY

Horwath HTL Health & Wellness was formed in 2013 and specialises in the development of health and wellness-focused facilities (rather than just resorts and hotels). It offers feasibility and market research along with concept development and executive recruitment, while branding, technical services, pre-opening and management is provided by GOCO Hospitality.

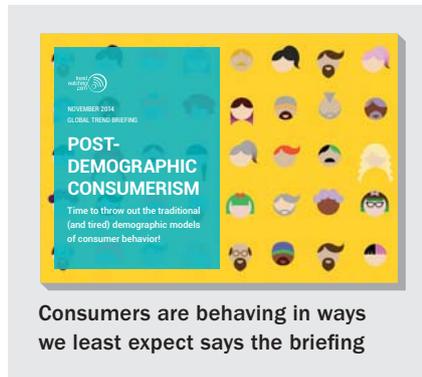
Horwath HTL Health & Wellness is one of the only spa consultancies that's part of a global hospitality consulting consortium. Formed in 1915, it has 50 offices globally and is one of the world's oldest hospitality consulting consortiums. Tel: +66 2 252 6281 Email: mbrennan@horwathhtl.com Web: www.horwathhtl.com; www.gocohospitality.com

Breaking the mould

Is your spa ready for post-demographic consumerism? Trendwatching.com explains why it's time to throw out the traditional (and tired) demographic models of consumer behaviour

Consumer behaviour can seem increasingly chaotic. In September 2014, Canada-based yoga wear brand Lululemon announced plans to open its first men's-only store in New York. The move followed a successful Man Camp pop-up store in North Carolina and the launch of a popular Lululemon Men Twitter Account. In the UK, women account for the majority of video game players and there are more gamers aged over 44 than under 18. Meanwhile, in August 2014, luxury hotel chain Mandarin Oriental launched its Selfie in Paris initiative, offering guests a tour of the French capital's best 'selfie' spots with a private car and driver.

Confused? You should be: consumers are increasingly behaving in ways we least expect. These examples give glimpses of one of the most important shifts in consumerism and one which will require a fundamental overhaul of the demographic-focused approach that businesses have used to understand and predict consumer behaviour for decades. Trendwatching.com focuses on this topic in its *Post-Demographic Consumer* briefing and in this article it details what this means for the global spa and wellness industry.



WELCOME TO POST-DEMOGRAPHIC

So what's driving this shift in consumerism? Well, we're entering an age of post-demographic consumerism: one in which the traditional demographic segments – age, gender, income bracket, nationality and more – are becoming less meaningful as predictors of consumer behaviour. Instead, consumers are more free than ever to construct identities and lifestyles of their own choosing.

This trend will have a fundamental impact on hotel and spa businesses that previously relied on traditional demographic models to target and connect with consumers. But it will also have a

far-reaching implication for all consumer-facing businesses: namely that few new products, services and experiences, if any, will remain the preserve of a single demographic for long.

This new era is driven by the merging of many of the mega-trends that have shaped the economy and society over the past few decades: globalisation, urbanisation, mass affluence and expanding consumer markets, widespread adoption of digital technologies and increasing socio-cultural diversity.

WHY THE CHANGE?

Four powerful forces are driving the shift towards post-demographic consumerism. These include: the global brain, the decline of old social norms, increased product and service choice and new ways of accruing and displaying status.

The emergence of an online global brain is seeing consumers from all walks of life buying and using services from the same top brands: think Facebook, Apple, Amazon and more. The worldwide reach of information has caused the emergence of a global shared consciousness and left consumers from Seattle to Shanghai lusting after the same sneakers, smartphones and sushi.



Luxury meets the selfie: Mandarin Oriental in Paris offers guests a tour of the best selfie spots in a car with a private driver

PHOTO: SHUTTERSTOCK/ YULIA MAYOROVA

Meanwhile, urbanisation has shattered traditional social structures and values/norms such as the family unit and gender roles, giving consumers permission to live the lives they choose, rather than those determined for them by age, gender, location and other traditional demographic labels. Exposures to different lifestyles and cultures have caused millennials to become more accepting of alternative and non-mainstream lifestyles. According to JWT Intelligence, 87 per cent of the BRIC millennials believe that the freedom and exposure of living in the city has widened their world view. The choice and freedom found in cities gives individuals

more opportunities to construct their own identities outside of the traditions of their specific demographic.

A greater variety in product choice and an international expansion of the global class has allowed people to personalise and express themselves through their consumptions at a greater degree than ever before. All demographics are using social media to relate and associate themselves with brands even if they don't necessarily use or buy the product.

Consumers are ignoring demographic convictions and are picking, as well as identifying with a wide range of brands. They're frequently stepping across

demographic boundaries. As BBC Radio 1's head of music George Ergatoudis observes, "if you look at the list of the 1,000 favourite artists for 60-year-olds and the 1,000 favourite artists for 13-year-olds, there's a 40 per cent overlap."

Yes, younger consumers are still the most frequent first adopters for new and compelling inventions. They're more open, more experimental and have fewer commitments. However, the world has become too blurred, too fluid for new innovations to remain the preserve of the young for long. Now, all demographics are taking an active role as users of new and revolutionary gadgets and inventions. ▶

INDUSTRY INSIGHTS



In 2014 the ‘rebel’ Harley Davidson brand embraced environmental responsibility by partnering with The Nature Conservancy



► Indeed, we see this again and again when looking at the adoption of novel and supposedly niche consumption habits. A 2014 study by Crowd Companies shows that while 48 per cent of those who had used ‘neo-sharing’ collaborative consumption platforms (such as Airbnb, Zipcar and Kickstarter) were aged 18-34, 33 per cent were aged 35-54 and 19 per cent were aged over 55.

SPA ACTION PLAN

So, how should businesses respond to these shifts in consumerism? Below, we detail four axes along which spa businesses can plot their response:

Embrace the new normal. Celebrate new normal racial, social, cultural and sexual norms. Coca Cola’s (in)famous 2014 Super Bowl spot, featuring *America the Beautiful* sung in a wide variety of languages (including Tagalog, Hindi and Hebrew) and by people from various races, religions and families caused controversy with its non-traditional depiction of US society. But the beverage giant knew that demographics were on its side: the US saw a 32 per cent increase in the multiracial population between 2000 and 2010.

Similarly, in October 2013 Indian jewellery brand Tanishq promoted its wedding collection in a commercial featuring a bride

with her daughter from a previous union – the first campaign of its kind in India.

Be heretical towards your brand heritage. That means brands should be willing to reinterpret or even overturn decades of brand history and tradition and do the opposite of what everyone expects: a powerful way to win the attention of new customers. In 2014, the Thug Kitchen vegan diet blog abandoned the ‘new age’ image typically associated with veganism, and gave itself a swearsy, aggressive makeover. It now bills itself, “the only website dedicated to verbally abusing you into a healthier diet”. Another example? For decades the Harley Davidson brand could be summed up by one word: rebel. But in October 2014 the brand went heretical: it embraced environmental responsibility by partnering with The Nature Conservancy on a pledge to plant 50 million trees by 2020.

Encouraging cross-demographic fertilisation. With consumer preferences being ever more universal, the opportunities to transfer innovations from an initial demographic to another have never been greater: a very potent play for health and wellness brands. Ex-wrestler Diamond Dallas Page created DDP Yoga after finding that practising yoga helped him recover from injury. Targeting men who might be



Rebranding: Thug Kitchen gives veganism an aggressive makeover

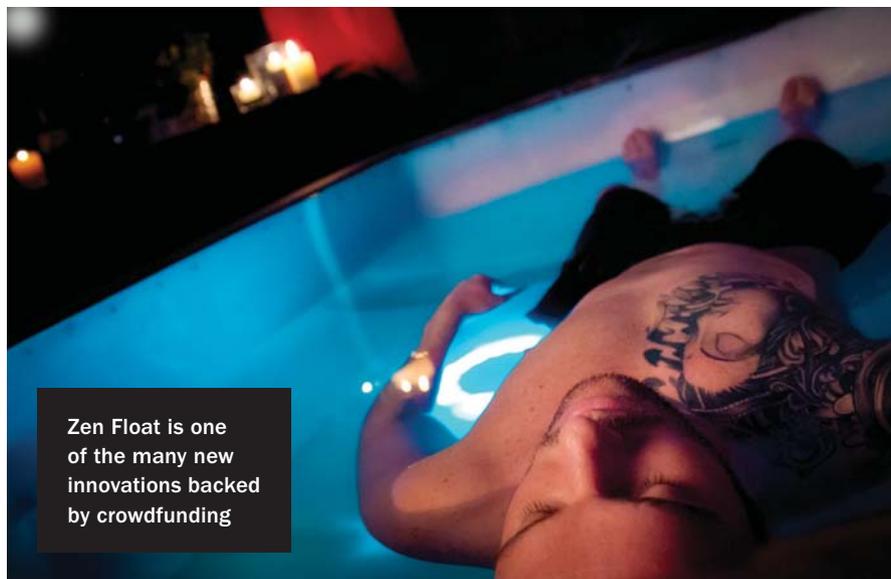


PHOTO: SHUTTERSTOCK/CREATIVEMARC



The choice and freedom in cities enables people to construct their own identities outside of traditional demographics

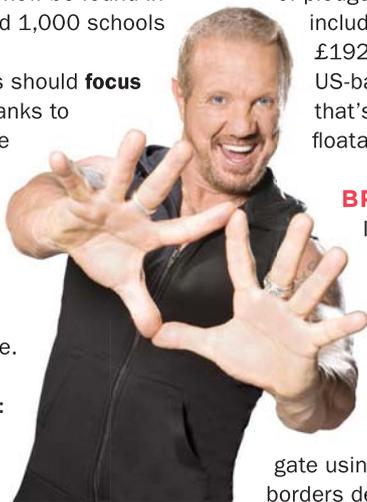
INDUSTRY INSIGHTS



► sceptical of conventional spiritual yoga programmes, the variant incorporates additional muscle strengthening elements. Similarly, Crossfit Kids, a variant of the high-intensity workout phenomenon of recent years, can now be found in over 1,800 gyms and 1,000 schools around the world.

Finally, companies should **focus on small niches**. Thanks to expanding and online markets there's a real opportunity for businesses to focus on small groups and fringe niches that weren't previously accessible.

Cross demographics: ex-wrestler Diamond Dallas Page has his own yoga brand



Kickstarter, the online crowdfunding platform, for example, is enabling creators to pre-sell and therefore test demand for their products and services. It's seen US\$1.3bn (€1.2bn, £8.4m) worth of pledges to over 70,000 projects, including US\$296,000 (€264,670, £192,160) raised by Zen Float: a US-based isolation tank company that's designed the first affordable floatation tank for the home.

BRAVE NEW WORLD

It's now a brave new post-demographic world, where consumer tastes and behaviours can no longer be understood by traditional demographic approaches. As a result, businesses which continue to attempt to navigate using demographic maps with their borders defined by age, gender, location,

income will be ill-prepared for the speed, scale and direction of change.

By contrast, organisations which look for examples of innovations in often seemingly dissimilar or even opposite demographics to which they usually target – and which can incorporate their learning into strategies – will succeed. For its the products, services and brands that transcend their initial demographics almost instantaneously that will be the winners in a post-demographic society. ●

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spa business

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Ebrahim Malekzadeh,
CEO

Background

ESADORE International was founded in 2008 after the relocation of the founders to Dubai, UAE. Upon establishing the company traditional consulting services were originally provided, but the founders soon realised the lack of connectivity between all stakeholders in the industry. ESADORE International then set about creating a 360 degree service.

This boutique approach offers clients a creative and fully integrated single point solution, from concept to design, onto realisation and right the way through to management. This approach is offered through ESADORE Wellness, ESADORE Creative and ESADORE Wet.

Main products and services

The boutique creative consulting company offers its client a menu of approaches within three divisions:

- ESADORE Wellness; which offers feasibility, concept, design consulting, and operational management under three brands, NINE Degrees, Kept Mens Barber Spa and Bath House by NINE Degrees.
- ESADORE Creative; which offers architecture, interior design and branding for all spa and wellness projects, from concept to construction completion.
- ESADORE Wet; which offers custom build



Focus is put on all areas of the client experience

of all wet areas such as steam, sauna, pools, hammams, and experience showers.

USPs

ESADORE International was conceived based on a single idea, to grow to become a single point solution for spa and wellness projects, while allowing flexibility of choice to clients. Every division caters to the different levels of the project requirement from concept to design, to realisation and to operation.

Top clients

ESADORE International works with a number of prestigious global hotel operators such as: IHG, Hilton, Fairmont, Starwood, Anantara,

One & Only, and Nikki Beach. Along with these hospitality giants, ESADORE also lends its boutique approach to a portfolio of smaller operator chains and boutique hotels.

Where in the world?

ESADORE International is arguably the preferred partner of choice for many operators and hospitality clients in the Middle East and Africa as well as across the regions of Asia, South East Asia and the Pacific.

The experiences form a blend of cultures which is evidentially seen in the design approach as well as the attention to the whole client experience.

Plans for 2015

Another busy year is predicted with the expansion of in-house brands, NINE Degrees spa and Kept Mens Barber Spa.

CEO Ebrahim Malekzadeh and managing director Theodora Kioussis will also be seen at various regional and international conferences and exhibitions as keynote speakers, further cementing their industry authority as leaders in creative hospitality services.

Who's who?

Ebrahim Malekzadeh, CEO
Theodora Kioussis, MD.

IS YOUR SPA ALIVE?



Spas that see the bigger picture

Is it time for your spa to offer a complete wellbeing solution?

Can a natural, authentic approach be compatible with new technologies?

How could your spa become relevant, unique and profitable?

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Patrick Saussay, CEO

Background briefing

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

Main services

The wellness market is moving from an exclusive leisure activity to a global lifestyle concern generating business opportunities, concept enhancements and profitability challenges. To support partners on this path GPSA services are focused on:

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

GPSA focuses as much on profitability and organisation design as it does on customer experience in the definition of global wellness services beyond the spa. From strategy and concept definition to go-live support, it delivers all types of project services, including business plans, treatment menus and protocols, product brand selection and team training. To provide a memorable wellness experience GPSA considers all customers' senses to create relaxing moments. Its vision is to respond to multi-sensorial needs with a consistent approach to create a balance between atmosphere, offering and resources. The company's experience of project

development, spa management and investors' focus is key to avoiding the usual traps found in many spa businesses. This ensures the creation of compelling and differentiating concepts aligned with a business strategy, not 'nice but empty' places.

Additional services

GPSA gets involved with the definition of a spa or product concept before giving international development support. It enhances brands, defines the roll-out strategy and represents exclusive brands in prospecting and new projects assessment. It realises financial, operating and positioning reviews of existing spas as well as supporting the transition process from traditional spa to global wellness services.

USPs

International spa projects have equipped the company with a wide knowledge of what wellness means in different cultures. Saussay has 22 years' experience in consulting, mainly with the 'big five consulting 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 finance, before transferring this expertise to the wellness industry. Christine Masson's 25 years of experience in the wellness industry and the company's

international network, enables GPSA to provide expertise in strategy, economics, wellness and development to reach sustainable solutions.

How many spas do you supply?

More than 15 projects and six in progress, GPSA is global with current active projects in France, Switzerland, Turkey, Hanoi, Seoul, Doha, Belgium, Lebanon. It supports evianSPA development worldwide including the upcoming Katara Plaza project in Doha.

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 development of the treatment menu and protocols and is leading our commercial development approach."
Laurent Houel, global brand director, Evian

"I have had the opportunity to work with Patrick on international business development projects. I have been able to acknowledge his listening and analytical skills as well as his ability to find the most relevant creative solutions to expressed challenges. Patrick is among these very rare individuals with whom you really want to work with effectively, efficiently and in all confidence."
Sofiane Djadri, CEO, Charme d'Orient



Resense

Therapist Utilisation: 74%

Retail % of revenue: 14%

Kempinski the Spa Bangkok
managed by Resense, Hotel
Spa of the Year: Asia and
Australasia" (World Spa &
Wellness Awards 2015)



Average Treatment Check: € 150

Guest Satisfaction: 100%

Guest Satisfaction Reengineered



Resense's Revenue Management System (RMS) took two years to create. Usage: 24 spas all over the world. Implementation: 30 in progress. Result: 190% Profit increase within one year.

resensespas.com



Resense

Resense Spa SA, Boulevard du Pont d'Arve 28,
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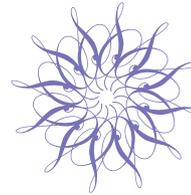
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Email: kasha.shillington@resensespas.com

LinkedIn: Resense Spa SA

www.resensespas.com



Resense



Kasha Shillington, CEO

Background

Resense is an innovative solution for spa creation, development and management. Created in 2009 by Europe's most historic hotelier and one of the world's leading spa brand consultancies, Resense is now one of the globe's fastest growing spa companies with 60 spas in operation and development.

Main products and services

A 'cradle to grave' approach to spa development and management is offered, including market research, concept development, space allocation, design development & specification, short to medium term financial projections, off-site & onsite pre-opening management, training and ongoing active management support of spas.

Additional products

Resense has created a number of unique tools to ensure the support and spa expertise the company is providing to its spas is quantifiable and performance driven. Once a clear vision and objective is agreed with the client, Resense will ensure every step of the spa development, opening and ongoing management process is focused on ensuring an exceptional experience for guests and spa teams, and maximised profitability for the client.

USPs

- Tailoring – Whether it is for a small spa or an entire brand, Resense always tailors its spa concepts. Floor plans and treatment menus are never standardised and perceived design or market constraints are considered opportunities to create design solutions that will maximise the experience, functionality and profitability of the spa.
- Responsibility – Consultant by name, not by nature. Resense takes a sense of ownership in assisting and delivering on a client's objectives.
- Active management support – Resense manages and supports spa managers and directors closely and seeks to establish strong relationships with all stakeholders. Its tools enable the company to remotely monitor and analyse a spa's performance and key performance indicators on a daily basis, if required, and to provide recommendations, guidance and follow up regularly and consistently.
- Inspired, rather than 'lecture' training – Resense understands the importance of good training and prides itself on its high level of spa team development, ensuring great service. Resense training is heavily focused on activities and trials, to ensure the spa team 'embodies' the spa concept and an exceptional service experience.

Top clients

The Ishtar Spa by Resense at the Dead Sea; The Adlon Spa by Resense in Berlin; Le Spa by Resense in Geneva; and Kempinski The Spa at Siam Kempinski Hotel Bangkok.

Where in the world?

Resense has spas in management or development in Europe, The Americas, Asia including China & South East Asia, the Middle East and Africa.

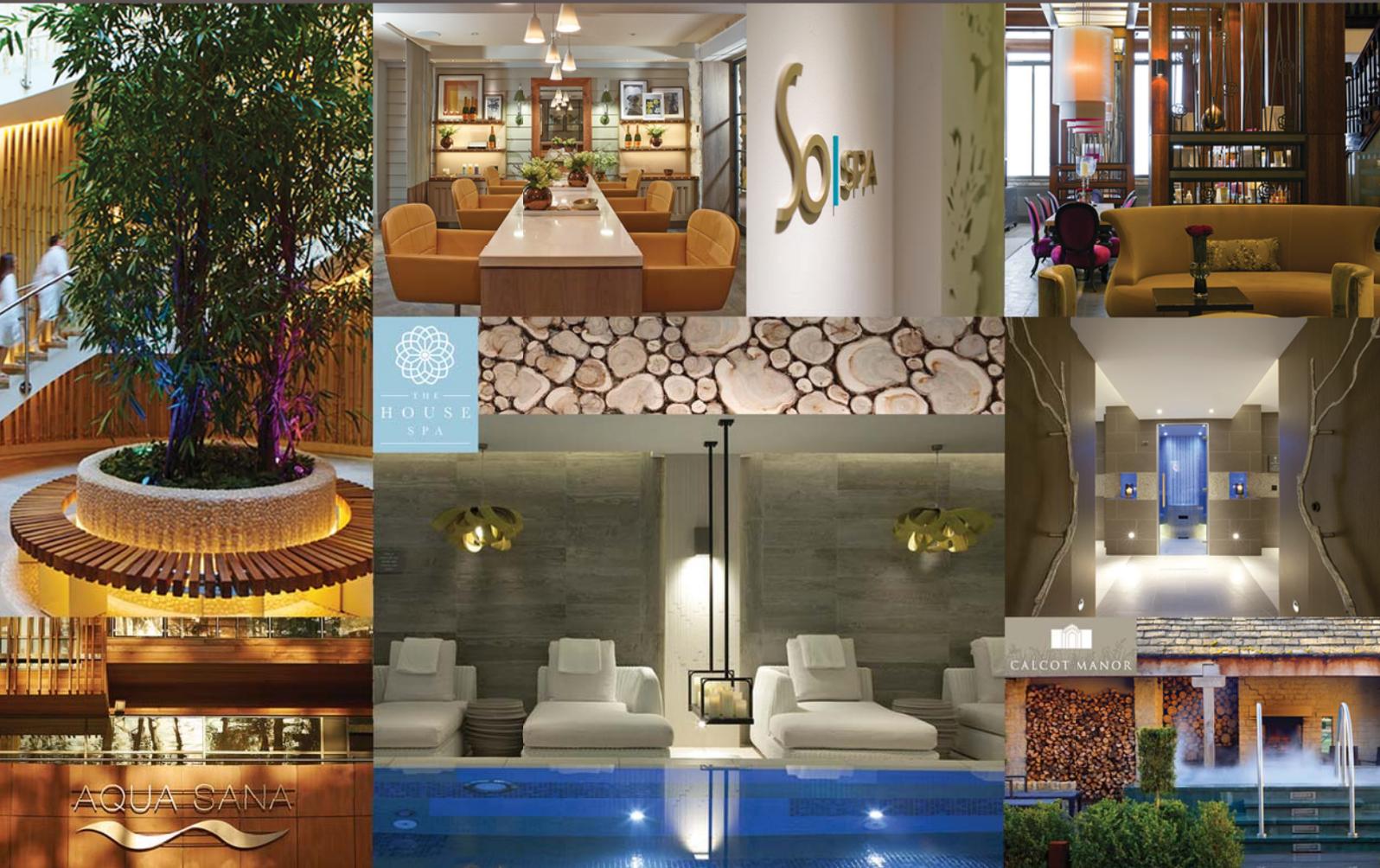
Plans for 2015

- Opening of Resense Spa at Kempinski Summerland Beirut and opening of the first Kempinski The Spa in Myanmar in November 2015.
- Developing Resense's regional office in China and three Chinese based spas to be opened in 2015.
- New partnership with Elemental Herbology to create a new, exclusive suite amenity line across Kempinski hotels globally.
- Partnership with Spa Booker and Iris to develop a new interactive booking system that allows guests to book from the comfort of their room, improving the guest's spa experience before they arrive at the spa.

Who's who?

Kasha Shillington, CEO.

*Sparcstudio design beautiful award winning spas for
discerning owners, operators and spa guests*



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SPARCSTUDIO
DESIGN CONSULTANTS



Neil Fairplay, Beverley Bayes, Tom Howell

Background

Sparcstudio is a company of specialist architects and designers established by Beverley Bayes, Neil Fairplay and Tom Howell. The team has over 20 years' experience in spa and wellness design.

Main products and services

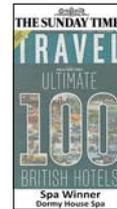
Sparcstudio creates beautiful, award-winning spas for discerning owners, operators and spa guests. The company has a detailed knowledge of the operational requirements and technical aspects needed to deliver an outstanding experience for spa guests.

Sparcstudio always strives 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, FF&E selection and specification, site consultancy and final realisation. The company is passionate about good lighting design which forms a key element of its service.

USPs

Sparcstudio specialise in designing bespoke, boutique spas, health and fitness clubs and hotel projects that have 'heart & soul'.

Its latest spa, the Dormy House Spa, in the Cotswolds has had much press coverage



Dormy House Hotel has won Mr & Mrs Smith and Conde Nast Johansens awards and was also a Sunday Times Ultimate 100 Hotels winner

and won the Mr and Mrs Smith Award for best spa, the Conde Nast Johansens best destination spa and The Sunday Times Ultimate 100 best spa.

On a larger scale, Sparcstudio was the spa/hotel designer for Center Parcs Woburn, which included the Aqua Sana Spa, hotel bedrooms and spa suites. It won the 2015 Mipim Awards 'Best Hotel & Tourism Resort'.

Sparcstudio's designs are bespoke, have a real sense of place, and are driven by a desire to create an amazing experience for the guest.

Top clients

Spas designed include: Calcot Spa, Dormy House Spa, So SPA Sofitel, St James London, Aqua Sana Spa at Center Parcs Woburn Forest, Pennyhill Park refurbishment, Sopwell House Hotel Spa, Moddershall Oaks, Re:SPA at the Reebok Club, London.

Where in the world?

United Kingdom, Central & Eastern Europe although would be happy to work on projects that are further afield.

Plans for 2015

A new build spa in the south of England, wellness facilities in new-build, luxurious five-star retirement villages and high end fitness clubs in London.

Who's who?

Beverley Bayes, co-founder & creative director; Neil Fairplay, co-founder & commercial director; Tom Howell, co-founder & technical director.

What the clients say

"The Dormy House Spa has been designed by the Sparcstudio team with flair, imagination and vision. We believe it is one of the most beautiful and welcoming spas in Britain. I could not be more proud of this splendid addition."

Andrew Grahame, chief executive, Dormy House Hotel

"Calcot Spa has won many prestigious awards in no small part due to the design and technical strengths that Sparcstudio were able to bring to the project."

Cathy Ball, director, Calcot Spa



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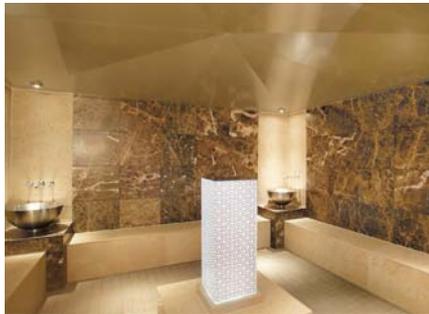
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Adrian Egger, MD



Background

Thermarium, established in 1997, is a leading company in spa planning and realisation. From its headquarters in Buch in Tirol and a branch office in Abu Dhabi, Thermarium works on a range of projects worldwide.

Main products and services

Thermarium stands for highly customised products and services as well as exceptionally smart and creative spa solutions. In German-speaking countries Thermarium is known as a very flexible manufacturer of highly innovative and unique spa equipment.

Globally, Thermarium also provides a complete range of spa services and strategic marketing services which include planning services as well as initial operational services for turnkey facilities.



USPs

The individual approach to create unique wellness and health driven solutions as well as strategic concepts. Focusing on a clear positioning for each project Thermarium builds profitable, outstanding and sustainable spa & wellness projects.

In addition, the multicultural understanding and sensitivity of the team combined with its expertise let Thermarium excel above the competition.

Where in the world?

Thermarium operates worldwide.

Top clients

Thermarium's clients include: Peninsula Shanghai, China; Armani Hotel Dubai, UAE; Mandarin Oriental, Las Vegas, USA; DLF The Magnolias,



All photos: Swissotel the Bosphorus - Istanbul

Delhi, India; Richmond Nua Wellness & Spa Hotel, Sapanca, Turkey; Atlantis, Bahamas; Ragdale Hall, Melton Mowbray, UK; and Grand Bretagne, Athens, Greece.

Plans for 2015

Enlarge and strengthen the network of strategic partnerships worldwide. Focus even more on core competencies.

Who's who

Adrian Egger, managing director, Global Wellness Day ambassador Austria.

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Creating iconic spas

Deep Nature has been using its expertise to create and manage exquisite spas for over 10 years.

With spas in some of the world's most prestigious locations, the global spa consultancy and operator strives to achieve excellence.

If you have a spa project and would like to find out more, please contact Ghislain Waeyaert at gwaeyaert@deepnature.fr

Contract Management

Contact details for companies around the world which offer spa contract management services to run facilities on a third-party basis

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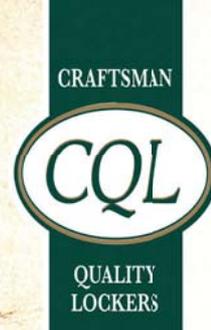
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spa business

2 0 1 5 H A N D B O O K



PRODUCTS & SERVICES

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ANNE SEMONIN

PARIS



Experts in made-to-measure skincare.

www.annesemonin.com



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Facebook: Anne Semonin Cosmetics & Beauty Supply

www.annesemonin.com



Aline Marcadet,
owner and president

ANNE SEMONIN
PARIS

Background

A French brand created over 25 years ago, Anne Semonin is the founder of the spa concept and remains dedicated to providing exceptional spa venues all over the world. The driving force behind the brand is Parisian Aline Marcadet who has shaped the image of Anne Semonin for the past twelve years.

Main products and services

Anne Semonin provides many services to spa operators and considers it vitally important to get them right. The company offers a complete range of retail and professional products and treatments, retail and treatment training as well as operational spa consultancy.

USPs

Anne Semonin believes that a woman's beauty, just like her experience of life is unique. Therefore one size does not fit all. That's why at the heart of its philosophy is a quest to 'prescribe' tailor-made treatments and products for each woman's unique beauty needs.

As a pioneer of made to measure skin care treatments, the Anne Semonin ethos is to combine trace elements, essential oils with marine and plant extracts to visibly boost a woman's beauty and soul and enhance her inner and outer radiance.



Anne Semonin says a woman's beauty is unique

Anne Semonin products combine the best of nature and science using ingredients such as marine spring water, sea retinol, Mexican wild yam and wild indigo, among others.

Top clients

Huvafen Fushi, Maldives; Niyama, Maldives; Palace Hotel, Tokyo; Balace Resort, Austria; Lucknam Park, England; Cliveden, England; Sofitel Dubai The Palm, Dubai; Sani Resort, Greece; Ikos Resorts, Greece; Blue Palace Crete, Greece; Park Hyatt, Dubai; Banyan Tree, Thailand; Domaine de Verchant, France; Mira Spa, Hong Kong; Icon Hotel, Hong Kong; Quinta do Lago, Portugal; JW Marriott, Baku;

Falkensteiner Jesolo, Italy; Hotel Grande Bretagne Athens, Greece; and more.

Where in the world?

Worldwide distribution

Plans for 2015

A focus on introducing the brand in select spas across the world as well as selective retail outlets, following the recent launch of its brand in the Beauty Apothecary at Harrods.

Who's who?

Maria Machera, international sales and marketing director.

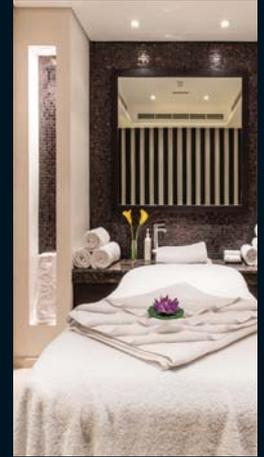
What the clients say

"I have been working with the Anne Semonin brand for nearly two years. From both a personal and business perspective the entire brand of products, marketing, support, resources, and innovation is fantastic.

"The support teams are exceptional with tailoring exactly what you need as a client to fit your spa concept, budgets and locations. The high quality of products and treatment standards are consistent, while allowing room for flexibility with protocols, which is a business manager's dream."

Elizabeth Regan, area director, LIME Spa Maldives at Niyama and Huvafen Fushi

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barrandwray.com



Alister MacDonald,
group managing director

BARR + WRAY

Background

Barr + Wray has demonstrated the value of never standing still. Since 1959 it has grown from a traditional water engineering business to become a leading provider of aqua-leisure facilities. It is a management owned company.

Main products and services

Wet area technical design, installation, commissioning and after sales service – offering a full detailed design/fit out package. Full interior design services for spa from concept to FF&E selection and post contract services.

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. FF&E: massage tables.

USPs

Being able to create award winning spas, offering a full interior design package and a technical ability to supply spa wet area solutions, offering flexible and cost effective services unrestricted by geography or size.

How many spas do you supply?

More than 250 spas worldwide.



ESPA at Resorts World™ Sentosa

Top clients

Four Seasons, Le Meridien, Jumeirah Group, Mandarin Oriental, Ritz Carlton, IHG, Fairmont Raffles, Shangri-La, One & Only, St Regis, Grand Hyatt and Leela.

Where in the world?

Headquartered in the UK with subsidiary offices in Beijing, Dubai and Hong Kong.

Plans for 2015

Barr + Wray's focus for 2015 is to continue to increase its presence across the globe, entering new and exciting markets. It hopes to achieve this via growth with existing clients and by welcoming all new opportunities.

As a group, Barr + Wray will continue to develop its design capabilities, offering its clients unique solutions and keeping the company at the forefront of the market.

2015 trade shows

SPATEC Europe, Spain, June 2015;
Global Spa & Wellness Summit, Mexico,
November 2015.

Who's who?

Alister MacDonald, group MD; Derek Barton, MD B+W Hong Kong; Lorne Kennedy, European sales director; Corrine Sunter, sales director Dubai; Graeme Banks, design director; Cheryl Hanna, spa sales manager.

BC SOFTWEAR

'Towels & robes with the softest touch...'



Image courtesy of The House Spa, Dormy House

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Wide range of slippers and flip flops | Designed for quality and made to last



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www.bcsoftware.co.uk



Barbara Cooke, founder and managing director



Background

BC Software manufactures and supplies luxury towelling for exclusive hotels and spas in the UK and Europe. Its products are designed for the most discerning customers where exemplary quality and exceptional performance are the norm. BC Software was launched in 2002 by the founder and managing director, Barbara Cooke.

Main products and services

BC Software are experts in the manufacture of towelling, supplying exceptional quality luxury bathrobes, towels and slippers.

The company is renowned for its unique understanding of the spa and hotel markets and has been providing expertise to the most luxurious 5 star and luxury boutique hotels, exclusive day spas, luxury yachts and golf clubs for over 12 years.

With an enviable reputation for supreme quality towels and robes that stay softer and fluffier for longer, BC Software guarantees clients will receive reliable supply and exceptional customer service.

Additional products

BC Software are specialists in the embroidery of towels with corporate logos. Using state of the art embroidery machines, the company can embroider bathrobes,



BC Software has a reputation for luxury

towels and slippers with exquisite custom made logos in any colour or design.

USPs

BC Software's Spa Linen has an exclusive weave designed to absorb less oil, repel odours and stay fresh for longer. The company manufactures exceptionally large sized spa towels to reduce the number of towels required during a treatment, accelerate the treatment turnaround, reduce drying times and decrease laundry costs. Its bathrobes provide superior luxury with exceptional quality – and BC Software is the preferred choice of supplier for many hotels, spas and laundries.

Where in the world?

The UK, France, Spain, Portugal, Benelux and other parts of Europe. BC Software has also supplied to hotels and spas in Georgia.

Top clients

Champneys, Center Parcs Aqua Sana, Hoar Cross Hall, Penny Hill Park, The Dorchester Collection, The Deep Nature Group, Relais Châteaux and The Lodge, Verbier.

Plans for 2015

Product selections are constantly updated and new colours introduced based on customer requirements. New for this year are the Serene bathrobe, Tranquility bathrobe and Dreamy bathrobe.

Who's who?

Barbara Cooke, managing director; Sam Cooke, business development manager south; Karen Tidswell, business development north.

What the clients say

"BC Software has been very helpful in our spa development process. We have been impressed with their ideas, the exceptional quality of the products and the results speak for themselves!"

Liz Dicker, spa director, Sequoia Spa at The Grove, UK.

BEAUTYLAB[®]

LONDON



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LUXURIOUS INNOVATIONS

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Roger Aoun, CEO

BEAUTYLAB®
LONDON

Background

BeautyLab was created in 2001 as a luxury salon brand by a team of experts and scientists who collectively have over 40 years of experience in research, development and marketing of skincare products. The team was headed by the company CEO Roger Aoun, an international marketing expert.

Main products

- BeautyLab Black Diamond range: Popular with celebrities, beauty editors, HDTV and consumers alike – it is iconic for its instant flawless skin effect and the long term anti-aging benefit.
- BeautyLab Peptide Tanning: Promotes the skin's ability to produce melanin thus resulting in a natural looking tan – available in retail and spray tan.
- BeautyLab Glyco-Active Peel: A mild but highly effective skin resurfacing treatment with minimal downtime.
- BeautyLab Dual anti-ageing machine: Compact and portable, it combines oxygen therapy and digital micro current technology.

Additional services

- Full products and treatment training for all spa staff with digital and hardcopy backup files.
- Bespoke sales and marketing support for all accounts.



A number of product launches are in the works

USPs

- Unique skincare approach: BeautyLab's retail and treatment range focuses on re-activating and re-educating the skin's functions to achieve a younger looking and flawless complexion.
- Instant results driven treatments: These are ideal for spas and in particular where one-off treatments are popular.
- Innovative treatments and products such as Black Diamond and Peptide Tanning, which provide spa owners with an exclusive and unique offering.
- Spa services: To achieve expansion into the international spa market, the company has partnered with an international team of spa professionals with extensive experience in creating and managing luxury spas, who will assist in the management and future development of new BeautyLab spa ranges.

Top clients

The Luxury Canaves Oia Hotel and Suites 'Spa With a View' in Santorini. BeautyLab will also be available as from 1 July 2015 in the Limegrove Spa at Metropol Palace Hotel in Belgrade, a Starwood Luxury Collection property.

Where in the world?

Europe, USA, Canada, Middle East, Africa, Hong Kong and neighbouring countries.

Plans for 2015

BeautyLab is looking to further its expansion into new spas with an international team of spa professional partners. The company also has over 30 new product launches lined up for the next year, along with exciting and innovative facial and spa treatments.

Who's who?

Roger Aoun, CEO;
Chris Anastassiou, spa development.

What the clients say

"BeautyLab offers a unique advantage as clients not only want to be pampered but see instant results. They love BeautyLab and the amazing range of treatments. My favourite is the iconic Black Diamond VIP facial!"
Lambrini Fragkouli, spa supervisor, Spa with a View, Canaves Oia Hotel & Suites



Unique expertise in high-end personalized beauty care

For 40 years, the Biologique Recherche Methodology has had a reputation for astounding effectiveness based on a clinical approach to beauty care, using pure, concentrated ingredients as well as innovative and haute couture protocols.

Biologique Recherche

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www.biologique-recherche.com



Left to right, Pierre-Louis Delapalme, Rupert Schmid and Dr Philippe Allouche

Background

Biologique Recherche is 65 per cent owned by Rupert Schmid and Pierre-Louis Delapalme and 32 per cent by the Allouche family.

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 40 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 that help them 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 a client's 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 products contain a high

concentration of botanical, marine and biological extracts – 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 integrity and decrease the chance of allergic reactions, artificial fragrances are not used.

Top clients

Ambassade de la Beauté Champs Elysées Paris; Four Seasons, multi locations; Peninsula, multi locations; Mandarin Oriental, multi locations; Shangri-La, Singapore; Grand Hyatt, Shenzun; Ritz Carlton, Chengdu; Faena Hotel Buenos Aires; Finca Cortesin Malaga; Schloss Fuschl Salzburg; Spa Kennzur Sao Paulo; Thalassa Sea & Spa Quiberon; The Alpina Gstaad.

Where in the world?

Biologique Recherche has a network of selected distributors, and is available in 3,000 locations in more than 70 countries worldwide.

2015 trade shows

Cosmoprof (Hong-Kong); Beauty World Middle East

What the clients say

"Biologique Recherche has been a huge success, as the number one retail product

this season, winter 2013-14. Guests are impressed by the immediate efficacy of the treatments, the amazing results of the products, and the unique technology used for diagnosing, measuring and treating the skin." *Jocelyn Pederson, spa director, Six Senses Spa at The Alpina Gstaad Hotel*

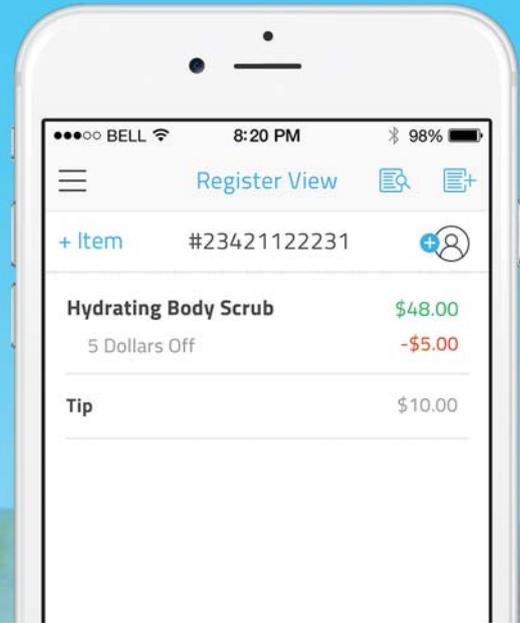
"Our partnership with Biologique Recherche enables The Peninsula Spa to provide guests with a customised facial and body treatment experience that is luxurious yet still highly clinical and results-oriented. The affinity between our talented estheticians and Biologique Recherche's outstanding techniques and products showcases a truly unique spa experience that has proved extremely popular with our spa guests." *Jonathan Crook, general manager, The Peninsula New York*

"At the Ambassade de la Beauté on the Champs-Élysées, we have a very demanding and international clientele who come expecting the best and long-lasting results with non-invasive treatments. Biologique Recherche has been the key success factor in building the reputation and the loyalty-driven customer base of our business." *Delphine Camaly, directrice, Ambassade de la Beauté, Paris & Air France La Première*



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Dan Chandre, SVP of Strategic Partnerships

Background

Booker is the leading web-based business management software for the spa and wellness industry. Over 9,000 clients choose Booker to help grow and run their businesses, including independent spas, multi-location chains, and global hospitality brands such as Hard Rock Hotels & Resorts and Hotel Sofitel.

Main products and services

Booker 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.

Booker'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.

USPs

Booker'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. Booker also automatically captures customer data with web-based forms, and it tracks every customer's history from past appointments to

retail and gift certificate sales. Global hospitality brands like Hotel Sofitel choose Booker because of its commitment to innovation.

With quarterly software releases, Booker clients benefit from exciting new features and enhancements that support trends and align with business needs. Booker offers PMS integration so hotel spas can provide a seamless experience for guests. It also offers 300+ APIs so clients can custom-build appointment booking apps and integrate with third-party systems.

How many spas do you supply?

Booker powers more than 60,000 professionals across 9,000 businesses in over 75 countries and is available in eight languages.

Top clients

Hotel Sofitel; Six Senses; Hard Rock Hotels & Resorts; Meliá Hotels; Kempinski; MSPA International; Waldorf Astoria; and Barcelo.

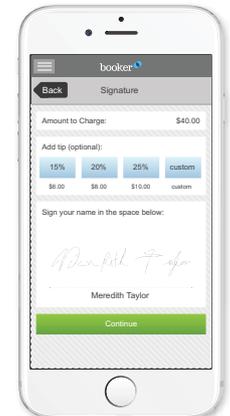
2015 trade shows

ISPA, IECSC, Global Spa & Wellness Summit, ISSE, Premiere, and Spa China.

Who's who?

Josh McCarter, Dan Chandre, Eileen Dukes, Ana Rodríguez-Santos, Paul Morris and Mahmood Qureshi - international market development.

Spa merchants can take payments anytime, anywhere with the Booker Mobile App



What the clients say

"We selected Booker 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, Booker is constantly evolving, with a focus on revenue-driving marketing tools."

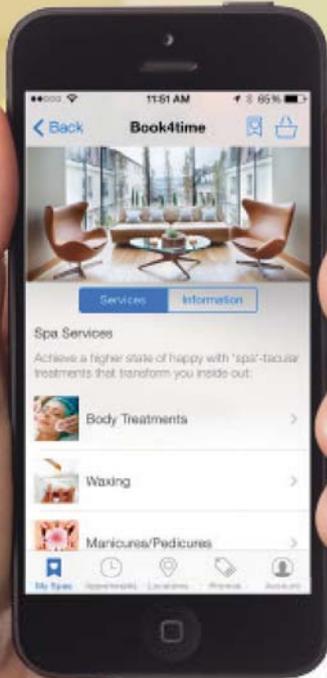
Jose Antonio Abud, director of tourism services, Hard Rock Hotels & Resorts

"Booker really saved us. Now 90 per cent of our bookings are online and completely straightforward for our customers."

Johny Miric, co-founder, Energy Clinic at the Atlantic Kempinski

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Roger Sholanki,
founder and CEO

book **4** time

Background

Book4Time, the first provider of cloud-based spa management solutions, is the only spa technology hosted on the Amazon EC2 cloud.

As a guest-centric solution, Book4Time is the leading provider of enterprise class SAAS technology that supports international hotel/resort spas, multi-location day spas, casino spas and franchise chains.

Main products and services

Book4Time's spa management solution increases organisational effectiveness, helping spas to meet revenue targets, allowing spa businesses to expand into successful enterprises.

Mobile solutions:

- The consumer mobile booking app enables guests to book appointments right from their mobile phones.
- The iPad app allows spas to streamline operations without being confined to the office or front desk.

Core solutions:

- Appointment scheduling.
- Online booking and gift cards.
- Activity and class scheduling.
- Integrated point-of-sale and memberships.
- Inventory management and purchasing.

www.spahandbook.com

USPs

Book4Time provides cutting-edge solutions to industry challenges. The Book4Time product suite offers multi-language support, activity/class booking, open API platform for ease of integration and HTNG for hotels and resorts.

Book4Time's innovative technology enables businesses to easily manage, grow and extend the value of their operations, resulting in increased bookings and client retention. Each client is provided a dedicated account manager to assist every step of the way, backed by live 24/7 phone support and personalised training.

Where in the world?

The company provides solutions for spas in over 50 countries experiencing rapid growth. Major markets include the USA, China, France, the United Kingdom, India, South East Asia, the United Arab Emirates and Mexico.

The company is headquartered in Markham, Ontario, Canada with branch offices in the USA, Philippines and China.

Top clients

Starwood Hotels & Resorts, Four Seasons, Hyatt, Steiner Leisure, Cowshed, Bliss and Selfridges.

2015 trade shows

HITEC; ISPA; Global Spa and Wellness Summit.



The activity scheduler has been specifically designed for spa, hotel and resort activities

Who's who?

Roger Sholanki, founder and CEO;
John Trisic, COO.

What the clients say

"I can describe Book4Time in three words: it's very accessible, flexible and user-friendly."

*Carlos Calvo Rodriguez, spa manager,
Four Seasons Toronto*

"Book4Time did a great job in working with the IT department and even the legal department to get the security clearances we needed to have one seamless operation."

*Shane Bird, director of spa operations,
Turning Stone Resort & Casino*



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MADE SALT,
STEAM, SAUNA,
ICE & SHOWER
CABINS.



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www.carmentawellness.co.uk



Christopher Perry,
sales director



Background

Carmenta SRL was founded in Italy in 1949 and since entering the wellness arena has partnered to have offices in Moscow and London from which a worldwide client base is served.

Main products and services

Carmenta Wellness design, develop, supply and install all required features of spa and wellness facilities.

At Carmenta's core is the custom design and build of treatment cabins including sauna, steam, salt and ice to realise its clients' dreams. From these cabins, Carmenta extend a clients' chosen theme throughout the spa to treatment rooms, changing facilities and relaxation areas.

The company's focus is on using the latest material and equipment technology to deliver the highest performance and most enjoyable experience whilst pursuing the lowest energy and maintenance costs. Carmenta's designers, engineers and project managers are on hand at all stages of a project from conceptualisation to operation.

USPs

Carmenta Wellness is built on a strong engineering backbone which leads to continual innovations in material and equipment technology. Such innovations have



In this residential project, Carmenta designed and installed a salt room with Himalayan salt bricks

led to a structural, highly energy efficient and lightweight panel system for cabins which can be built and tested at the factory and installed in minimal time on site saving valuable construction time and cost.

Additionally, Carmenta's advances in ventilation design have led to exceptional praise by clients of steam and sauna treatments.

Top clients

Regency Park Hotel Hyatt, Russia; Intercontinental Olympisky, Russia; Wulfenia Nassfeld, Austria; Marriott Constantine, Algeria; Le Royal Monceau, France; Marina Baja, Angola; Cosmopolitan Tower, Poland.

Where in the world?

Carmenta Wellness serve a worldwide client base from offices in the UK, Italy and Russia.

Plans for 2015

Carmenta Wellness is working with a number of clients to convert existing guest rooms into spa suites and will continue to promote this revenue increasing development to hotel operators.

Who's who?

Christopher Perry, sales director – Carmenta Wellness UK



The St.Regis, Bora Bora.



Royal Monceau, Paris.



Velaa Private Island, Maldives.

Clarins No.1 Prestige skin care brand in Europe' 60 years of Spa Experience.

With a network of 170 Skin Spas (Day Spa) around the world, Clarins is the undisputed leader in Spa operations. For more than 15 years, Clarins has collaborated with prestigious hotel partners with its award - winning Spa by Clarins concept.

1. NPD BeautyTrends®; total sales of 4 countries: France, Italy, Spain mainland and UK, skin care products sold in Perfumeries and Department Stores, Luxury brands, sales in value in 2013.

Visit us at: <http://int.clarins.com/en/spa/spa>

CLARINS

Clarins

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Tel: +33 1 56 60 63 72

Email: spa-activities@clarins.com

http://int.clarins.com/en/spa/spa/

spa my blend
BY CLARINS
spa by
CLARINS



Morgan Lefrancois, global
spa business manager

Background

In 1954 Jacques Courtin-Clarins opened his first day spa in Paris. After receiving many customer requests, he further extended his professional line to retail products and became the number one skincare line in Europe. Today Clarins is also one of the leading spa operators in the world with a network including 170 Skin Spas (Clarins owned and operated day spas) worldwide, in addition to 50 hotel spa partnerships.

Main products and services

- Spa by Clarins / Spa My Blend by Clarins branding license.
- Assistance with planning & programming.
- Treatment room design and functionality.
- Retail area design.
- Customised marketing plan.
- Signature treatment development.
- Professional product line available to licensed therapists only.
- Collaterals design.
- Pre opening and continuing training.
- PR events.
- Amenities line available for hotel rooms.

USPs

A trusted brand on the market delivering up to its promise, Clarins is the only brand with a selective distribution combined with 60 years



spa expertise. Training, marketing, retail know how and PR are Clarins spas four pillars.

How many spas do you supply?

Clarins supplies 50 branded Spa by Clarins and Spa My Blend by Clarins in addition to its own 170 Skin Spas as well as 900 treatment rooms in perfumeries and spa rooms at Air France business lounges in New York, Paris and London.

Top clients

Ritz Carlton Toronto, Canada; St Regis Florence, Italy; Royal Monceau – Raffles Paris, France; Velaa Private Island, Maldives; Royal Palm, Mauritius and Majestic Barriere Cannes, France.

Where in the world?

Clarins is available in 150 countries.

Plans for 2015

- Launch new facial collection with clinically tested results.
- New spa communication.
- Open Skin Spa in Moscow and Tokyo.
- Open Spa My Blend by Clarins in Roma and St Barth.

Who's who?

Morgan Lefrancois, global spa business manager.

What the clients say

“For several years now the Ritz Carlton, Toronto has had the pleasure of partnering with Clarins in the pursuit of excellence at Spa My Blend by Clarins.

“The consistent support and ongoing training that Clarins has provided is unmatched in the industry, resulting in extraordinary guest experiences as well as increased financial performance.

“During its second year, Spa My Blend by Clarins achieved the coveted award of #1 Hotel Spa overall voted by the readers of Travel + Leisure Magazine.”

*Jill Carlen, spa director,
Ritz Carlton Toronto*

[comfort zone]

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SKIN SCIENCE SOUL



Sam Keegan, UK
country manager

Background

The Comfort Zone brand was conceived and launched in 1996 as the skincare division of The Davines Group, which was founded in Parma, Italy, in 1983 by the Bollati family. The foundation of the brand rests in the scientific background of Dr. Davide Bollati, pharmacist and cosmetic chemist.

Main products and services

Comfort Zone represents a complete system of care for the skin, body, and soul. The company's exclusive collection of products, treatments and rituals has been created with an unwavering commitment to finding the most powerful ingredients and delivering the most effective results.

Comfort Zone believes in working from the inside out and from the outside in to promote a holistic, healthy and sustainable lifestyle, based in science and reflected in a beautiful, vital skin.

USPs

Embodying the convergence of science and emotion, Comfort Zone's holistic approach is founded on thorough scientific research and is powered by the care for the whole person.

The science-based conscious formulative approach guarantees maximum results, without ever losing pleasantness in use



Anti-ageing is a continued focus for Comfort Zone

and attention to the individual and the environment. These core brand attributes create the high standard of excellence that is adhered to for all products and services developed by Comfort Zone and makes the brand what it is.

How many spas do you supply?

The company supplies spas in Italy, North America, the United Kingdom, France, the Netherlands, Germany, Belgium, Northern Europe, Spain, Turkey, Switzerland, Russia, Portugal, South Africa, United Arab Emirates, Mauritius, Australia, New Zealand, Seychelles, Japan, Morocco and India.

Top clients

Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch, Arizona, US; Villas Caroline Beach, Mauritius; Isika Spa, Australia; Kempinski Grand Hotel Gelendzhik, Russia; Duniye Spa, Maldives.

Plans for 2015

The company will put a focus on face and body treatments in 2015, particularly looking at performing cellulite treatments and innovative anti-ageing solutions.

Who's who?

Sam Keegan, UK country manager; Davide Bollati, founder and president; Paolo Braguzzi, CEO.

What the clients say

"The most elite products I have worked with in my 35 year career as a beauty therapist. Science and nature combined!"
Jayne Stevenson, spa manager,
Courtyard Beauty

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Malcolm Rennie

Main services

Concept provides bespoke, scalable spa management software for high-end hotels, resorts and leisure venues. The software manages all operational aspects including reservations, Point-of-Sale, inventory management (retail and professional), customer profiles, membership administration, online reservations, CRM, Business Intelligence and PMS Integration to the industry's leading hotel solutions.

The key to the software is its flexibility. Whether a spa has three treatment rooms, or in excess of 100, the software has the features and customisation to match individual requirements, controlling unlimited numbers of services linked to associated resources such as locations, equipment or therapists.

Appointments are booked efficiently via a series of grid control screens or through a search, finding automatic availability. The flexibility and booking control enables a wide range of reservations, including spa treatments, tennis court rental, and pre-scheduled activities such as fitness 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.

- Membership & CRM: Standalone or integrated Membership Billing & Management System for the hospitality industry, managing Pre-Membership Sales and client marketing.
- Business Intelligence: Dynamic reporting tool for golf, spa and leisure industries.
- 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, 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

Multi-Language, multi-currency and fiscal-compliant in 60+ countries, Concept's scalable systems work in partnership with MICROS to offer a range of interfaces for full resort solutions or single-unit businesses.

Mobile technology enables the software to be accessed anywhere. Concept's 24/7, global support and training network is key to success. Working with clients, we constantly develop to meet industry demands.

How many spas do you supply?

Over 2,000 installations globally.

Top clients

Key global accounts include Langham, Shangri-La, Peninsula, Banyan Tree, Marriott, Starwood, Canyon Ranch, De Vere and Corinthia.

Where in the world?

Distribution in more than 60 countries, with clients from remote areas of Europe to Asia, through the US, Africa and the Middle-East.

2015 trade shows

We continue our global roadshow and partner user-conferences, plus the Arabian Travel Market, HITEC and Global Wellness Summit.

Plans for 2015

Concept's utilisation audits will be available to all clients, combined with the 2.9.8 release of Concept. This is a major version release, with a brand new look and feel and many new functions. We aim to reach 70 countries in 2015. Many existing clients will open properties in developing markets.

Who's who?

David Spiers, founder & director; Malcolm Rennie, MD; Luis Branca, director of development & technology; Simon Le Touze, director of operations.



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DaleSauna^o

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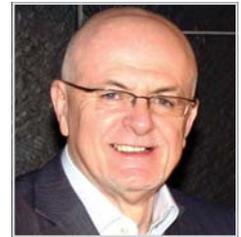
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Gerard McCarthy,
sales director

DaleSauna^o

Background

DaleSauna Ltd was formed in 1971 by Stephen Hipps and John Gacoyne to build bespoke wood saunas. The company has expanded over the years and now serves the spa, hotel, health and fitness, education and residential markets.

Main products and services

The company offers a full range of thermal experiences from sauna, steam rooms and spa pools to Rasul mud treatment and salt inhalation rooms.

With proven technical experience in all aspects of spa facilities and continual research and implementation of new design developments, DaleSauna's commitment to product excellence is testimony to its success and the reason why the company is a leader in its field.

As part of DaleSauna's complete service, a design facility is offered which allows for the production of detailed drawings which also list the full range of services required to suit its equipment, and which can be interchanged with spa operators' architects or builders.

Robust maintenance is a must for all spa operators and DaleSauna offers a range of



DaleSauna was formed over 40 years ago to build bespoke saunas

service plans to identify potential problems and ensure facilities remain in good working order.

USPs

Working across several sectors, and with some of the industry's leaders, DaleSauna has been driven to continually evolve and refine its product offering. The company is proud of its products, but equally so of the level of after sales support it provides. On the company website, the high level of technical specification the company is achieving with its installations can be seen, rivalling that of overseas competitors.

Where in the world?

The Middle East (Dubai and Abu Dhabi), the Maldives, and St Lucia, as well as mainland Europe, including Spain, Holland etc. The company has products in Hufaven Fushi resort, Maldives; The Body Holiday, St Lucia; Rotana Beach Hotel, Abu Dhabi; and the Desert Palm Hotel, Dubai.

Plans for 2015

Continued product development including a new 'Spa Safe' wrist band system, and also to continue to move into the high end residential sector.

Who's who?

Gerard McCarthy, sales director; Steve Taylor, managing director; Glynn King, service director; David Firth, contracts director.

What the clients say

"We awarded DaleSauna the contract for the spa areas in our executive lodges four years ago, and they kept their promise of quality, delivery on time, and very importantly for us, on budget."

*Don Camilleri, development director,
Center Parcs*

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Matthias Dornbracht (CTO), Andreas Dornbracht (CEO)

Background

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 and all products come with a worldwide aftersales service to guarantee trouble-free operation.

With Smart Water, which is a digital control technology with an intelligent system that digitally networks components in the bathroom with one another, Dornbracht personalises spa applications for added convenience.

Additional products and services

Dornbracht regularly wins international design awards for its designs. 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, non-standard finishes and colours for almost every product in the Dornbracht range.

USPs

Dornbracht's main USP is its high standard of production, along with its dedicated division specialising in spa operations and design. Dornbracht assists with new ideas, like the Horizontal Shower or Sensory Sky shower, in which different types of rain, fog, light and fragrances complement one another to create complex choreographies inspired by weather phenomena.

Another example is Foot Bath, an electronic and scenario-adaptable unit which provides an individual foot bathing experience.

Dornbracht manufactures 100 per cent of its products in Germany, thus ensuring consistently high-quality standards.

Where in the world?

Dornbracht products are distributed worldwide: 65.8 per cent of turnover in 2014 was generated internationally. The company has 16 branches and various commercial agencies.

Plans for 2015

The spa industry is one of the fastest growing sectors and this is reflected in the company's portfolio.

Dornbracht's Smart Water philosophy forms the basis for a new, digital future in the bathroom and kitchen. As a pioneer and trend-setter for the industry, Dornbracht

is constantly working to advance this technology – with great prospects for its own products, which are designed with only their function in mind. This acts as the basis for the future of the entire spa product portfolio.

2015 trade shows

imm, Cologne, Germany; Boot, Düsseldorf, Germany; ISH, Frankfurt, Germany; Hannover Messe, Hannover, Germany; Monaco Yacht Show, Monaco.

Who's who?

Andreas Dornbracht, CEO – strategy, communications and marketing; Matthias Dornbracht, CTO – systems and technology; Matthias Voit, sales management elite interiors; Nina Heierhoff, customer service agent elite interiors/spa.

What the clients say

"We are proud to be able to offer our guests the very best in our spa area here at Lanserhof. With extraordinary high quality premium products by Dornbracht, our guests can enjoy different water applications depending on their individual needs: invigorating or relaxing, light rain or fog, heavy summer rain or a warm curtain of rain drops."

Nils Behrens, managing director, Lanserhof Hamburg



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Kicki Carlsson, CEO

Background

Dröm UK was launched in 2002 by Kicki Carlsson and Barry Smith. The company specialises in the design and installation of luxury bespoke spa and thermal wellbeing areas.

Main services

■ **Consultancy:** Dröm UK provides expert consultation and coordination at all levels, from architects to builders. The company can offer advice on all technical aspects and design elements of your projects.

■ **Design:** Dröm UK's design team takes 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 or health club.

■ **Project management:** Once the concept and specification is approved, the planning can be a multi-disciplined project requiring a high level of coordination of different works.

A construction schedule is agreed and adhered to and any disturbance 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 specification and quality by the company's 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. The company provides ongoing specialist support to keep your dream alive for many years to come.

USPs

Dröm UK's attention to detail and creative approach to the creation of innovative, bespoke designs sets it apart. These attributes combine with a friendly, 'can-do' attitude and approach to all project briefs.

Top clients

Pennyhill Park Hotel & Spa, UK; Coworth Park Spa, UK; The Lansdowne Club, UK; Stoke Park Country Club, Spa & Hotel, UK; Berkeley Group.

Where in the world?

We currently design, supply and install projects throughout the UK, Europe and the Middle East.

Plans for 2015

Dröm UK is continually developing its innovative, exciting products and advancing its technical knowledge. This is showcased in a constantly evolving showroom, with stunning, fully working rooms being added in 2015.

The showroom will continue to play host to groups of architects and designers who look for inspiration within the many roomsets and in the variety of finishes and accessories on show. The company will also continue to expand its successful consultancy service into larger wellbeing projects including full hammams, ice rooms, salt caves, mud therapy rooms and Kneipp walks. Dröm UK will keep on producing conceptual drawings and images to enable clients to visualise their ideas accurately.

Who's who?

Kicki Carlsson, CEO; Barry Smith, managing director; Erin Lee, project director.

What the clients say

"We were very impressed with the steamrooms and feature showers installed at Coworth Park 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, with an excellent eye for detail. Dröm UK was helpful and approachable and I would strongly recommend them for any installation."

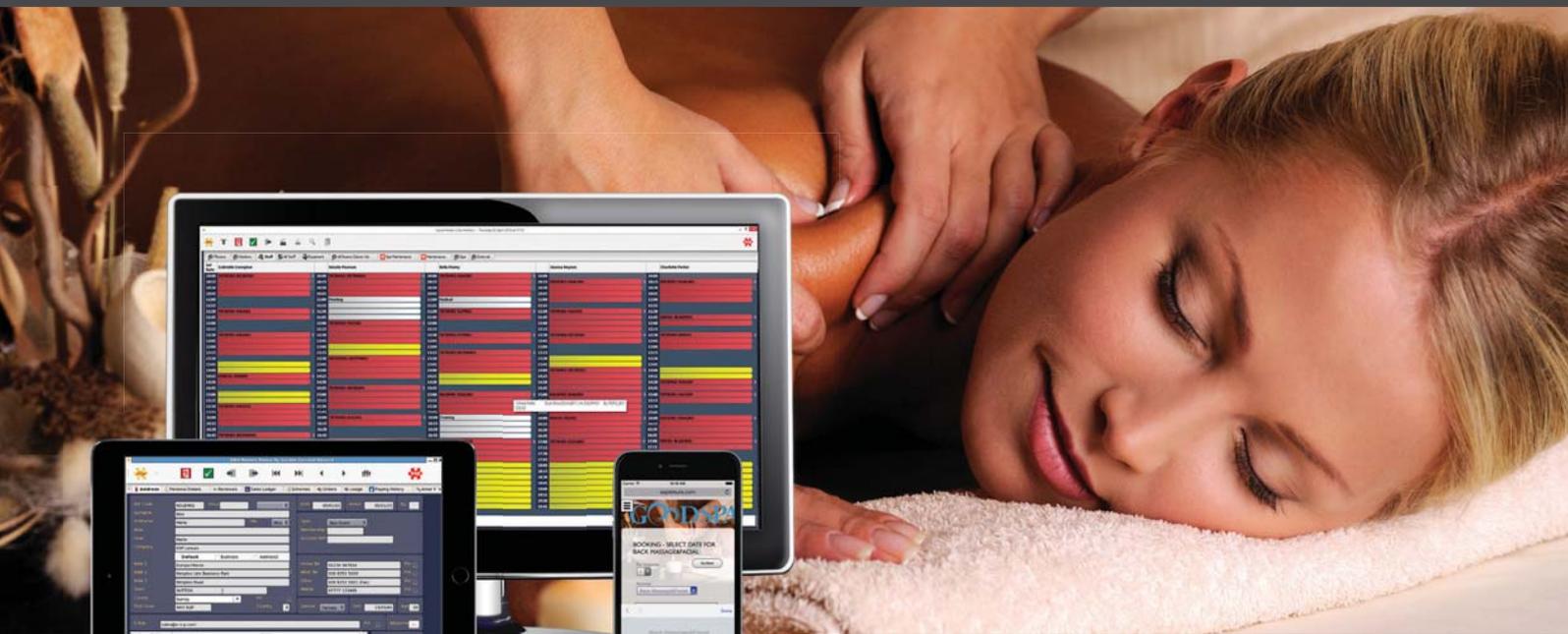
Stephen Kirby, maintenance manager, The Lansdowne Club



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David Ross,
Chief Executive Officer

Background

ESP was founded in 1989 by David Ross with the vision of transforming leisure management and initially creating a system to replace pencils, paper and endless volumes of lever arch files. Having a passion for both IT and leisure businesses, David was asked by a friend to produce a simple stock control system for his club. ESP is now a leader in multiple leisure sectors.

Main products and services

ESP's spa systems have been developed for the day-to-day running of a spa and to take the heavy lifting out of the extensive data that needs to be captured and revised constantly. Its systems are easy to use and help avoid wasting expensive time on administration. ESP provides several unique modules specifically for spas to help ensure efficient management of critical resources i.e. staff and facilities.

Core system modules are 'Bookings', which tracks allocation of rooms with simple to use processes and instant visibility of availability, and treatment and therapist scheduling. The therapist module enables users to keep track of all diary and appointment types, and provides visibility of unallocated resources plus the tracking and management of commission costs.

USPs

Leisure management is an art form that requires nothing less than flawless systems performance. ESP is the master in creating leisure management solutions – the company believes that running your business should be made as automated as possible. This is why ESP provides bespoke solutions for all customers, configuring solutions around the individual needs of a business. No more bulky paper records, no more outdated databases swamped with outdated information; just a single system designed and tailored to your exact needs for maximising resource utilisation and minimising booking times.

ESP's powerful technology, real-time guest profiling, multi-dimensional scheduling and booking capabilities provide your business with the agility you need. You can extend services and allow guests to make reservations online. Implement advanced revenue management techniques and be assured of 24/7 complimentary technical support.

How many spas do you supply?

ESP Leisure provides innovative leisure management solutions to many of Europe's leading leisure organisations and clubs.

Top clients

Center Parcs, Pendle Leisure Trust, Cookridge

Hall Health & Leisure, China Fleet Country Club, Fomby Hall Golf Resort & Spa, East Sussex National.

Plans for 2015

ESP has an exciting product enhancement schedule for 2015 and beyond. New services include the next generation of online bookings, a new 'Members Services' portal to authenticate all members and visitors plus a choice of automated arrivals technologies. ESP is continuing its focus on serving growing demand in spa, hospitality, leisure and golf sectors.

Who's who?

David Ross, chief executive officer;
Lee Jefferies-Turner, sales director;
Andy Bitton, development director;
Steve Jaynes, implementation and training manager.

What the clients say

"The Elite Spa system by ESP has moved us from a manual booking diary to an automated system which allows us to better monitor our therapists and spa facility, whilst at the same time enabling us to provide a more comprehensive and professional service to our growing client base."
*Dean Bennett, general manager,
China Fleet Country Club*

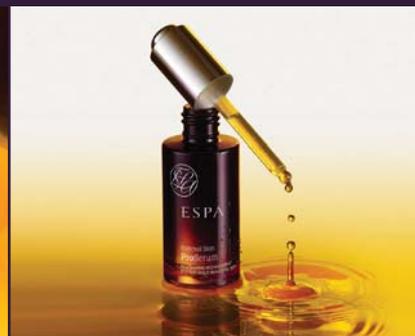
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ESPA



Susan Harmsworth, CEO

Background

Susan Harmsworth founded ESPA in the UK in 1993 following a 20-plus year career in spa and beauty.

Global expansion followed and ESPA is now found in more than 460 spas worldwide.

In recognition of her services to the spa and beauty industry, Susan was awarded an MBE by the Queen in 2010.

Main products and services

With over 20 years' experience building award-winning spas in six continents, and with a pioneering collection of natural spa products and treatments, ESPA stands at the forefront of today's global spa industry as an authority on spa creation and management.

As the spa industry has evolved so has ESPA – the company's consultancy services offer clients a broad range of bespoke and flexible spa services to suit their needs.

Using its global infrastructure and world-class team, ESPA now provides a comprehensive service portfolio offering design, operational and education consultancy as well as standalone product and treatment supply.

The approach is tailored, needs-led and underpinned by the same knowledge, training systems and infrastructure that continues to set ESPA apart from its competitors.



The Hammam, ESPA at Fairmont Baku Azerbaijan

USPs

First and foremost it's ESPA's expertise – the deep understanding, longevity and continuity of the team in place.

Their knowledge of the customer, ability to teach and grow others and deliver such efficacious products and treatments is unrivalled and has resulted in a deep connection with customers on both an emotional and physical level. ESPA takes the time to invest in its people by continually mentoring and teaching – consequently many

of its staff have been with the company for over 15 years and understand the brand at all levels. The passion of the ESPA team to continue being experts in their field, while always sticking to the company's standards and principles, will ensure on-going success.

How many spas do you supply?

ESPA supplies spas in over 60 countries across six continents – North America, South America, Europe, Africa, Asia and Oceania.

Top clients

Peninsula Hotels, One&Only Resorts, Ritz-Carlton Hotels, Fairmont Hotels, Bvlgari Hotels, Corinthia Hotels, The Leela Palaces Hotels and Gleneagles Hotel.

Plans for 2015

The company is putting the finishing touches to the first ESPA spa in The Bahamas, which opens this year. Its spring/summer 2015 product launches will also bring cutting-edge skincare technology to the market.

Who's who?

Susan Harmsworth, chairman; Michael Harmsworth, CEO; Tracey Chappell, global director - spa operations; Clare McMullen, UK sales director; Terry Prager, VP - American spa operations.

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Background

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 purchase 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; Dermalogica; Lion's Quay and Bristol Lido

Where in the world?

Mainly Europe and the Middle East, but we have sites worldwide from the Falkland Islands to Ethiopia.

2015 trade shows

LIW and Spa Life.

Plans for 2015

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 Namooya, 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*

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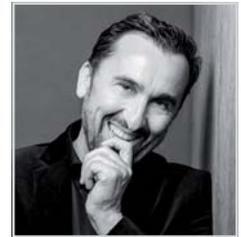
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Sammy Gharieni,
founder and CEO



Background

Gharieni was founded by Sammy Gharieni in 1992 in Duisburg, Germany, initially focused on beauty and medical equipment. In the last twelve years the spa and beauty area has increasingly come to the foreground. Since its launch, Gharieni's philosophy has been to realise the wishes of individual customers and meet the increasing demands of the market. The Gharieni Group has companies and branches in Germany, Belgium, the Netherlands, France, Tunisia and Dubai.

Main products

Gharieni offers high-end spa tables and treatment beds, equipment and furniture for luxurious spa, wellness and beauty facilities.

All steps of the production process, from concept to design, are under the permanent control of the management at the company's headquarters in Moers, Germany, in order to guarantee the highest quality. Moreover, the manufacturing process is controlled by the German Technical Supervisory Association and treatment beds and treatment towers are certified by TÜV NORD CERT.

USPs

Elegant, modern design, perfect functionality, high-quality materials, complete solutions, the utmost flexibility, rapid implementation of



The multifunctional PediSpa pedicure chair

customer requirements – these are the core values of the company. Clients can select from a wide range of colours and materials to create their individual products and they can fit each bed with a number of additional options.

Furthermore, Gharieni has brought numerous innovations to market, such as the new PediSpa. This is the most multifunctional treatment bed available for pedicure, manicure, facial and hair treatments. The PediSpa offers a new and unique Kneipp experience for feet and legs with alternating temperature changes – five actuators allow the automatic adjustment of height, seat inclination, backrest, distance to the foot rest as well as the height adjustment of the foot rest.

Top clients

Austria: Park Hyatt Vienna; Switzerland: Gstaad Palace; Germany: Hyatt Regency Düsseldorf/Mainz; Lindner Hotel Cologne; England: Seaham Hall Hotel & Spa, Durham; Bahrain: Four Seasons; KSA, Four Seasons Riyadh; Spain: Sheraton Mallorca Arabella Golf Hotel; Morocco: Sofitel Marrakech; Tunisia: Mövenpick Tunis; UAE: Burj Al Arab, Dubai; UAE: The Ritz Carlton Abu-Dhabi; Kuwait: Crowne Plaza Kuwait City; USA: Park Hyatt New York; Hong Kong: The Peninsula; France: Le Molitor M Gallery Paris.

Where in the world?

Gharieni distributes to more than 60 countries.

2015 trade shows

Beauty International, Germany; Cosmoprof, Italy; Beautyworld Middle East, Dubai; Aquanale, Germany; ISPA, Las Vegas, US.

Plans for 2015

In 2015 Gharieni will extend its range, for example with the M-Collection which includes furniture for reception areas of spa, beauty and wellness facilities, such as reception desks, shelf displays and showcases for product presentation. New innovative spa tables, loungers, hydro therapy equipment and more will also be launched.



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KLAFS
MY SAUNA AND SPA



**Frank Strobel, director
international sales**

Background

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, its 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 general contractor for the professional sauna and spa industry, KLAFS also offers 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 seen in numerous



ESPA Life at Corinthia, London

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, ranging 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 has won, such as its gold iF Product Design Award, the European Spa Award and the Interior Innovation Award.

Top clients

The Tschuggen Grand and The Dolder Grand Hotels, Switzerland; Corinthia Hotel, London; Tour Odéon, Monaco; JW Marriott Absheron, Baku/Aserbaidshchan; Fairmont Peace Hotel, Shanghai/China.

Where in the world?

With its headquarters in Germany, KLAFS has subsidiaries in Austria, Switzerland, Poland and The Netherlands, and 65 partners worldwide. KLAFS Asia Pacific Ltd and KLAFS Middle East take care of projects in these areas.

Who's who?

Frank Strobel, director international sales.



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- Spa Sisley Hotel Christopher St Barth***** St Barthélem, F.W.I
- Adyar Gate Hotels, SHERATON PARK HOTEL & TOWERS*****Chennai, India
- Kempinski Nile Hotel***** Cairo, Egypt
- Villa Del Palmar Beach Resort & Spa***** The Islands of Loreto BCS, Mexico
- The St. Regis Saadiyat Island Resort***** Abu Dhabi, UAE
- Hotel Majestic Barrière*****Cannes, France
- Park Hyatt***** Milan, Italy

- Hotel Adler***** Ortisei, Bolzano, Italy
- Amathus Resort***** Lymassol, Cyprus
- Grand Hotel Villa Cora WTB Hotels*****L Florence, Italy
- The Fairmont Kea Lani***** Maui, Hawaii, USA
- Hotel Savoy***** Lausanne, Switzerland
- Four Seasons Hotel at Kingdom Centre ***** Riyadh, Saudi Arabia
- Mazagan Beach and Gold resort***** Morocco
- Conrad Maldives Rangali Island***** Maldives Islands

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www.lemi.it



Emilio Brusaferrri,
president

Background

Lemi by Brusaferrri was founded in 1989 by Emilio Brusaferrri and his cousin Silvio Genelli, who still own the company. It has offices in Italy and Dubai.

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 an often complex specifying process by involving spa designers early on to enable designs to be implemented more efficiently.

The company's beauty and spa line creates an exclusive experience which – through the choice of alternative materials – involves the senses and can be customised.

Additional products

Lemi offers both classic and wooden beds and high-performance wet and dry spa equipment.

USPs

The company's independence 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 registration of the 'Lemi' brand

in the National Register of Italian Manufacturers and obtaining the 100 per cent Made in Italy certificate. This is the most prestigious certificate a manufacturer in Italy can obtain and not to be confused with the Made in Italy certificate which is awarded by customs to companies that manufacture 51 per cent of their products in Italy. What's more, Lemi's company procedures have obtained UNI EN ISO 9001 certification (2008 edition) from German organisation TÜV.

Top clients

Spa Sisley Hotel Christopher St Barth, St Barthélem; Sofitel Dubai The Palm Resort & Spa, Dubai, UAE; Abano Grand Hotel, Abano Terme, Padova, Italy; Almar Jesolo 5 Stars Resort & Hotel, Italy.

Where in the world?

More than 60 countries in Europe, USA, the Middle East, the Far East and Africa.

2015 trade shows and events

Cosmoprof Bologna, Beauty World Middle East Dubai, GWS, Spatec EU, ME, USA, Spa Meeting ASIA, EU and ME.

Who's who?

Emilio Brusaferrri, general manager; Matteo Brusaferrri, key account manager; Mariagrazia Garoli, area manager.

What the clients say

"One of my main objectives is to provide my guests with unforgettable experiences and I'm extremely satisfied with the performance of Lemi's treatment tables.

"Guests tell me about the incredible comfort and amazing sensations of the table – they say it's like being tucked into a cradle.

"If all those who experience a treatment enjoy it to the point they decide to repeat the experience during their stay, then I believe the results speak for themselves."

Titti Cerini

Owner, Hotel Olivi, Sirmione (BS) Italy

"Lemi equipment allows therapists and practitioners to work in a way that's more convenient for both them and the customer.

"The treatment tables are fantastic, and the customers – many of whom are regulars at the Hermitage – have not been shy about expressing their appreciation. Here, our guests can enjoy all the treatment possibilities offered by Lemi equipment, like the Aemotio Spa, which has set itself apart by changing the way we work. The customer is no longer required to get up or take a shower, and can remain lying down, thus rendering an extremely relaxing treatment even more pleasurable."

*Indira Giordano, spa manager,
Hotel Hermitage, Breuil Cervinia, Italy*

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LING
NEW YORK



Ling Chan, founder

Background

LING NY is an American luxury professional skin care brand founded in 1976 by celebrity facialist Ling Chan. LING specialises in signature 'WOW' visible results facials.

Ling merges state-of-the-art ingredients with Asian beauty secrets for effective, holistic skin and body care.

Main products and services

LING NY provides a complete professional 'one stop shop' solution for spa essentials including an entire range of retail and professional facial products, certified organic bath & body, clinical serums & peels, skin & wellness body care equipment & training.

As a native Hong Konger, who founded skin care success in New York, Ling Chan understands the unique and special skin care needs of all consumers, especially in the areas of anti-ageing and wellness.

LING debuts Energy Lift, a professional handheld device for instant face lifting and body wellness therapy, available for all spas wishing to upgrade their wellness offering.

Additional products

LING provides complete skin care and body therapy training, motivational and performance coaching of estheticians and therapist, menu writing and complete step by



LING Recipe of Youth - Merging state-of-the-art ingredients with traditional Asian beauty secrets.

step detailed protocols and video training to help any spa maximise their revenues!

USPs

LING NY has been world renowned to deliver 'WOW' visible results facials, coveted by supermodels and celebrities for four decades. LING merges the best of East meets West, Science meets Total Wellness to deliver visible results inside and out. LING complete skin care philosophy has been proven to help professional spas increase their skin care revenue by 300 per cent. LING skin care products are formulated to deliver maximum hydration while eliminating known irritants and artificial ingredients.

Top clients

Four Seasons Hong Kong; Four Seasons

Vail; Wynn & Encore Las Vegas & Macau; SLS Beverly Hills; Fairmount Berkeley; Stowe Mountain.

Where in the world?

USA, UK, Denmark, Sweden, Norway, Spain, Hong Kong, China, Macau, Singapore, Philippines.

Plans for 2015

LING is debuting its Spiritual Organic Lifestyle collection which focuses on the wellness journey of the mind, body & spirit. LING is also debuting Energy Lift - an innovative face & body, wellness & sleeping treatment.

Who's who?

Ling Chan, founder; Patrick Chan, CEO; Edward Chan, COO.



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LPG Systems

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Email: info@lpgendermologie.co.uk

www.lpgsystems.com



Background

Present in more than 110 countries, LPG® is the creator of Endermologie® : 100 per cent natural anti-ageing and body contouring techniques.

The company is privately held: LPG counts three offices in France and three subsidiaries around Europe (Benelux, Italy, UK).

Main products and services

LPG creates spa specific solutions (Cellu M6® Integral and Mobilift M6®) to offer resort spas' customers expert face and body treatments. Addressing their key concerns, the treatments work wonders within just a weekend, leaving customers glowing with health and happiness. These treatments can be combined with any other cosmetic brand and water treatment.

USPs

For almost 30 years, LPG has offered state-of-the-art technology to treat connective tissue naturally and non-aggressively.

Constantly refined, and scientifically proven, its patented technologies provide astonishing anti-ageing, silhouette, detox, firming and contouring results from the very first session. Finally, LPG techniques are always scientifically proven with unique independent studies.



LPG creates spa specific solutions to offer expert face and body treatments

How many spas do you supply?

LPG technologies are present in famous hotel chains around the world: please check <http://www.lpgsystems.com/spa/>

Where in the world?

LPG technologies are distributed in more than 110 countries around the world through a network of distributors.

Plans for 2015

Development of machines and protocols.

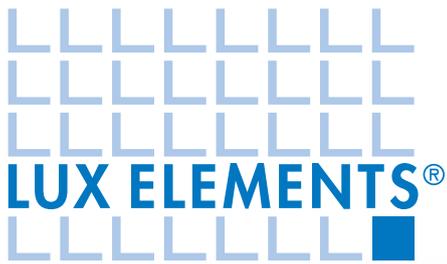
Who's who?

Audrey Quassid, international development coordinator.

What the clients say

"What is important for us is that LPG delivers results. Customers want immediate results, not just relaxation. Manual treatments offer a feeling of well-being but do not help them slim or improve the quality of skin. With LPG, the results are visible."

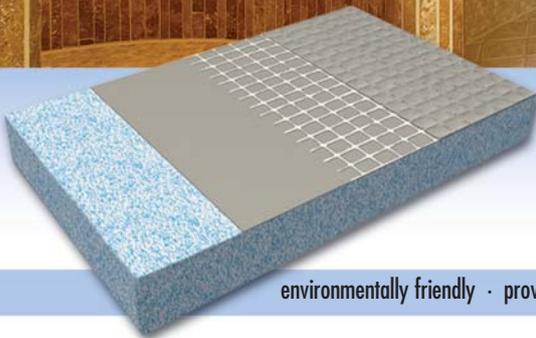
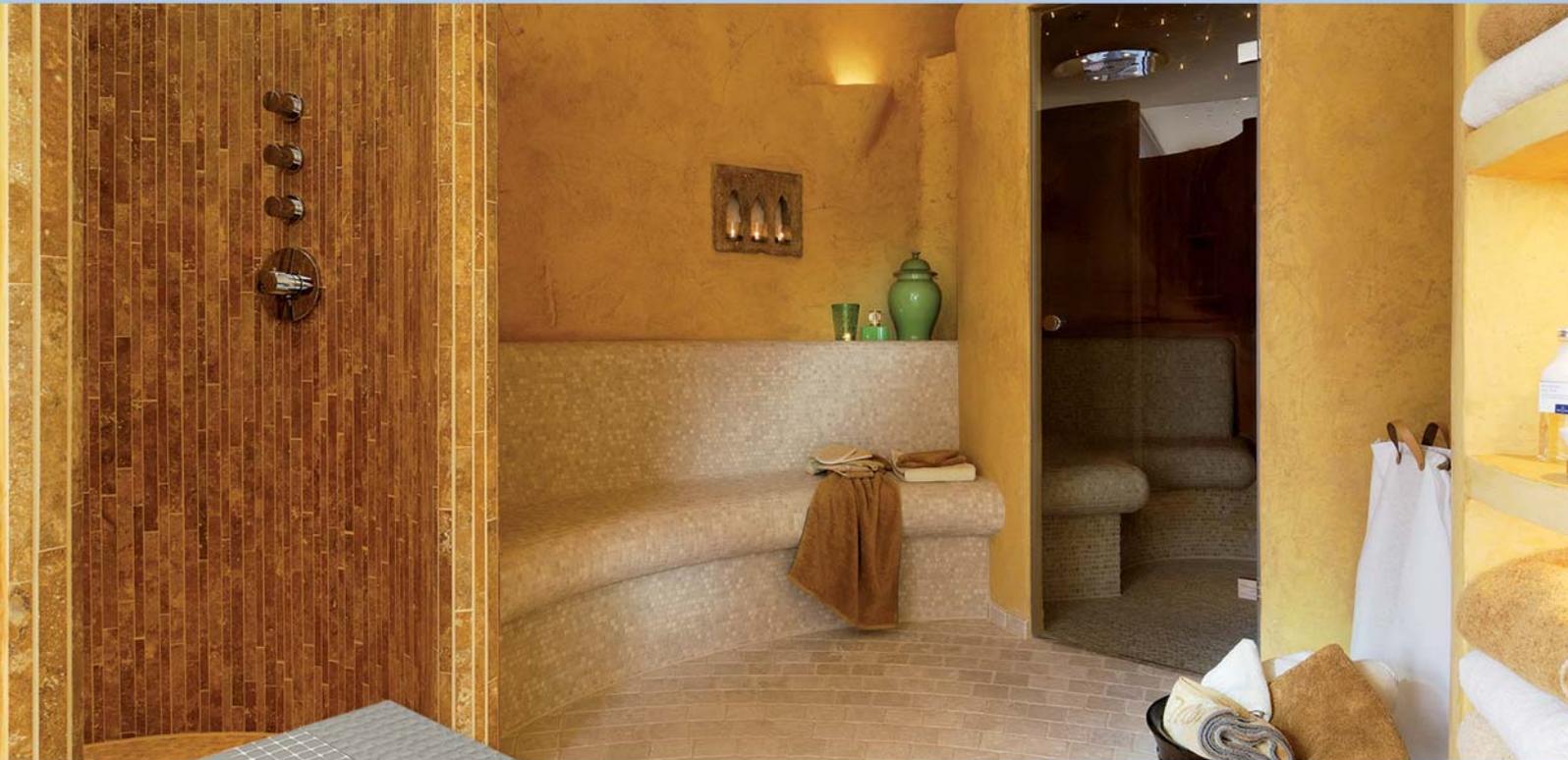
Four Seasons Hong Kong, China



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.

LUX ELEMENTS®-CONCEPT



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Left to right: Rolf Longrée, managing director, and Marco Lutz, export director

Background

The company was founded in Radebeul, Saxony in 1945. Thomas Lux is the son of the founder Herbert Lux and has been managing director since 1975. Since 1996 Rolf Longrée has also served as managing director of Lux Elements.

Main products and services

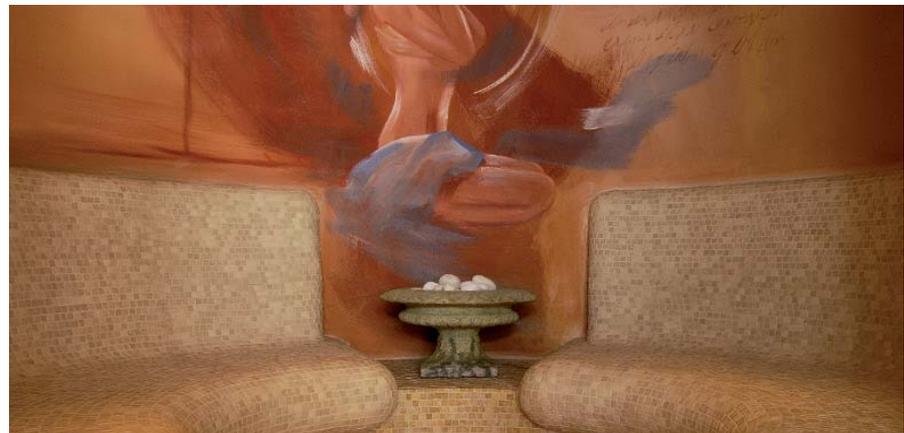
Lux Elements is an experienced specialist in the production of polystyrene hard foam and in processing products for the sanitary and wellness markets. The emphasis is on: wall cladding, floor structures, bathroom upgrading and wellness facilities.

Lux Elements 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.

USPs

One of the key USPs of Lux Elements is the environmentally friendly production of polystyrene hard foam (EPS) without using climate-harming propellants on its own production facility. The self-manufactured, moisture-resistant material has, among others, one important material property



The company will launch new products for steam room constructions this year

which makes it ideal for use in spas and wellness centres: due to the alkaline properties, the elements are mold resistant.

A further strength of Lux Elements is the individual production according to customer requirements. There are no limits in designing.

The modern and flexible manufacturing methods make it possible to produce large objects and diverse forms. On request the company can supply the static calculation, especially for very large objects.

Where in the world?

Lux Elements distributes its products all

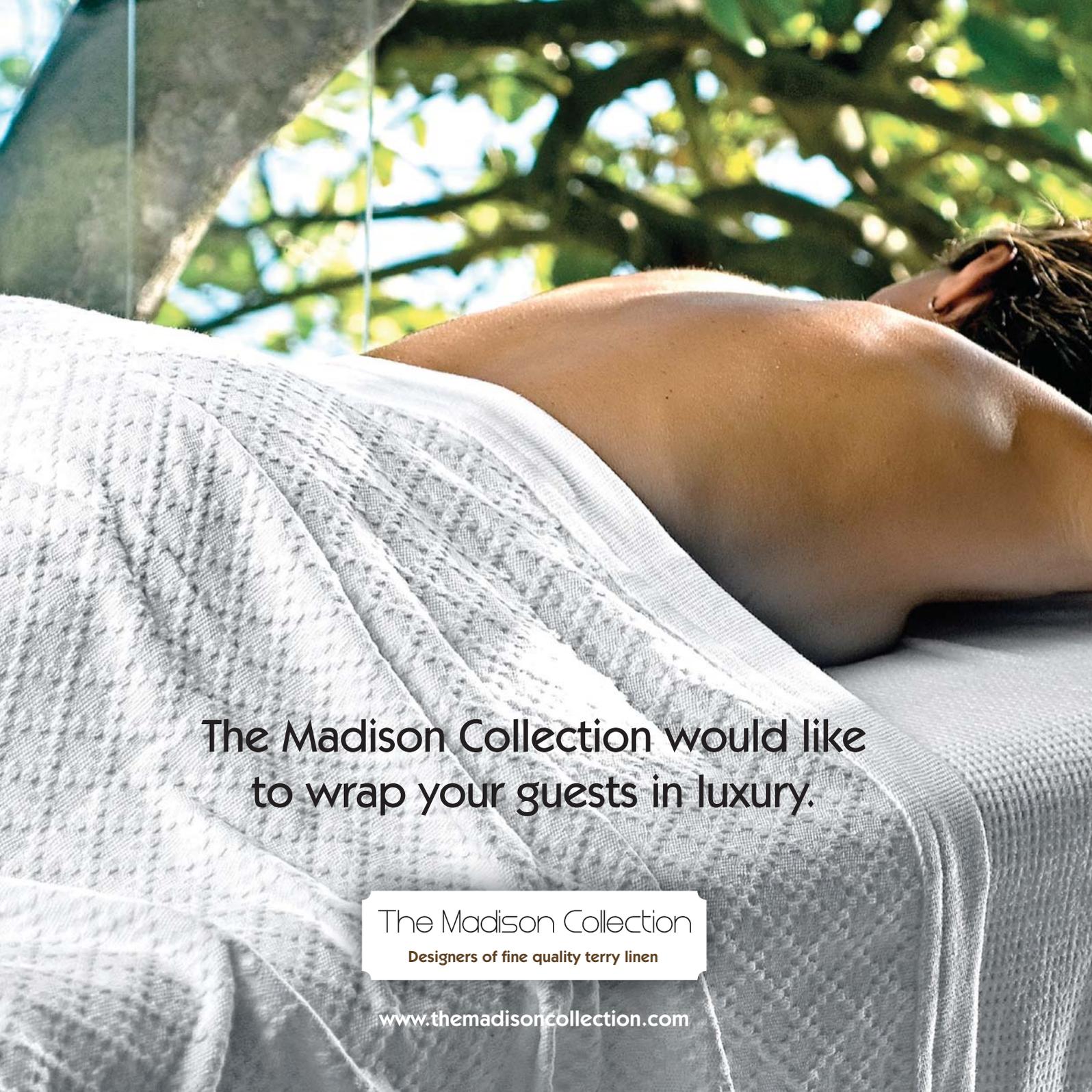
over Europe, Asia, North America, Russia and Ukraine.

Plans for 2015

Expand markets in North America and Southeast Asia and establishment of new products for steam room constructions: installation panel for attachment of fittings and hard-plastic supporting panel for steam inlet.

Who's who?

Rolf Longrée, managing director; Marco Lutz, export director; Sven Siewert, business development.



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www.themadisoncollection.com



Charmaine Lang,
President & CEO

The Madison Collection

Background

The Madison Collection was launched in 1999 by industry expert Charmaine Lang to provide quality, reliable and innovative products. From its headquarters in Miami, Florida, USA, the company works with leading hotels and spas around the world and is renowned for providing impeccable linens with an emphasis on operational use.

Main products and services

The Madison Collection creates superior towels and robes, as well as bath and spa accessories that provide comfort, absorbency and durability.

By combining quality, lightweight terry and luxurious weaves, The Madison Collection offers innovative products to a global clientele.

The company's collections are well thought out to provide ease of use on site. Towels and robes to be used at the pool and beach, sauna, spa and in-room each feature a different pattern so laundry staff may easily identify delivery zones. This also allows for the simple separation of operating revenues for various areas on property.

The Madison Collection's products are washed and dried four times after dyeing, before cutting and sewing to ensure fibres are chemical-free, thus resulting in minimal shrinkage – under four per cent, compared

to the industry standard of 10 per cent. Because of the company's superior cotton and sophisticated dyeing process, its products last more than 300 washes – and have been tested up to 527 washes.

USPs

The Madison Collection goes to great lengths to provide partners with the finest products. Customers reap the benefits of the company's environmental safety efforts.

Created at the same factory since the company's inception, all products utilise the best cotton (grade 5.5 - 6.5) and dyes.

The Madison Collection takes its place in the industry – and the world – seriously. Its factory is one of the few where spinning, weaving, dyeing, cutting and sewing takes place in one location, therefore ensuring supreme quality as well as little to no environmental impact.

The Madison Collection is also celebrated for its exceptional service and likes customers to help tell its story. One of The Madison Collection's favorite accolades is that clients liken working with the company to the VIP attention received with private banking.

How many spas do you supply?

The company distributes across the globe – to North, Central and South America, Africa,

Asia, Australia, Caribbean, as well as Richard Branson's Necker Island and Mosquito Island.

Top clients

Ritz Carlton (most locales); One & Only Palmilla; Diamante; Cabo; Wynn Resorts (including Encore), Las Vegas and Macau; Condado Vanderbilt, Puerto Rico; Lizard Island, Australia; Cape Grace, South Africa.

Plans for 2015

The new Urbana towel will be introduced in 2015. It has been four years in the making and is set to revolutionise and set new standards in the industry.

Who's who?

Charmaine Lang, president & CEO; Mandy Meyerowitz - Australasia distributor; Gayle Meyers – Africa distributor; Queenie Keung – Hong Kong distributor.

What the clients say

"The Madison Collection has provided 14 years of exceptional service. Charmaine's word is her bond.

"We've had towels remain in service through hundreds of washings. Their longevity amazes our commercial laundry service."

Susie Milus Marquez, director spa operations, Grand Hotel Marriott Resort, Golf Club & Spa

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Saritha Katikaneni,
VP marketing

Background

ManageMySpa was formed in 2010 and has since helped more than 5,000 spas and salons see real business benefits. The founding team brings expertise in building enterprise solutions that have been used by 200 of the Fortune 500 companies. The company recently closed Series A funding with Accel Partners.

Main products and services

ManageMySpa's solution addresses the needs of luxury spas, resort spas and multi-location spas.

The technology is based on three principles – reliable and speedy service, capabilities that support end-to-end business processes, and ease of use.

The core solution enables a spa to:

- Deliver delightful customer experiences. From digital intake, consultation and consent forms, interactive service menus and the ability for staff to access the customer's treatment history from a mobile device – the end-to-end customer experience is seamless.
- Achieve operational excellence. ManageMySpa drives front desk profitability, enables easier management of inventory, and automates many administrative tasks.
- Drive strategic marketing initiatives based on insights from data analytics. Analytics

provide aggregated views, without delays, of the business across all locations.

Additional services

In addition to the core software, ManageMySpa provides 24/7 customer service.

USPs

ManageMySpa addresses the needs of centre level operations and goes beyond by addressing the unique needs of a multi-location spa business.

Enterprises with multiple locations are able to operate their organisation as a single entity, rather than individual locations. This makes it possible for a business to have memberships, gift cards and loyalty programmes that work in an integrated way across locations. The corporate office can also maintain control over business processes.

ManageMySpa's HTNG integration with property management systems and APIs ensure that resort spas provide guests with a highly engaging experience and help the spa drive business.

Top clients

Enterprise clients include Elemis Spas, Kaya Skin (100+ locations), Martha Tillar (70+ locations), InSpa, Urban Spa, Skoah, YSA and Bioessence.

Where in the world?

ManageMySpa has clients in 29 countries including the US, Canada, the UK, Dubai, Asia and Australia.

Some multi-location spas span multiple countries.

Plans for 2015

ManageMySpa is expanding its UK and Australian presence.

Additionally, technology innovations that will transform the spa-customer interaction and drive predictive marketing capabilities are expected to launch soon.

Who's who?

Sudheer Koneru, CEO
Vamshi Reddy, VP sales
Saritha Katikaneni, VP marketing

What the clients say

"After a well-managed and successful transition, ManageMySpa quickly became a partner in our growth and profitability.

"Their data-mining capabilities combined with committed staff continually strive to identify growth opportunities.

"ManageMySpa truly provides competitive advantage. They are a CEO's partner and deliver exponential ROI."

Theresa Savage, CEO, InSpa

A man in a black sleeveless shirt and shorts is seated on a Matrix gym machine, using the handles. A woman in a purple tank top and black leggings stands next to him, smiling and looking at the machine. The background shows other gym equipment in a well-lit facility.

MATRIX

FITNESS ENLIGHTENED
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James Blower, international
hospitality manager EMEA

MATRIX

Background

Matrix Fitness – the world's fastest-growing commercial fitness brand – is a division of Johnson Health Tech Co. Ltd. (JHT); which was founded in 1975.

Fitness is about more than just machines, clubs, or classes – it's become an expectation, and Matrix can help you to turn it into an experience. Preferred by some of the world's finest hotels and resorts, Matrix offers an array of premium cardio, strength, and integrated technology solutions that enable you to create an inspirational fitness environment for your guests with minimal effort for you, regardless of size or budget.

With almost four decades of experience in the fitness industry, and a deep understanding of user behaviour, we know what guests expect from their workouts, and the company's goal is to help you to deliver that and more.

Main products and services

Matrix strives to offer equipment that will captivate your guests, is easy to maintain, facilitates your wellness programming, and delivers the best return on investment.

CARDIO: Intuitive operations on the company's full range of stylish, durable cardio equipment make it easy for guests to get on and go, while its consoles provide the most

cutting-edge, fully integrated entertainment options; from regular television programming, to Internet connectivity and virtual workouts.

Matrix's unique Asset Management system – the industry's most advanced equipment monitoring solution – is designed to automate maintenance scheduling, displays machine usage data, stores important product information, and streamlines service. **STRENGTH:** Matrix offers an extensive strength range to enable you to address all end-user needs and craft a fitness experience tailored to your guest profiles. Durable finishes keep products looking new, and simple operation makes them easy for guests to navigate.

USPs

The Matrix ethos spurs innovation and values creative problem solving. As a result, the company has set the standards for which others strive, and its drive for excellence ensures it meets customer needs like no-one else.

Top clients

Four Seasons, Marriott, Accor, Carlson, IHG, Wyndham.

Where in the world?

Twenty seven wholly-owned subsidiaries, and a distributor and service network in 60 countries.

Plans for 2015

The company plans to introduce a range of new products in 2015, including the innovative In-Trinity training system that taps into the body's innate biomechanics and harnesses the power of gravity to deepen exercises and promote greater strength, balance, and flexibility. Matrix will also be launching software upgrades, to enable you to further enhance your guests' experience.

Who's who?

Daniel Clayton, VP global development; James Blower, international hospitality manager EMEA; Jason Balzer, US lifestyle market key accounts; Chris Yang, global hospitality coordinator, HQ; Jon Johnston, UK managing director.

What the clients say

"As a company that is continually anticipating and addressing customers' changing needs, we are delighted to be working with a supplier for whom innovation is a key business driver. The original solutions offered by Matrix Fitness help us to deliver truly exceptional guest experiences, and, coupled with their exceptional customer service, make Matrix an ideal preferred supplier for Marriott Hotels." *Alison Ainsworth, senior director of golf, leisure & spa operations Europe, Marriott Hotels*



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noelasmaruniforms.com



Noel Asmar, CEO, founder and lead designer

NOEL ASMAR
UNIFORMS

Background

Noel Asmar is a lifestyle brand synonymous with style, innovation and quality – offering designs “made for the way you move.”

CEO and lead designer Noel Asmar launched the brand in 2002 as Spa Uniforms (spauniforms.com) to cater to a niche market craving stylish, flattering uniforms for men and women.

Main products and services

Taking into account all aspects of the spa and hospitality experience, the Noel Asmar Group of Companies has grown to incorporate a variety of brand divisions.

With thousands of different style, colour and size combinations available along with custom capabilities, Noel Asmar Uniforms offers spa operators a wide selection of innovative and functional tunics, jackets, trousers, and fitness apparel to brand any business in style. The company offers stylish uniforms for men and women in all roles, including aestheticians, massage, front desk, bellman, housekeeping, fitness and more.

Additional products

Noel Asmar also offers a complete line of pedicure bowls and accessories, as well as fragrant candles and Italian leather handbags for retail.

USPs

Noel Asmar Uniforms revolutionised the spa market. At the time of the company's launch in 2002, there was no purpose-built uniform for aestheticians and spa technicians, who were forced to wear their own clothes or layer with boxy scrubs.

Noel Asmar developed flattering uniforms with real bodies in mind, expertly tailored to fit and flatter, but to stretch and give and move with the wearer.

Technical fabrics that have been tested in the spa environment ensure a durable and long lasting garment that creates the perfect silhouette. In 2007, Noel Asmar also created a hygienic solution to noisy pedicure thrones with a collection of lightweight and portable resin, copper and stainless steel pedicure bowls and accessories.

How many spas do you supply?

Since 2002 Noel Asmar has serviced over 10,000 spas in more than 4,000 cities in 60 countries, including the USA, Canada, Europe, the Middle East, Africa, Australia and Asia.

Top clients

Starwood Hotel and Resorts; Four Seasons; Elizabeth Arden Red Door Spas; The Ritz Carlton; Elizabeth Arden PRO; WTS International; Woodhouse Day Spas.

Plans for 2015

Noel Asmar has expanded internationally and was recently featured in Vogue and Harper's Bazaar magazines. Within the first two months of the year, the brand has launched distribution and partnerships in the UAE and the UK.

Who's who?

Noel Asmar – CEO, founder and lead designer;
Craig McGlynn – VP of sales and eCommerce.

What the clients say

“Noel Asmar and her great team at Noel Asmar Uniforms have given us the best start as a uniform partner: flattering, great cut, professional-looking and elegant designs with such an accommodating professional and responsive customer service.”

Tracy May-Harriott, international director of education and business development, Elizabeth Arden PRO

“After years of searching for stylish and practical spa attire for our staff we finally found Noel Asmar. Their uniforms are beautifully crafted and the materials are thoughtfully chosen. Our employees feel confident and professional wearing them which translates into delivering superior guest service.”

Kathleen Wiker Fuller, director of spa and salon, Four Seasons Hotel St. Louis



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Jeff Riach,
founder and owner



Background

Oakworks was co-founded in 1977 by Jeff and Linda Riach who today remain owners of the Pennsylvania, US-based manufacturer.

Main services and products

The company has a broad line of spa and medical products including an extensive line of accessories: stools, trolleys, bolsters and specialised positioning devices. In addition, it offers customised solutions ranging from simple aesthetic touches on spa tables to complex medical tables approved for medical procedure use that are designed to work with the latest technological developments.

USPs

For over 37 years, Oakworks has been serving the spa industry with its massage couches. Its focus on client comfort and ergonomics for therapists is unsurpassed. Oakworks has the capability to create integrated product solutions for any blend of spa and medical services, with products that offer a high level of comfort and functionality.

How many spas do you supply?

Oakworks' products can be found in thousands of spas across the world. It has a global network of distributors and works direct with large customers worldwide.

Top clients

Waldorf Astoria; Aveda; Belmond; Venetian; Westin; Omni; Starwood; Ritz Carlton; Canyon Ranch; Shangri-La; Hilton; Nitesh Residency Hotels; Four Seasons; Peninsula; St Regis; Revive Spa, Marriott; Disney; Bliss; Hyatt; Intercontinental; Armani; Sheraton; Le Méridien; Banyan Tree; Sofitel; ESPA; Borgata.

What trade shows will you be exhibiting at in 2015?

IECSC NYC, SpaTec Spring, Premier, HOTECH, IECSC Vegas, SpaTec Fall, ISPA Conference, SPA Meeting Asia

Plans for 2015

Oakworks has always focused on comfort and aesthetics while providing quality products at a competitive price. In 2015 the company will once again share its vision of the future with the introduction of several trend-setting innovations.

Among them is a new adjustable breast comfort positioning system which is integrated into the table top and makes laying prone much more comfortable for female clients.

Oakworks will be engaging the best spa designers and consultants to create an innovation advisory team for future design inspiration.

More product launches are planned for 2016 with a continued focus on aesthetic upgrades.

Who's who?

Jeff Riach, CEO
Rich Shuman, president
Rich Elsen, senior VP of sales
Joe D'Antonio, director of international business development
Sharon Krout, senior manager US business development spa & massage
April Burtnett, senior manager of US medical business development

What the clients say

"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

"We've recommended Oakworks exclusively for nine 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

ARCHITECTURE

.....

ENGINEERING

.....

CONSTRUCTION

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CONSULTING



Leading international spa consultancy Promet has successfully delivered the highest quality solutions to clients across the world. With more than 20 years' experience in consultation, design and implementation of the most innovative spa concepts known to the industry, our aim is to provide clients with long-lasting assets that maximise profit.



SOME OF OUR REFERENCES



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Mehmet Kabas, chairman

Background

Mehmet Kabas established Promet in 1993. Under his leadership, it has grown to become a major company in complete design and implementation of spa wellness centres worldwide. Promet has wide experience with hundreds of esteemed projects completed in domestic and international markets.

Main products and services

Promet offers a comprehensive package of services for spa projects, starting with technical consultancy, architectural and engineering solutions, production, implementation and progressing to turnkey construction from A to Z and after sales services.

With its expertise and experience in high quality installations, Promet brings an innovative approach to the planning and realisation of hot/wet and hydro thermal areas. The company also produces and supplies custom made high-end range of spa equipment and custom made fixtures which are developed at its facilities for private customers.

Promet is deeply committed to improving its clients' businesses with innovative, sustainable solutions with its team of experienced architects, interior and industrial designers, technicians and project managers.

The company specialises in identifying spa design trends and directions and then uses

these ideas to design, engineer, manufacture and construct whole spa and wellness areas.

Additional products and services

Promet develops special solutions for the pools which are an essential part of spa & wellness concepts. In its pool concept many implementations, including swimming pools, thermal pools, hydrotherapy pools, vitality pools, and Kneipp foot pools, are realised.

USPs

By offering space planning, interior and technical designs and MEP engineering solutions for spas, wellness areas, pools and water features, Promet creates functional and attractive concepts that meet individual requirements. Following the latest technological advancements and trends in the world, Promet provides its customers with innovative and unique solutions.

This makes Promet the most preferred business partner in design & consultancy and implementation of well-known five star, international hotel chains, major thermal hotel & wellness centres, significant day spas as well as luxury home spas.

Top clients

Mandarin Oriental Bodrum; Raffles Istanbul Spa; Jumeirah Baku; Fairmont Baku by

ESPA; Four Seasons St.Petersburg; Palmalife Bodrum by ESPA; Hilton Baku; Aven Royal Spa of Maxx Royal Kemer; Amritta Spa of Swissotel Izmir; Sheraton Adana; Four Seasons Istanbul; Kempinski Barbaros Bay Bodrum; Les Ottomans Caudalie Vinothérapie Spa Istanbul; Marriott Istanbul; St. Regis Istanbul; Wyndham Istanbul; and more.

Where in the world?

Being an international spa brand, Promet has references at all major cities in Turkey, as well as Europe, the Middle East, Cyprus, Russia and CIS countries such as Azerbaijan, Kazakhstan, Turkmenistan and Uzbekistan.

Plans for 2015

Promet will press forward in being a global power in the spa & wellness sector and aims to be the preferred supplier for technical consultancy and design & build company for high-end international hotel chains and major well known brands in its territory. Moreover, it intends to continue to develop Turkish Hamams, specialised pools and water features for thermal projects and for the global spa & wellness industry.

Who's who?

Mehmet Kabas, president; Melis Kabas, member of board; Aysegül Sungur, member of board and GM.

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Frank Pitsikalis, CEO

Background

Founded in 2000 by Frank Pitsikalis, ResortSuite is a leading-edge software company specialising in integrated hospitality management systems.

Main products and services

- ResortSuite SPA: software to manage and operate the most complex spa operations.
- ResortSuite PMS: software to manage operations and room reservations.
- ResortSuite CLUB: software to manage membership dues, renewals, access privileges and billing.
- ResortSuite GOLF: software to manage tee times, group bookings and courses.
- ResortSuite F&B: software to manage dining areas and venues.
- ResortSuite SKI: software to manage lift tickets, season passes, rentals and retail.
- ResortSuite WEB: online booking engine allows guests to book spa services, classes, room reservations, view member statements, book tee times and purchase ski lift tickets and gift cards.
- ResortSuite CONNECT: email automation and e-marketing tool.
- ResortSuite MOBILE: branded mobile app allowing guests to book spa services, classes, activities, room reservations and golf tee times, and purchase ski lift tickets.

- ResortSuite SOCIAL: Facebook app allowing your guests to book all amenities.
- ResortSuite DASHBOARD: monitor KPIs across all operations to drive business decisions.

USPs

ResortSuite offers a uniquely integrated solution. Destination spas running multiple solutions across various amenities (spa, dining, activities, golf, etc.) are common. Although many of these solutions may be best in class, having these silos of guest information scattered across your various operations fragments your guest.

With ResortSuite's integrated design, you have a full, clear picture of every guest across the property. Different modules cover each area of your unique operation (SPA, GOLF, PMS, F&B, CLUB, etc.) and are fully integrated with one another as well as individually considered best in class.

Add-on modules such as WEB, MOBILE, SOCIAL and CONNECT allow ResortSuite to be integrated beyond operations into a guest-facing realm where guests can book their entire stay in real-time, online or on their mobile device.

Top clients

OMNI Hotels & Resorts, The Breakers, Glen Ivy Spa, US; Champneys, The

Savoy - Fairmont, UK; Jumeirah, worldwide; Rancho la Puerta, Mexico; Ste Annes, AVEDA, Canada.

Where in the world?

United States, Canada, Mexico, UK, Europe, Middle East, Central America, India.

Plans for 2015

In 2015, ResortSuite will take online booking to new levels with its Resort Activity Planner. Enhanced rental capabilities, more advanced functionality in yield management and more tablet-based applications (RS OPS).

Who's who?

Frank Pitsikalis, founder & CEO; Fauzi Zamir, CFO/COO; Stephan Karayannopoulos, VP product development; James Drozdiak, VP of sales.

What the clients say

"With a combination of our destination resorts and day spas operating under the Champneys luxury brand, we chose ResortSuite to provide a single, central system for our entire operation.

"We can now ensure a personalised guest experience at every interaction, be that in person, on the phone or online."

Alan Whiteley, group managing director, Champneys Resorts



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Kotaro Kohata,
international business
development director

Background

RICE FORCE was established in Kagawa, Japan, and has been manufacturing since 2000. Products had been sold online or by mail only for its first 10 years. On 2 October, 2010, the company finally launched out of Japan at The Kahala Spa in Honolulu.

Main products and services

The company's cosmetic brand is RICE FORCE, and its main product is the Deep Moisture Series. All RICE FORCE products use patented ingredients developed from 100 per cent Japanese white rice, called Rice Power® Extract. Each extracted formula is numbered and categorised, and has different characteristics.

The Deep Moisture Series contains Rice Power® Extract No. 11, which can improve the skin's moisture retention capacity. In fact, its efficacy was certified by the Japanese Government in 2001. Rice Power® Extract No. 11 has a super-low molecular weight, so it absorbs deeper into the skin than other moisturising ingredients. It restores healthy skin from the inside by improving the skin's natural ability to retain moisture, and by promoting ceramide production.

In this series, there are three products: Deep Moisture Lotion, a fast-absorbing, nourishing liquid moisturiser; Deep Moisture Essence,



The Deep Moisture Series features three products

a concentrated serum; and Deep Moisture Cream, a non-greasy, weightless cream.

USPs

All-natural products are kind to the skin but are notorious for having less than dramatic results. On the other hand, highly-processed, targeted products promising visible results are sometimes accompanied by negative side effects, leaving consumers feeling despondent. RICE FORCE has changed the game.

RICE FORCE products offer proven results, yet are gentle enough for all skin types – including sensitive skin – and can be used by all ethnicities.

Since all skin problems stem from dehydrated skin, RICE FORCE focuses on

nourishing the skin to generate an increased number of healthy skin cells. Quenched and redensified cells create a barrier that protects the skin from external stimuli, and locks-in the skin's moisture: New innovations from a grain of rice.

Top clients

Moana Lani Spa, Hawaii, USA; Schnitzler Beauty Lounge im Breidenbacher Hof, Germany; Beaute Medi Spa, Hong Kong; Wellness Rooseveltova, Czech Republic.

Where in the world?

All Asia (except mainland China), Australia, New Zealand, North America and Europe.

Plans for 2015

RICE FORCE will be carried in the spa of new 5 star resort, The Rice Miller, in Penang, Malaysia, this summer.

Who's who?

Kotaro Kohata, international business development director; Nao Kikushima, brand manager; Klara Volkánová, spa development manager.

What the clients say

"RICE FORCE is a truly powerful moisturising agent, and is an extremely high quality product."
Travis Kono, director of Moana Lani Spa

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www.rkf.fr



Riadh Bouaziz, CEO

Background

RKF was born 15 years ago on the foundations of a century-old company. Today, RKF group consists of five branches with two production units.

Main products and services

RKF Luxury Linen provides a custom-made line for each brand: massage table covers, bath sheets & towels, oshiboris, gloves, bath mats, bathrobes, pareos, headbands, relaxing eye masks, waterproof pillows, pillow cases, duvet & duvet covers, slippers, etc.

RKF creates ranges in keeping with the identity of each brand through the colours and materials used, as well as careful attention to the finishing touches. The linen forms part of the overall decor.

USPs

The quality of its products is of paramount importance to RKF Luxury Linen and the company makes a point of carefully sourcing its raw materials, only choosing the best.

Its creation and design centre enables the company to provide each client with a unique and customised line that combines originality, comfort, quality and elegance.

How many spas do you supply?

RKF Luxury Linen exports directly in 47



Luxury for RKF is the art of detail and bespoke design

countries and through the luxury brands it works with in 96 countries.

Top clients

Bulgari (London), Guerlain (Moscow), Spa My Blend by Clarins (Vela Islands), Spa The Peninsula (Paris), B Attitude (Doha), Spa Sofitel (Marrakech).

Plans for 2015

The company has just opened a new office in Doha, Qatar. At the same time, it has signed a partnership with 'The Luxury Network'.

Who's who?

Riadh Bouaziz, CEO; Fadhel Bouaziz, export director; Leïla Enjari, sales director; Delphine Chevillot, communications manager.

What the clients say

"I chose RKF linen because my products are the best, and therefore I believe in the best quality. We can't have anything more than the best quality linen of RKF. So in the treatments that my clients receive, RKF linen improves their experience."

Deborah Mitchell, CEO, Heaven



**Hamam-table
oval**



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Email: keramik@sommerhuber.com

www.sommerhuber.com



Christian Sommerhuber,
owner

Background

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 infra-red 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



Sommerhuber's heated loungers in their most beautiful form

touch and 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 new *Hamam-table oval* with the gentle ceramic radiant heat and the treatments of a traditional hamam foster deep relaxation. The redesigned heated *Lounger Two Plus* offers complete relaxation.

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?

Christian Sommerhuber, owner; Jesus Arias, project and product manager spa ceramics.



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Pete Ellis,
chairman and CEO

Background

The company debuted in 1986 as Spafinder. Today, with nearly 30 years of experience as a spa and wellness authority, it is the largest media and marketing company for the spa and wellness industry and the leading consumer and workplace resource for feeling good and living well all year round.

Main products and services

- Inclusion in the Spafinder Wellness 365™ Network with listings and profiles on spafinder.com, spafinder.co.uk and spafinder.ca
- Participation in the world's largest spa and wellness gift card programme
- Online advertising and integrated digital marketing campaigns
- Referrals and bookings through Spafinder Wellness 365's exclusive Travel Agent Program
- Corporate Wellness 365™ division, offering incentives and rewards that support employee wellness programmes
- Editorial opportunities in The 365 and social media channels, reaching millions of wellness enthusiasts
- Special events and promotions, including network television opportunities
- Proprietary research such as the Spafinder Wellness 365 Global Spa & Wellness Trends Forecast; The State of Spa &

Wellness Travel, an annual survey of travel agents; and ongoing consumer studies

- Research and insight into the global spa and wellness industry through the Global Wellness Institute, a sister think-tank and industry research and education authority

USPs

The New York Times described Spafinder as “a milestone in the growth of the worldwide spa industry.” Today, the company offers an unparalleled global network of 23,000-plus wellness locations, over 70,000 retail partners and an audience of millions of highly engaged consumers who are ready to find and book a spa or wellness service, enjoy a wellness travel vacation, buy and redeem a Spafinder Wellness 365 Gift Card or live a healthier lifestyle. In short, the company excels in matching wellness-focused consumers with the services and experiences offered by its partner network.

The company pays its partners over US\$1m a week, driving incremental revenue and new clients. And 71 per cent of gift card and voucher recipients spend more than the value of their card/voucher.

Top clients

One&Only Spa, Chiva-Som, Gwinganna Lifestyle Retreat, Champneys, Rancho La

Puerta, Lefay Resort & Spa, Canyon Ranch, Spa Eastman, Miraval Resort, Golden Door, Travaasa, Elizabeth Arden Red Door Spa.

Where in the world?

Spafinder Wellness 365 reaches people throughout the world. The company's gift cards and vouchers can be used in over 80 countries.

Plans for 2015

Look for dramatically new mobile and website experiences that bring the company's wellness philosophy to life and, as a result, connect more consumers with its partner network.

Who's who?

Pete Ellis, chairman and CEO; John Bevan, COO; Susie Ellis, president; Neil Kurlander, chief administrative officer and general counsel; Mia Kyricos, chief brand officer; Steve Kane, group president, gift sales and business development.

What the clients say

“Spafinder Wellness 365 really ‘gets it’ when it comes to working with us and always takes the time to listen. We’re never surprised when we ask clients how they heard about us and hear the answer, ‘Spafinder Wellness 365’.”
Heather Hannig, spa director, Mandarin Oriental New York



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Larry Hall,
president and CEO

Background

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. Use the SpaSoft Anywhere and Guest Wellness applications for mobile spa management. The software is built on a highly secure PA-DSS-validated platform.

Additional services

Now offering the built for the cloud solutions ATRIO Spa, ATRIO PMS and ATRIO POS as well as the SMS|Host Hospitality Management System.

USPs

SpaSoft interfaces with various systems, including hotel property management systems, credit card and gift card processors,



The SpaSoft Spa and Activity Management System allows you to comprehensively manage your spa

back office systems, membership billing, and other PAR technologies, to create a seamless 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
- Secure point-of-sale transactions (PCI-DSS / PABP-PA DSS validated)

- Club membership
- 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.

2015 trade shows

Global Spa and Wellness Summit; HITEC; ISPA; SpaTec.

Who's who?

Larry Hall, president & chief executive officer;
Michelle Young, director of major accounts.



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Subtle Energies®
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Founder Farida Irani

Background

Founded by Farida Irani in 1993, Subtle Energies is completely family owned and operated by the Irani Family – Farida, Sheriar, Khursheed and Nick.

Main products and services

Subtle Energies creates results-based aromatherapy skincare solutions founded on authentic Ayurveda principles.

The range is designed to address multiple skin and body concerns, and to deliver high performance results with holistic benefits to physical, mental and emotional wellbeing.

Subtle Energies' Ayurveda Aromatherapy Spa Concept® provides treatment programmes that incorporate diverse and skilled techniques, combining the finest traditional Ayurveda practices with modern methods.

All manufacturing is done in Australia, following European standards of natural skincare. Subtle Energies doesn't add any parabens, mineral oils, silicones or artificial fragrances to its products.

Additional products and services

The company offers a private label service for select clients using a range of rare ingredients to offer creations with specific intent and profound impact. Subtle Energies' brand expertise is built on its education- and

practitioner-based origins and all spa treatments are created using the protocols of the Australian government-accredited Diploma in Ayurveda Aromatherapy.

Subtle Energies offers a bespoke service that's tailored to its partners, encompassing primary, complimentary and retail-only offerings. It collaborates closely to provide intensive, substantial treatment and retail training programmes, in addition to marketing and promotional support.

USPs

Farida Irani is regarded as a pioneer in Ayurveda Aromatherapy with over 20 years' clinical experience. Her research, book and courses have received international recognition and awards. Subtle Energies has a history as a master blender in creating formulations that are distinctive and different from traditional Ayurveda herbal oil decoctions and unlike western aromatherapy blends.

This background, coupled with the company's education and practitioner qualifications equips Subtle Energies with the ability to create powerful blends and forward-thinking treatments, delivering authentic results-based holistic experiences.

How many spas do you supply?

60 spas, including private label partners.

Top clients

Jiva Spas by Taj Hotels, Resorts and Palaces; Six Senses; Gwinganna Lifestyle Retreat; and The Peninsula Hotels.

Plans for 2015

2015 will see location by location launch of 'Sattva' by Simply Peninsula, a new range of active treatments and products launched exclusively at The Peninsula Hotels. Subtle Energies will also launch the Soothe and Enrich Range for extra dry, sensitive skin.

Who's who?

Farida Irani, founder; Nick Irani, director of operations and brand development.

What the clients say

"In 2003, after reading Farida's book on Ayurveda Aromatherapy, I was so impressed we collaborated to design signature spa blends. These are the best oils I've ever worked with and we're proud to have Subtle Energies in our spas." *Anna Bjurstam, vice president spas, Six Senses*

"Subtle Energies has worked with us to create a bespoke range of essential oil massage blends. Each has been perfectly blended to create a sense of wellbeing for guests."

Bina Patel, vice president, spa operations, Taj Hotels, Resorts and Palaces



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www.tac.eu.com



Thomas Roessler, MD

Background

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.

Reservation Assistant offers more than 140 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 electronic boards, attracting guests' attention and generating extra sales.

With the 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 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.

RA SENSE, TAC's touch-optimised software solution in responsive design, can be used on smartphone, tablet and desktop PC. RA SENSE runs on all operating systems without local installation.

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, email, Skype or fax. Due to a worldwide partner network, technical support is also provided in the customer's native tongue.

How many spas do you supply?

TAC has more than 6,500 users in 53 countries.

Top clients

La Mamounia; Como Hotels; Rocco Forte Hotels; Swissotel; Kempinski Hotels & Resorts; Grand Resort Bad Ragaz; Nivea Spa; Radisson; Palace Gstaad; The Dolder Grand; Aspria; and Richmond Nua Wellness-Spa Sapanca.

Where in the world?

53 countries, including the USA, Germany, Austria, Switzerland, Mexico, Hong Kong, Morocco, Qatar and the Dominican Republic.

2015 trade shows

ITB Berlin, Germany; FIBO, Germany; HTNG Middle East, Dubai; HITEC, Austin; ISPA, Las Vegas; SpaCamp, Germany.

Who's who?

Thomas Roessler, managing director;
Guenther Poellabauer, managing director;
Gernot Tobisch, director operations.

What the clients say

"Reservation Assistant 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,
founder and president

Background

Technogym was established in 1983. Nerio Alessandri is founder and president of the company. Together with his brother Pierluigi he owns 60 per cent of the company. Arle, a London-based private equity firm, owns a minority participation of 40 per cent.

Main products and services

Technogym is the world's leading international supplier of products, services and solutions in the wellness and fitness fields.

Benefitting from decades of research, and supplying champion athletes, major sporting events, professional sports facilities, military/uniformed services, education, health services, private clubs, cruise ships, gyms, hotels and spas, Technogym has developed fitness equipment collections to create wellness areas made with the highest quality materials. These are designed to complement and enhance hotels and spas.

Technogym offers ongoing aftersales support, adding value for spa operators to attract more guests, and to ensure spa guests gain the maximum benefit from the wellness spaces.

Technogym supplies collateral and online tools which can be co-branded to motivate guests to use the facilities, help spa operators track the usage of the space,

and offer ways to help them stay in regular contact with their spa guests.

Technogym has also developed business apps based on cloud technology. Technogym equipment is easy for users to set up by themselves, and a series of complimentary exercise programmes is available for spa guests to use whether they are new to wellness, or to enhance their usual workout.

USPs

Every product developed by Technogym originates from in-depth scientific research in the fields of health and wellness. Dedicated Technogym staff, medical professionals, researchers and academics investigate and create solutions to help people live healthier lives through exercise. A team of engineers, technicians and designers carry out prototyping and product testing.

New products are given prolonged wear and tear tests and discussed in focus groups to ensure ease of use, comfort and end-user satisfaction. Once the tests are completed, the products are ready for manufacturing.

The results help define new concepts and products which are then developed and engineered by the Technogym Research & Development Centre.

The company's motto is "Let's move for a better world", and it strives to raise awareness

of the importance of a wellness lifestyle, which includes regular physical exercise, a 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?

The company supplies globally both directly and through a distributor network, depending on the market, in 100 countries worldwide.

Plans for 2015

Technogym will be launching exciting new products in 2015 and will continue to promote its cloud based solutions and business apps. It will continue to talk to spa operators about its Total Wellness Solution which helps fully leverage Technogym products and to educate staff, trainers and end users on how to gain the maximum benefit from Technogym equipment and services.

2015 trade shows

Technogym is proud to be the official wellness partner of Expo Milano 2015.



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Stephan Helary, CEO and co-founder

Background

Terres d'Afrique (TDA) is a family owned company, which launched in December 2013 in South Africa.

Main products and services

TDA creates sustainable and organic skincare that harnesses the potency of Africa's botanical heritage in a collection of laboratory crafted formulations. The company offers a comprehensive spa and retail range and unique spa treatments.

Additional services

Bespoke signature treatment development is offered by Terres d'Afrique.

The company also offers unique and extensive training tools for spa managers including a new monthly online training programme for clients.

USPs

Formulations focus on harnessing powerful antioxidants and essential fatty acids from potent indigenous African botanicals.

These inhibit the negative effects of free radicals and help restructure and regenerate skin cells.

Terres d'Afrique's treatment offering, inspired by African plants and their traditional use, is unique and original.

Top clients

Delair Graff Lodges & Spa; Singita Boulders & Lebombo; Four Seasons The Westcliff; Four Seasons at Anahita; Avani Pemba.

Where in the world

South Africa, Kenya, Mozambique, Mauritius, United Arab Emirates.

Plans for 2015

As a young brand, Terres d'Afrique aims to increase its presence in luxury hotels and resorts in Africa, Indian Ocean islands and in the Middle East

The company is also aiming to increase its bespoke offering and provide impeccable training support to clients and distributors.

Additionally, Terres d'Afrique will set up an office in Dubai in 2015 and will enter the market in Tanzania/Zanzibar, Seychelles and Australia.

2015 trade shows

Professional Beauty GCC; Spatec Europe; and Spameeting Dubai.

Who's who

Stephan Helary, CEO and co-founder

What the clients say

"Terres d'Afrique training and education has

been exceptional and I love the way they work out rituals unique to your property.

"Our signature massage is done with the shea butter, face and body scrub, deep cleanse face mask and white body mask. The guests always comment on the texture of the product and what the skin feels like post-treatment, and for this reason we retail as well with great success.

"The service and relationship with all the Terres d'Afrique staff is professional, generous and helpful at all times."

*Taffryn Kinsey, spa director,
Delaire Graff Spa*

"Terres d'Afrique is much more than an organic product range, it is a voyage through the lands of Africa.

"In each product you can feel the energy of the African grounds and the vibrations of nature. The treatments are able to transport you to the exact origin, taking you through a dream where you can have a vision of the tree or plant that gave birth to the ingredients.

"Going deeper, you can feel the love that is delivered by Terres d'Afrique in this unforgettable mission!"

*Pedro Catarino, director of spa,
Four Seasons Resort Mauritius at Anahita,
Beau Champ, Mauritius*

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LA BEAUTE MARINE



Arnaud Diaz,
international director

Background

Thalgo resulted from the passion of André Bouclet, a visionary scientist who was convinced the ocean and algae possessed unequalled therapeutic virtues. In 1964 he created Thalgo, which went on to become the first Laboratory of Marine Cosmetology. His pioneering spirit led him to make a major discovery – algae micro-reduction – and became a major partner for the most beautiful thalassotherapy centres in France.

Fifty years later, the passion and innovative spirit that have marked the brand's history remain at the heart of the company.

Main products and services

A true pioneer in marine cosmetics, Thalgo's development, first in thalassotherapy and then in beauty salons and spas, is based on three founding values: marine intelligence, professional excellence, and commitment to nature. We live in a society where wellbeing and ageing well have become fundamental preoccupations, with consumers looking for increasingly high-performing, sometimes even radical solutions.

The company's research provides them with exclusive innovations: the patented Age Reverse complex from our Exception Ultime line is the only one that can reboot the contraction strength of fibroblasts, which

are responsible for the skin's youthful appearance. As for anti-cellulite treatments, Thalgo's active oxygen body wrap acts as a veritable oxygen perfusion that resets the lipolytic process in motion.

USPs

Thalgo attaches great importance to the quality of its partnerships, especially with thalassotherapy centres and hotel spas that require a specific approach. The underlying values of its partnership agreements are closeness, commitment and personalisation.

Personalisation and a winning business model are essential: the company never imposes its business model and always adapts to partners' expectations: tailored treatment menus, high turnover cosmetic products, exclusive signature treatments, supported by a powerful launch and promotional marketing plan, merchandising materials, regular training programmes orientated towards skills development, customer relations and turnover, media and Internet awareness.

Where in the world?

Thalgo has an international influence with an exclusive professional distribution channel in 90 countries over five continents, with 12,000 spas, hotels, beauty salons, and

thalassotherapy centres with a great loyalty of more than 30 years.

Plans for 2015

In the same vein as the launch of Prodiges des Oceans Essence, Thalgo has two very important launches to come this year:

A new expertise segment to complete the four areas of Aesthetic Expertise: high-performance professional treatments for face and body - exclusive massage techniques; ingenious instrumental cosmetics; visionary skin care ranges for face & body; and corrective marine nutricosmetics. This new expertise uses advanced revolutionary patented active complexes to correct even the most severe cutaneous disorders.

The second launch is for dry and even very dry skin, using the latest innovation in highly efficient marine formulas and addictive galenic forms and textures.

In parallel with these two launches, this year will be marked with ephemeral promotions, a make-up and nutrition launch, along with the magical Christmas gift sets for a refined and enchanting end to the year.

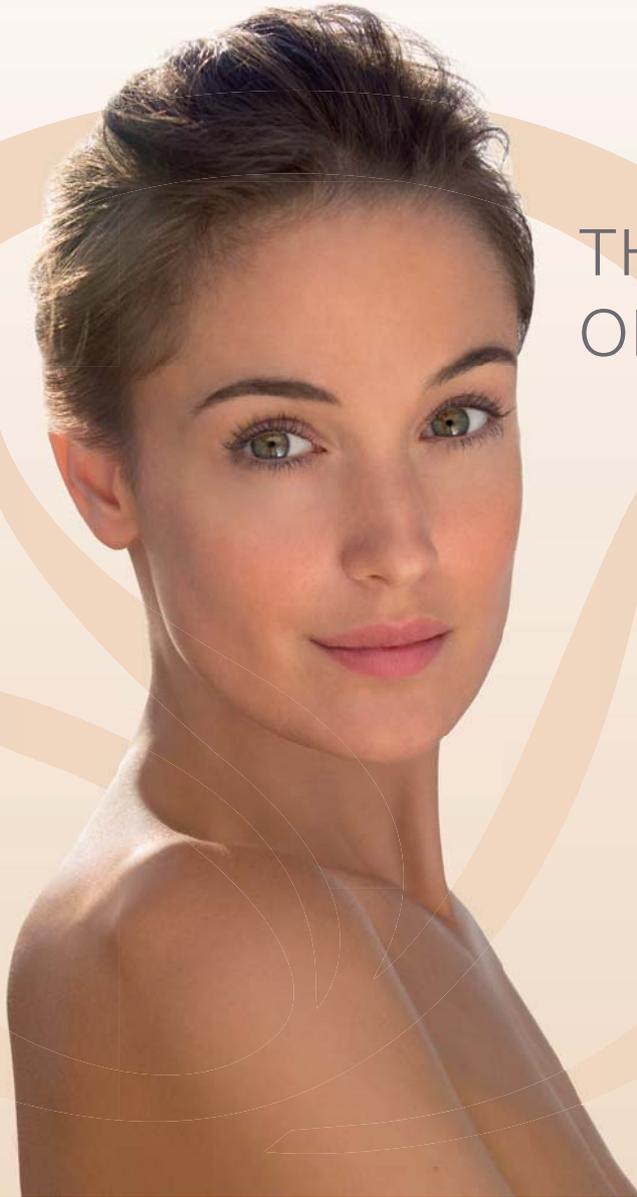
Who's who?

Jean-Claude Sirop, CEO Thalgo Group; Arnaud Diaz, international director; Bernard Sirop, managing director.

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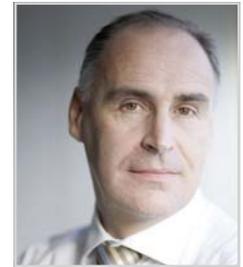
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André Prigent, CEO

Background

Thalion Laboratories, established in 1994 is a family-owned company, managed by CEO André Prigent.

Main products and services

Thalion offers face, body and men's products and protocols, together with a full range of spa and retail products, including Thalisans, an innovative spa ritual concept.

Thalion is based in Brittany, France, by the Iroise Sea, which is known as the best harvesting location for seaweed. The company benefits from unique know-how in the workings of the seaweed industry.

Thalion Laboratories controls the whole process, from the harvesting of the raw materials to the production of the finished products. Thalion selects the richest seaweeds and preserves their original qualities to develop highly efficient treatments which offer some of the best price:quality ratios on the market.

Dealing with Thalion means having a partner working alongside you, providing a complete solution with excellent results for the client and optimum revenue for the spa.

Additional products

Thalion is committed to its partners' success. The company's sales managers and trainers

work closely with them and also organise meetings during the year to explore and implement new ways of growing business.

The company also offers guaranteed training on protocols and products and a special sales-oriented sessions to boost development. Thalion creates rich marketing plans for spas, with trial and promotional packages available all year long. The aim is to offer a wide range of sales tools for agents and their clients.

Thalion also provides busy beauticians with a turnkey service website supporting them in communicating on the Internet.

In addition, Thalion offers spas the opportunity to create treatment menus which include a range of tailor-made rituals.

How many spas do you supply?

Products are distributed in 40 countries worldwide; the strongest markets are Russia, Japan, Saudi Arabia and of course Europe.

Top clients

Radisson Blu Thermes Marins de Cannes, France; Aldemar Hotels & Spa, Greece; Mardan Palace, Turkey; Atlas Hospitality



The Scrub Slimming Pearls roll and melt on the skin

Group and Es Saadi, Morocco; Royal Elyssa, Tunisia; Vilalara Thalassa Resort, Portugal; Relais & Châteaux Le Brittany & Spa, France.

Plans for 2015

Thalion will launch a 30-minute slimming treatment offering visible results in only one session - no showering or rinsing needed - using Scrub Slimming Pearls, an innovative product exclusively developed

by the company's Laboratories. An all-new whitening facial and retail range with great results on Asian skin will also be presented.

The company will work on creating surprising textures and fragrances, combining pleasure and efficiency in its new products.

2015 trade shows

The company will exhibit at Beauty World, Dubai; Cosmoprof, Hong Kong; and Beyond Beauty, Paris. It will also support its agents by exhibiting at major trade fairs locally.

Who's who?

Ulla-Pia Dyrlund-Lagadec, sales and marketing director; Rodolphe Gagnepain, export manager.

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Left to right, Marti Morenings, founder and Brenda Elliott, CEO

Background

Universal has served the spa industry with excellence since Marti Morenings and her father, Dr. G.H. Morenings, founded it in 1982. In 1999, the company changed its name from Universal Esthetics to Universal Companies, providing all spa professionals with a one-source spa solution.

Main products and services

Universal Companies is the leading single-source supplier of thousands of spa products, including spa boutique, skin care, lash and brow, massage and body, mani and pedi, implements and supplies, apparel and linens, and spa equipment items. Many of its products are exclusive, and the company offers a wide variety of branded products.

Additional products

The company also distributes marketing and merchandising tools. Additionally, Universal Companies provides many levels of consulting resources, educational materials, and training options through its national education program and spa development division.

USPs

Universal Companies' mission has always been to deliver innovative spa solutions and excellent customer service to maximize



Universal Companies' Sposh spa crafted linens

success. With over 30 years of proven success, it helps clients to build business and grow revenue. The company also strives to give back through a variety of wellness and sustainability initiatives.

In September 2006, spa professionals began replacing their usual hygienic vinyl gloves with pink gloves from Universal Companies, showing consumers their support for the battle against breast cancer.

Universal also works with customers to implement green practices and encourages its vendors to apply high environmental standards to their own products and processes.

How many spas do you supply?

Universal Companies is the leading single-source supplier to over 30,000 spa professionals in 47 countries.

Top clients

Gillian's Spa, Bermuda; Hyatt Regency, Trinidad; St. Regis Bahia Beach Resort, Puerto Rico; Rosewood at Baha Mar, Bahamas.

Plans for 2015

Universal Companies will continue to provide an excellent customer experience through growing its proprietary brands, supplies, business accounts, and education. The company is also looking to expand on the West Coast.

Who's who?

Brenda Elliott, CEO; Minette Bruce, CFO; Karen Short, SVP sales & marketing; Manuel Lopez, SVP operations.

What the clients say

"Wonderful company. They will go the extra mile for you and help with your business in anyway they can – helping you succeed and provide you with all you need to achieve your dreams."

Tina Mays, Universal Companies customer

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www.voya.ie



Mark and Kira Walton

VOYA

Background

Founded on a 300 year old tradition and officially launched in 2006, VOYA is run by husband and wife duo Mark and Kira Walton, who are proud to have produced the world's first range of certified organic, seaweed-based skincare products.

Main products and services

All VOYA retail and professional skincare products contain extracts from wild seaweed which is sustainably hand-harvested by the Walton family on the west coast of Ireland.

Over 100 skincare products combine the therapeutic properties of seaweed and contain a minimum of 70 per cent organic ingredients, specially chosen to complement the natural properties of seaweed.

VOYA's offering to clients includes retail and professional products, exclusive seaweed spa treatments and a full range of hotel bedroom amenities.

Additional services

Therapists are provided with training on a variety of treatments as VOYA specialises in creating a unique bespoke spa experience, using specially developed seaweed products.

The company also supports accounts by offering bespoke staff incentive schemes,

unique promotional events, marketing support and corporate gifting.

VOYA's training programme includes staff retail training, certified professional treatment training and refresher courses when necessary.

USPs

Unique, innovative treatments and product development; certified organic spa offering – currently its products are licensed by the Soil Association; certified halal treatment and product range; authentic history in holistic wellbeing and a 300-year-old tradition; strategic client selection.

VOYA has strategically worked with reputable partners globally, ensuring brand integrity and protection from dilution. The company launched into the airline industry in 2014, and is available to purchase in premiere class AerLingus flights.

So far in 2015, VOYA has initiated exciting new developments within its skincare range. These include launching #voyaevolution, offering a new modern luxurious design that is still mindful of its environmentally conscience ethos. All new packaging is either recyclable or bio-degradable.

Phase two will involve launching facial products for specific skin types later in 2015.

How many spas do you supply?

VOYA has over 170 accounts and distributes to 37 countries worldwide, across Europe, USA, the Middle East and the Far East.

Top clients

Jumeirah (Burj Al-Arab); Ritz Carlton; Woodhouse Day Spas: Four Seasons (Baku); Queen Mary II; Canyon Ranch; St. Regis Hotels and Resorts; Grand Hyatt.

Plans for 2015

VOYA's branding evolution has launched phase one with the introduction of newly designed packaging & products. Facial ranges for specific skin types will be launched in summer 2015.

Who's who?

Mark Walton, managing director and co-founder; Kira Walton, creative director and co-founder; Emma Roberts, head of sales.

What the clients say

"We would not have come this far without the constant support and reliance from our partners, we would like to show our gratitude towards VOYA for sharing their expertise and acquired wisdom in providing the full power of nature in its purest form."

Raluca Voinea, spa manager, Kronwell Hotel, Romania.



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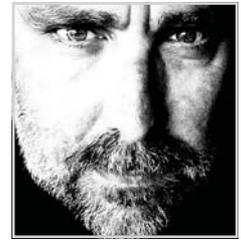
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Régis Boudon-Doris,
CEO

Background

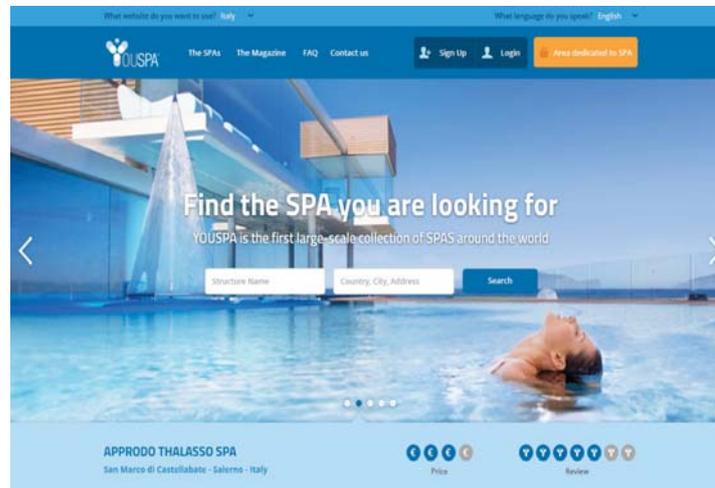
Youspa is a start-up company, born in November 2014. The founder and owner is Régis Boudon-Doris, who along with two co-founders, had the initial idea four years ago and work has been ongoing since then to make it a reality. The company aims to become the next future worldwide leader.

Main products and services

Youspa is the first web platform for finding the spa of your dreams, anywhere in the world.

Why use Youspa? There's nothing similar on the Internet, no technologically advanced aggregator of spas across the world. Now, with Youspa, every spa can be part of the database for free and can benefit from great opportunities to attract new clients. All of this is offered by the company's powerful search engine, which is unique in terms of breadth of content and detail, and its detailed search parameters.

Who will it benefit? Users will have a full range of spas to choose from for all their wellbeing needs. On the other side, spas can enjoy visibility to the whole of market. Thanks



Youspa is a web platform helping users find and connect with spas

to a constantly updated database it is also great for tour operators and any manufacturing company or service provider that have spas as part of their core business.

USPs

The Youspa portal is an absolutely unique tool being made available to the 150,000 spas in the world, allowing them to be found and selected by possible customers for free.

The spas have full autonomy to manage a descriptive card with over 200 parameters

to give potential customers all the information they would need to choose the spa according to the search parameters entered by them.

The Youspa Magazine gives users all the key readings and information needed to fully understand the services offered by the spa. Youspa is the first worldwide spa social network.

Where in the world?

Initially in Europe, Youspa plans to soon be available worldwide, offering the largest spa database, a global spa social community, and a worldwide spa booking portal and e-commerce platform.

Plans for 2015

The Youspa app for IOS and Android will enable spas to offer last minute treatments to Youspa users based on geolocation. After English, Spanish, French and Italian, Youspa will soon be available in many other worldwide languages.

Who's who?

Régis Boudon-Doris, CEO; Marta Christiani, Youspa editor; Eugenia Rocchetti, spa care support.

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For full company and contact details of any of the products, equipment and services featured here, please visit www.spa-kit.net



Asmar expands for curves

Noel Asmar Uniforms has expanded its collection to incorporate sizes 3XL to 5XL. The collections are intended to be flattering, functional and elegant, with styles that follow the natural curve of a woman's body. The signature spa material it uses features four-way stretch to provide the best fit for every body type.

Recently, Noel Asmar Uniforms has entered into a formal relationship with WTS International and the Woodhouse Spa Group – two well-known spa companies based in the USA.

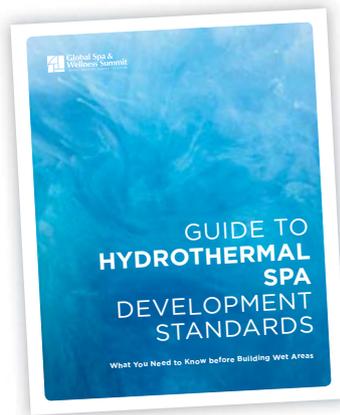
spa-kit.net keywords: Noel Asmar

Sphere sensation courtesy of Sha's new deluxe model

The AlphaSphere Deluxe, created by Vienna-based artist Sha, is an enhanced version of the multi-sensory vibration and sound relaxation lounger. The new model, with a dedicated app, features proprietary 4D audio technology to intensify the spatial experience.

The lounger has been designed to harmonise breathing, relax muscle tension and stimulate circulation in the body.

spa-kit.net keyword: Sha



Hydrothermal spa guide

With input from top industry suppliers, the *Guide to Hydrothermal Spa Development Standards* has been created to help spa owners, designers and consultants who are involved with the installation of complex hydrothermal areas. It aims to educate on terminology/definitions and covers everything from project planning to construction considerations – including recommended standards and materials.

spa-kit.net keywords: Global Wellness Institute

Reawaken skin's radiance with Amala's latest range

Amala's latest skincare breakthrough for spas is the high performance Brighten collection. Powered by the brand's new BioRadiance ingredient complex, which blends narcissus with other healing organics, this collection has been proven in third-party clinical trials to deliver firmer skin and refined texture in just four weeks, and brighter, more even tone in just eight weeks.

In keeping with Amala's brand ethos, the Brighten range relies exclusively on a synergistic cocktail of nature's most powerful brightening plant actives to deliver extraordinary results.

Each formula in the collection takes an intensive, dual-action approach to prevent and correct the appearance of dark spots and dull, uneven skin tone. Standout products are the Brightening Corrective Concentrate serum and the Advanced Brightening Emulsion facial moisturiser.

spa-kit.net keyword: Amala



Trautwein's water massage

Featuring 32 rotating water jet nozzles integrated ergonomically in seven zones, Trautwein's new AquaThermoJet offers users a unique massage, starting at the feet and moving up to the neck and shoulders, simulating a treatment given by a physiotherapist. The warm water jets reach the soft and flexible film of the translucent, highly elastic surface, with users feeling the sensation of the water without getting wet.

spa-kit.net keyword: Trautwein



Form & function at Klafs

"Minimalist in design and yet fascinatingly diverse" is how Klafs describes its new D6 steamroom. The modular system is available in various sizes, layouts and optical designs. The seats are self-supporting/not integral so they can be removed for versatility. This also prevents water build up on benches. Coloured walls (pictured), or walls with pictures on are just two of the design options.

spa-kit.net keyword: Klafs



Fresh look for Voya

Organic seaweed skincare company Voya has revealed a fresh brand look which includes new biodegradable packaging made from the same hand-harvested seaweed that's used in its products. Some formulation amendments have also been made to enhance the overall quality and results of products. In a second phase of evolution, Voya will be launching facial ranges for specific skin types from July onwards. Voya supplies a number of leading spas and resorts around the world.

spa-kit.net keyword: Voya

▶ PRODUCTS & SERVICES



Sommerhuber upgrade

An updated, improved version of Sommerhuber's Lounger Two has been unveiled, with the aim of providing additional comfort and wellbeing. The new free-standing Lounger Two Plus offers a "clear and reduced design vocabulary" and "ergonomic, velvety-soft surfaces" to envelope the body. It utilises heat storing ceramics and long-wave infrared radiation to provide a sense of wellbeing and relaxation, boosting circulation, dissolving muscle tensions and aiding the immune system too.

spa-kit.net keyword: Sommerhuber

Automatic yielding module for xPlan software system

The new xPlan automatic yielding module by Dimmbizz will set a new trend in the spa industry according to the software firm. It enables spas to emulate the complex, fluctuating pricing structures in the flight and lodging industries – a sales technique which will boost revenues.

Spas start by analysing their KPIs, then they can configure their business rules and xPlan will do the rest seamlessly.

Flexible flooring from ABK: glue-free and auto-levelling

A highly flexible material and a glue-free installation system have been showcased by Italian ceramics manufacturer ABK. The Auto-Levelingu floor panels display a small degree of convexity but are designed to level under their own weight, to ensure flat surfaces. The tiles can be installed using ABK's new Insta-Tile dry system which, it says, eliminates joints while glue can be quickly and easily removed.

spa-kit.net keywords: ABK Group



Turndown by Thémaé

Promoting wellbeing based on the benefits of tea, French company Thémaé has launched a Turndown collection. The unisex range features five products. These include Cérémonie Jeunesse, a multi-active cream to improve skin freshness and an exfoliating product inspired by Himalayan tea: Gommage Thé au Népal. A body mist, pillow mist and shimmering dry oil complete the Turndown range.

spa-kit.net keyword: Thémaé

The rules can be applied to any channel – walk-in appointments, online bookings, mobile users or even external distribution.

Dimmbizz CEO Damien Tamisier says: "Imagine that you can win a minimum order of one dollar on average per treatment or activity, only by using an automatic yielding system. Multiply that with your number of activities and you have a profit." He also says the module will encourage guests to switch from being last-minute to early bookers.

spa-kit.net keyword: Dimmbizz





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▶ PRODUCTS & SERVICES



BC Softwear goes Serene

BC Softwear's latest luxury bathrobe is made with "super soft velvety velour" in a small waffle pattern that gives the fabric softness and fluidity. The Serene bathrobe has been selected by Penny Hill Park hotel in the UK for use at its spa facility. The small waffle pattern is said to create a smart external texture, while towelling inner is added to give the robe excellent water absorbency. The robe has a shawl collar, turn up cuffs, double front deep pockets and double belt loops for waist adjustment.

spa-kit.net keywords: BC Softwear

Waterbed capsule with sound and light by ITW

New from ITW Waterbeds is Concoon – an encapsulated 32°C system which gives the user a feeling of weightlessness and tranquility. ITW says back pain and general aches are relieved while an integrated light therapy system ensures further relaxation. Additionally, a sound system offers acoustic options – a special subwoofer transmits the sound through the water mattress to the user's torso.

spa-kit.net keyword: ITW



Collagen boost by Thalgo

Marine skincare company Thalgo has launched Collagen 5000 – a beauty drink with 10 vials to combat chronic inflammation which is one of the main causes of ageing skin. With one dose to be consumed a day, the raspberry-cherry flavour wrinkle solution is highly concentrated in marine collagen, vitamin C and selenium. It works to restore the density and dermal infrastructure of the skin.

spa-kit.net keyword: Thalgo

Aquademy takes its shower to the treatment table

Aquademy's Spastream is a vichy shower featuring 1,200 water points which have been designed to replicate the manual skill of an experienced masseur. It's said to provide rejuvenating, de-stressing and anti-ageing water massage treatments with its 16 pre-set programmes. A manual mode is also available.

The 1,200 water points are grouped into 50 massage jets and the unit also

boasts six colour therapy spotlights, two integrated speakers/audio system and an essence diffuser with freeze-dried scent pods. The Spastream shower system is monitored and controlled via a touch screen keyboard.

Based in Italy, Aquademy specialises in design-led, multi-functional shower equipment. Many of its systems combine water with aromatherapy and chromatherapy to help people relax and to aid their overall sense of wellbeing.

spa-kit.net keyword: Aquademy



SPA-KIT.NET PRODUCT ROUNDUP



Anne Semonin's new elixir

An anti-ageing solution to reduce wrinkles and expression lines has been revealed by Anne Semonin. The Precious Pearl Youth Radiance Elixir features an encapsulation system that has been designed to preserve active ingredients. The elixir uses hyaluronic acid in both high and low molecular weight with a view to providing an immediate and long-term plumping anti-wrinkle effect.

spa-kit.net keywords: Anne Semonin

Thalion's precious pearls

Lasting 30 minutes, Thalion's new Slimming Express treatment has been designed to be short and efficient. At the heart of the treatment are its new turquoise sea pearls – called Scrub Slimming Pearls – which roll and melt on the skin. The pearls' slimming aid ingredients – caffeine and a patented macro-brown seaweed extract – are released during a deep massage to help eliminate fatty cells and to reduce cellulite.

spa-kit.net keyword: Thalion



TAC gets promoted

TAC has added a Promotion module to Reservation Assistant, its software system used by spas. The new module allows a spa director to manage various promotions across multiple marketing channels – digital signs on-site, online, on smartphones and/or via IPTV – to generate extra revenue and fill gaps in the spa diary. Options to encourage revisits and guest loyalty or last-minute deals are available.

spa-kit.net keyword: TAC



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▶ PRODUCTS & SERVICES



Caudalie combats dry skin

Offering anti-oxidant protection while treating dry skin, vinotherapy brand Caudalie has launched an indulgent cream. The Anti-Wrinkle Protect Cream Broad Spectrum (SPF20) combines grape-seed polyphenols and stabilised vitamin C. The former is added to preserve the skin's stores of hyaluronic acid, collagen and elastin to combat wrinkles; the latter is included to boost natural collagen synthesis.

Another new product The Elixir – part oil, part serum – aims to correct dark spots and smooth wrinkles.

spa-kit.net keyword: Caudalie

Five in one for Gharieni's spa and salon chair

Adjustability is key to Gharieni's new Pedispa chair which can be used for five different types of spa and salon treatments. Not only can pampering pedicures be performed along with manicures, but hair treatments, facials and make-up sessions can be carried out in the chair too.

The inclination of the seat and back are electrically adjustable, as are the sitting

Margaret Dabbs is hands-on with its Fabulous new range

Following in the 'footsteps' of Margaret Dabbs' Fabulous Feet collection, a complementary range for hands has been launched. Fabulous Hands features seven handcare products fusing health and beauty. The products offer treatment remedies with anti-ageing, healing and beautifying properties for hands and nails. As in the Fabulous Feet range, Australian emu oil is a central ingredient.

spa-kit.net keyword: Margaret Dabbs



SpaRitual goes Gold

Nailcare brand SpaRitual has unveiled its Gold Flexible Color System. In it, its Flexible Color varnishes are fused with the company's Flexible Topcoat to create a durable, scratch-resistant, high-shine finish doubling the length of wear. It also takes under eight minutes to dry, says SpaRitual. Also, the system's Mindful Brush has 600 bristles which fan out to provide maximum control and precise application.

spa-kit.net keyword: SpaRitual

height, leg-rest height and the distance between the leg-rest and the seat.

Meanwhile the footbath and fusion pipe provides a Kneipp shower experience for the feet with a variation in water temperature. And in the Superior and Deluxe versions, spa programmes Vitalise and Relax, designed in collaboration with Dornbracht, are also available.

Made from corian with white, durable imitation leather cushioning, the new chair comes in numerous colours.

spa-kit.net keyword: Gharieni





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Biosysco Inc

Email: b.martindale@biosysco.com
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Biotone

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Email: sales@biotone.com
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Biotropica LLC

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Email: info@biotropicabody.com
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Email: info@blenheim-carpets.com
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Bliss

Tel: +1 888 243 8825
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Blue Spa & Leisure Consultants Ltd

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Boa Skin Care

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Body Bistro

Tel: +1 310 859 8788
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Body Coach

Tel: +32 9 333 9000
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Body Control Pilates

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www.bodycontrol.co.uk

Body Health

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Book4time

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Booker

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Bossini SpA

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Botanicals Ltd

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Bretherton Therapy Products

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Bristan Group

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BSweden

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Bursali Towels (UK) Ltd

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www.bursali.co.uk

Burt's Bees

Tel: +1 919 998 5200
www.burtsbees.com

Buttercups Collection

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California Tan

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Callegari Spa

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Camellia's Tea House

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The Carbon Trust

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Carita International

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Carlton Beauty & Spa Ltd

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Cent Degres

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DRV Phytolab

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Dyson Airblade

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Earthlite Massage Tables

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ES Skincare

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ESP Online

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Essential Care

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Essie Cosmetics

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www.floataway.com

Floor Gres Ceramiche

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Email: info@floorgres.it
www.floorgres.it

Florence Roby Ltd

Tel: +44 151 548 2228
Email: nicky@uniformcollection.com
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Forest Secrets Skincare

Email: info@forestsecretsskincare.com
www.forestsecretsskincare.com

Forlle'd Inc

Email: info@forlle-d.com
www.forlled.com

Foster & Partners

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Fox Linton

Tel: +44 20 7368 7700
Email: info@foxlinton.com
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Fragrant Earth Co Ltd

Tel: +44 1458 831 216
Email: sales@fragrant-earth.co.uk
www.fragrant-earth.co.uk

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Email: peggy@resource4spas.com
www.francisandalexander.com

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www.franke.com/content/watersystems/main/en/home.html

Franke GmbH

Tel: +43 5574 67 35 0
Email: fah-info@franke.com
www.franke.com

Franz Kaldewei GmbH & Co Kg

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Fratelli Fantini SpA

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Email: fantini@fantini.it
www.fantini.it

FreeMotion Fitness

Tel: +1 435 786 2900
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www.freemotionfitness.com

Futuresse Spa GmbH

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Gaiam Inc

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Gallotti & Radice SRL

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www.gandiablasco.com

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Gap MuSic

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Email: gapmusic@btinternet.com
www.gapmusic.co.uk

Gappt

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Email: support@gappt.com
www.gappt.com

Gatineau

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www.gatineau-paris.com

Gazelli International

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Email: info@gazelli.co.uk
www.gazelliskincare.com

Gemology Cosmetics

Tel: +33 1 39 57 82 70
www.gemology.fr

Gentlemen's Tonic

Tel: +44 20 7323 2393
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Global Wellness Summit

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The Green Guide

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Green Spa Network

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Green Washing Index

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Imagine Spa Management

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Imagine Tile Inc

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Email: customer.service@imaginetile.com
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Inada Massage Chairs

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Inner Balance

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Intelligenz Solutions

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International Leisure Consultants (ILC)

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International Organisation for Standardization

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Intraceuticals

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Invasix

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Invotech Ltd

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IPulse

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IS Wellness

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Iskra Medical

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Jermyn Street Design

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Jessica Cosmetics International

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uwe JetStream GmbH

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JKL Clothing

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Email: rada_technical@mirashowers.com

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KRD Science & Technology Co Ltd

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La Paz Group

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Email: llaine@lapazgroup.com

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La Sultane de Saba

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LaGaia Hydraceutical

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LCN Spa

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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

Ecocert
www.ecocert.com

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**
lct.jrc.ec.europa.eu

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

Responsible Purchasing Network
www.responsiblepurchasing.org

Swan/Svanen
www.svanen.se

TCO Development
www.tcodevelopment.com

Total Environment Centre
www.tec.com.au

Tropical Science Center
www.cct.or.cr

Water Footprint Network
www.waterfootprint.org

**World Business Council for
Sustainable Development**
www.wbcasd.org

World Green Building Council
www.worldgbc.org

World Resources Institute
www.wri.org

Yayasan IDEP Foundation
www.idepfoundation.org

FITNESS EQUIPMENT

Absolo Fitness Inc
www.absolo.com

Amer Sports UK & Ireland Ltd
www.amersports.com

Balance Master UK Ltd
www.balancemaster.co.uk

Cardio Infrared Technologies
www.biofit.com

Ciclotte
www.ciclotte.com

Concept2 Ltd
www.concept2.co.uk

Cybox International Inc
www.cyboxintl.com

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

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

PRODUCTS & SERVICES

► **FITNESS EQUIPMENT** *continued*

Gaiam Inc

www.gaiam.com

Gervasport

www.gervasport.es

Hur

www.hur.fi

Hydro Physio

www.hydrophysio.com

Indoor Cycling Group

www.teamicg.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.trixter.net

True Fitness Technology

www.truefitness.com

Vasper

www.vasper.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

Bonasystems Europe Ltd

www.bonasystems.com

Cheshire Wellness UK

www.cheshirewellness.co.uk

Finders International

www.shopforspatrade.com

Float Spa

www.floatspa.com

Floataway

www.floataway.com

GeoSpa 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

Promet

www.promet.com.tr

Stas Doyer Hydrotherapie

www.stas-doyer.com

Technodesign SRL

www.nuvolaitalia.it

FLOORING

Altaeco

www.altaeco.com

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

Digital Ceramic Systems

www.digitalceramics.com

Floor Gres Ceramiche

www.floorgres.it

GMT Spas

www.gmtspas.com

Hamberger Flooring GmbH & Co KG

www.haro.com

Imagine Tile Inc

www.imagnetile.com

Kinele Group SL

www.kinele.com

Trend Group

www.trend-group.com

FOOTWEAR

Aspley Leisure Limited

www.aspleyleisure.co.uk

BC Softwear

www.bcsoftwear.co.uk

Kashwére LLC

www.kashwereathome.com

Majestic International

www.majesticinternational.com

Majestic Towels

www.majestictowels.co.uk

Oka-B

www.oka-b.com

Puretoes

www.puretoes.com

Saakalya Collection

www.saakalya.com

Samtosa Clothing

www.phrcanada.com

Under the Canopy

www.underthecanopy.com

Yeah Baby

www.yeahbabypl.com

Zendals

www.zendals.com

FRAGRANCES AND DIFFUSERS

Amala Inc

www.amalabeauty.com

AromaJet

www.aromajet.com

AromaWorks

www.aroma-works.com

Atmosphère Diffusion

www.atmospherediffusion.fr

Clarins

http://int.clarins.com/en/spa/spa

Eve Taylor (London) Ltd

www.eve-taylor.com

Laboratory of Flowers

www.labofflowers.com

Nola 7

www.nola7.com

Pasture Naturals Ltd

www.pasturenaturals..com

Roja Dove

www.rojadove.com

Scentys Fragrance Systems

www.scentys.com

Serene House International

www.serene-house.com

Teo Cabanel

www.teo-cabanel.com

Tru Fragrance

www.trufragrance.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.avalon-couches.co.uk

BD Barcelona Design

www.bdbarcelona.com

Beautelle Therapy Equipment Ltd

www.beautelle.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.cheshirewellness.co.uk

Chill Out Design Evolution

www.chillout-design.com

Coco-Mat

www.coco-mat.com

Dedon

www.dedon.de

Aloys F Dornbracht GmbH & Co Kg

www.dornbract.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.fa-design.co.uk

Gallotti & Radice SRL

www.gallottiradice.it

Gandia Blasco SA

www.gandiablasco.com

Gharieni Group GmbH

www.gharieni.de

Gloster Furniture Ltd

www.gloster.com

Grupo Kettal

www.kettalgroup.com

Haslauer GmbH

www.haslauer.info

Healing Co Ltd

www.healing-relax.com

ITW Waterbeds

www.wasserbetten.at

Kashwére 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.pierantoniobonacina.com

Planika Fires

www.planikafires.com

Plinth 2000

www.plinth2000.com

Roberti Rattan srl

www.robertirattan.com

Saakalya Collection

www.saakalya.com

Salon Ambience

www.salonambience.com

Sandalei

www.sandalei.com

Saunasella Oy

www.saunasella.fi

Serralunga SRL

www.serralunga.com

Sha Holdings GmbH

www.sha-art.com

Silhouet-Tone Corporation

www.silhouettone.com

Sommerhuber GmbH

www.sommerhuber.com

Takara Belmont USA

www.takarabelmont.com

Tonon & C SpA

www.tononitalia.com

HAIRCARE

Agadir International LLC

www.agadirint.com

AlternA

www.alternahaircare.com

Attirance

www.attirance.com

Aveda

www.aveda.com

Cosmetic Horizons

www.cosmetic-horizons.com

Davines

www.davines.com

Josiane Laure

www.josiane-laure.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

Luxsit Organic Care

www.luxsit.se

Madara Cosmetics

www.madaracosmetics.com

Mira's Hand

www.mirashand.com.au

Moroccan Oil

www.moroccanoil.com

Neuma Beauty

www.neumabeauty.com

Peter Thomas Roth

www.peterthomasroth.com

Saach Organics

www.saachorganics.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

PRODUCTS & SERVICES

► HEAT EXPERIENCES

4SeasonsSpa

www.4seasonsspa.com

Aegean Master Spas

www.aegeanspas.co.uk

Anapos Thermal Spa Equipment

www.anapos.co.uk

Anhui Saunaking Co Ltd

www.chinasauna.com

Aqae

www.aqae.eu

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

Carmenta srl

www.carmentasrl.com/en

Cheshire Wellness UK

www.cheshirewellness.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

Esadore International

www.esadore.com

ETE Wellness Engineering

www.ete.es

Fabio Alemanno Design

www.fa-design.co.uk

SF Finimex Oy

www.kelosauuna.eu

GeoSpa GmbH

www.geospa.de

Hamman Consultants

www.hammamconsultants.com

Happy Sauna

www.happysauna.it

Haslauer GmbH

www.haslauer.info

Helo Germany

www.helo-sauna.de

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

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

Medical Spa & Wellness

Group – Inviion®

www.msw-group.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

Reefgrove Ltd

www.reefgrove.co.uk

Saunex

www.saunex.com

Sommerhuber GmbH

www.sommerhuber.com

Sopro Bauchemie GmbH

www.sopro.com

Starpool srl

www.starpool.com

Sunlighten Saunas

www.sunlighten.com

Thermarium Spa-Anlagenbau GmbH

www.thermarium.com

Tylö Ab

www.tylo.com

The Ultimate Sauna Company Ltd

www.theultimatesauna.co.uk

Vi Spa Experience Rooms

www.vi-spa.co.uk

Zimmer MedizinSysteme

www.zimmer.de

Zoki UK

www.zokiuk.co.uk

HYDROTHERAPY EQUIPMENT

4SeasonsSpa

www.4seasonsspa.com

Anapos Thermal Spa Equipment

www.anapos.co.uk

Aquademy

www.aquademy.eu

Aqualike

www.spa-aqualike.fr/lang=en

Balnea GmbH & Co Kg

www.balnea.de

Barr + Wray

www.barrandwray.com

Biosysco Inc

www.biosysco.com

Bradford Products LLC

www.bradfordproducts.com

Carmenta srl

www.carmentasrl.com/e

Dalesauna Ltd

www.dalesauna.co.uk

Design for Leisure Ltd

www.designforleisure.com

Di Vapor Ltd

www.divapor.com

Esadore International

www.esadore.com

Finders International

www.shopforspatrade.com

GeoSpa 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.co

Hydrotherm Ltd

www.hydrothermspa.com

Klafs GmbH & Co Kg

www.klafs.com

Lemi

www.lemi.it

Medical Spa & Wellness

Group – Inviion®

www.msw-group.com

Medical Spa & Wellness

Group – Schletterer

www.msw-group.com

Neoqi AS

www.neoqi.com

Nola 7

www.nola7.com

Portcrl Spas

www.portcrl.com

Promet

www.promet.com.tr

Simulated Environment Concepts

www.spacapsule.com

Sommerhuber GmbH

www.sommerhuber.com

For contact details, turn to the Contact Book which starts on p252

Starpool srl

www.starpool.com

Stas Doyer Hydrotherapie

www.stas-doyer.com

Thermarium Spa-Anlagenbau 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.cheshirewellness.co.uk

Bradford Products LLC

www.bradfordproducts.com

Dalesauna Ltd

www.dalesauna.co.uk

Design for Leisure Ltd

www.designforleisure.com

GeoSpa 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

Piscine Laghetto

www.piscinelaghetto.com

Portcrl Spas

www.portcrl.com

Promet

www.promet.com.tr

www.spahandbook.com

Starpool srl

www.starpool.com

INTERIOR DESIGN

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JEWELLERY

Daisy Global Ltd

www.daisyjewellery.com

Karma Feeling Bracelets

www.karmafeeling.co.uk

Yogamasti

www.yogamasti.com

LASERS AND LIGHT THERAPY

Advanced Esthetics Solutions

www.advancedestheticssolutions.com

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

Chromogenex Technologies

www.chromogenex.com

Clinogen Ltd

www.clinogen.com

Cynosure Inc

www.cynosure.com

Ecolite IPL

www.ecoliteipl.com

Electro Medical Systems (EMS)

www.ems-company.com

Energist Medical Group

www.energistgroup.com

Erchonnia Corporation

www.erchonnia.com

EV-Med Ltd

www.evlaseruk.co.uk

icoone

www.icoone.com

Invasix

www.invasix.com

IPulse

www.ipulse.com.au

Iso Italia Group

www.isoitalia.com

JK-International GmbH

www.ergoline.de

L Raphael

www.l-raphael.com

Lightstim International Inc

www.lightstim.com

Lumenis Ltd

www.lumenis.com

Lynton Lasers

www.lynton.co.uk

Naturalaser

www.naturalaser.com

Pollogen Ltd

www.pollogen.com

ProLight Aesthetics International

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

Synoa Technologies

www.synoiatech.com

Viora Inc

www.vioramed.com

LIGHTING

BSweden

www.bsweden.com

Fitzgerald Lighting Ltd

www.fitzlight.co.uk



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www.promet.com.tr

PRODUCTS & SERVICES

► **LIGHTING** *continued*

Lighting Design International Ltd
www.lightingdesigninternational.com

Lumina Italia SRL
www.lumina.it

Saakalya Collection
www.saakalya.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

Bursali Towels (UK) Ltd
www.bursali.co.uk

Christy Towels
www.christy-towels.com

Coyuchi Inc
www.coyuchi.com

Decotex
www.decotex.co.uk

The Madison Collection
www.themadisoncollection.com

Majestic International
www.majesticinternational.com

Majestic Towels
www.majestictowels.co.uk

Monarch Cypress
www.monarchrobe.com

Noel Asmar Uniforms Inc
www.noelasmaruniforms.com

Novelastic
www.novelastic.com

Richard Haworth & Co Ltd
www.richardhaworth.co.uk

RKF Luxury Linen
www.rkf.fr

Sparenity
www.sparenity.co.uk

Under the Canopy
www.underthecanopy.com

Yeah Baby
www.yeahbabypl.com

LOCKERS

Craftsman Quality Lockers
www.craftsman-quality-lockers.co.uk

Gantner Electronic GmbH
www.gantner.com

Helmsman
www.helmsman.co.uk

Keyless Security
www.keyless.co

Ojmar SA
www.ojmar.es

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.brethed.co.uk

Clap Tzu
www.claptzu.de

Design for Leisure Ltd
www.designforleisure.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

Iso Italia Group
www.isoitalia.com

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
www.spacapsule.com

TouchAmerica
www.touchamerica.com

MASSAGE OILS

Absolute Aromas
www.absolute-aromas.com

Africology
www.africology-sa.com

Alqvimia SL
www.alqvimia.com

Amber Products Co
www.amberproducts.com

Amrit Organic
www.redcherrygroup.com

Anakiri BioEnergetic Skin Care
www.anakiri.com

Aromatherapy Associates Ltd
www.aromatherapyassociates.com

Aromatica
www.aromatica.fi

AromaWorks
www.aroma-works.com

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
http://int.clarins.com/en/spa/spa

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.espaskincare.com

Evo2lution France
www.evo2lution.com

FisioSphere
www.fisiosphere.it

Germaine de Capuccini
www.germaine-de-capuccini.com

Guinot
www.guinot.com

Harnn
www.harnn.com

Healing Earth
www.healingearth.co.za

Heritage Healers
www.heritagehealers.com

Jamu Asian Spa Rituals
www.jamuspacom

I plus Q
www.iplusq.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

Laboratoires Camylle

www.camylle.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

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 Thalng Ltd

www.experienceprechit.com

Primavera

www.primavera.co.uk

Primavera Life GmbH

www.primaveralife.com

The Sanctuary Group

www.thesanctuarygroup.co.za

Shiseido Spa Dept

www.shiseidospas.com

Sothys

www.sothys-uk.co.uk

SpaDunya

www.spadunya.com

Tanamera Tropical Spa Products

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

Wild Earth Pvt Ltd

www.wildearthnepal.com

Wisdom of Africa

www.wisdomcosmetics.com

Yon-Ka

www.yonka.com

Ytsara

www.ytsara.com

MEDI SPA

Airnergy AG

www.airnergy.com

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www.onlyyourx.com

Organic Male OM4

www.om4men.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

Shiseido Spa Dept

www.shiseidospas.com

Skin 2 Skin Care

www.skin2skincare.com

SkinCeuticals

www.skinceuticals.com

Sothys

www.sothys-uk.co.uk

Terraké

www.terrake.com

Terres D'Afrique

www.terres-dafrique.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.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

SKINCARE – WOMEN

Academie Scientifique de Beaute

www.skinacademie.com

Africology

www.africology-sa.com

Ahava

www.ahava.com

Akhassa

www.akhassausa.com

Alchimie Forever LLC

www.alchimie-forever.com

Allure Africa

www.allureafrica.com

Alpha-H

www.alpha-h.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

AR457

www.ar457.com

ARK

www.arkskincare.com

Aromapothecary

www.aromapothecary.com

Aromatherapy Associates Ltd

www.aromatherapyassociates.com

Aromatica

www.aromatica.fi

AromaWorks

www.aroma-works.com

Attirance

www.attirance.com

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

BeautyLab Ltd

www.beautylab.co.uk

PRODUCTS & SERVICES

► SKINCARE – WOMEN *continued*

Bellitas Ltd

www.bellitas.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

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

Chanticaillé

www.chanticaillé.com

Charme d'Orient

www.charmedorient.com

Christina

www.christina-cosmeceuticals.com

Cinq Mondes

www.cinqmondes.com

Clarins

http://int.clarins.com/en/spa/spa

Collin

fr.collinparis.com

Comfort Zone

www.comfortzone.it

Cor LLC

www.corsilver.com

Cosmetic Horizons

www.cosmetic-horizons.com

CSHE Australia Pty

www.clinicalpro.com

Cures by Avance

www.curesbyavance.com

C'watre

www.cwatre.com

Daniela Steiner

www.steinerocosmetics.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.dermaquestinc.com

Deserving Thyme Inc

www.deservingthyme.com

Dibi Milano

www.dibimilano.it

Dr Bronner's Magic Soaps

www.drbronner.com

Dr Burgener

www.drburgener.com

Dr Hauschka

www.wala.de

DRV Phytolab

www.drsva.com

Electric Body Europe

www.electricbody.eu

Elemental Herbology

www.elementalherbology.com

Elemis Ltd

www.elemis.com

Ella Baché

www.ellabache.fr

EmerginC

www.emerginc.com

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

ES Skincare

www.esskincare.co.uk

ESPA International (UK) Ltd

www.espaskincare.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.shopforspatrade.com

FisioSphere

www.fisiosphere.it

Forest Secrets Skincare

www.forestsecretsskincare.com

Forlle'd Inc

www.forlled.com

Futuresse Spa GmbH

www.futuresse.de

Gatineau

www.gatineau-paris.com

Gazelli International

www.gazelliskincare.com

Gemology Cosmetics

www.gemology.fr

Germaine de Capuccini

www.germaine-de-capuccini.com

Giffarine Skyline Laboratory and Health Care Co

www.giffarinefactory.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

HydroPeptide

www.hydropeptide.com

I plus Q

www.iplusq.com

Ila – Spa Ltd

www.ila-spa.com

Ilcsi Beautifying Herbs

www.ilcsi.com

Image Skincare

www.imageskincare.com

Institut Esthederm

www.esthederm.com

Intelligent Nutrients

www.intelligentnutrients.com

Intraceuticals

www.intraceuticals.com

Jamu Asian Spa Rituals

www.jamuspa.com

Jindilli

www.jindilli.com

JMSR Europe Ltd

www.jmsreurope.com

Josiane Laure

www.josiane-laure.com

Julisis

www.julisis.com

Jurlique

www.jurlique.com.au

Kanebo Cosmetics Inc
www.kanebo-international.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.lraphael.com

L'anza
www.lanza.com

La Biothétique
www.labiothetique.com

La Mer Corporate
www.cremedelamer.com/corporate

La Sultane de Saba
www.lasultanedesaba.co

Labiomer
www.labiomer.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

Ling Skincarel
www.lingskincare.com

Lira Clinical
www.liraclinical.com

Li'Tya
www.litya.com

L'Occitane
www.loccitane.com

LPG Systems
www.lpgsystems.com

Lubatti
www.lubatti.co.uk

Luxsit Organic Care
www.luxsit.se

Luzern LaboratoriesInc
www.luzernlabs.com

Macon Meerescosmetic
www.maconmeerescosmetic.de

Madara Cosmetics
www.madaracosmetics.com

Malie Inc
www.malie.com

Malin+Goetz
www.malinandgoetz.com

Marie Veronique Organics
www.mvorganics.com

Marine Beauty Care Ltd
www.marinebeautycare.co.uk

Matis Paris
www.matisparis.com

Mavala International SA
www.mavala.com

MBR Cosmetics
www.mbr-cosmetics.com

MD Formulations
www.mdformulations.com

Medik8 Dermaceuticals
www.medik8.com

Melvita
www.melvita.com

Mira's Hand
www.mirashand.com.au

Morjana
www.morjana.fr

Moor Spa International Ltd
www.moorspa.co.uk

Moroccanoil
www.moroccanoil.com

My Blend
www.my-blend.com

Natura Bissé Internacional SA
www.naturabisse.es

Naturopathica
www.naturopathica.com

Nannic Int
www.nannic.com

NEOM Luxury Organics
www.neomorganics.com

Nohem
www.nohem.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 Skin & Hair Care
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

Orienka Paris
www.orienkaparis.com

OSEA International
www.oseamalibu.com

Pai Skincare
www.paiskincare.com

Panpuri
www.panpuri.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
www.primavera.co.uk

Primavera Life GmbH
www.primaveralife.com

Priori
www.prioriskincare.com

Proto-col
www.proto-col.com

Pur Natural Skincare
www.purskincare.co.uk

Pure Altitude
www.pure-altitude.com

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

Rice Force
www.riceforce.com

Rodial Ltd
www.rodial.co.uk

Russie Blanche
www.russieblanche.com

Saach Organics
www.saachorganics.com

Salt of the Earth
www.saltearthspa.com

PRODUCTS & SERVICES

► SKINCARE – WOMEN *continued*

Shiseido Spa Dept

www.shiseidospas.com

Själ Skincare

www.sjalskincare.com

Skin 2 Skin Care

www.skin2skincare.com

Skin Authority

www.skinauthority.com

SkinCeuticals

www.skinceuticals.com

Smiths of Jersey

www.smithsofjersey.com

Sodashi Pty Ltd

www.sodashi.com

Somme Institute

www.sommeinstitute.com

Sothys

www.sothys-uk.co.uk

Spa Ritual

www.sparitual.com

Spa Technologies

www.spatechnologies.com

SpaDunya

www.spadunya.com

Subtle Energies

www.subtleenergies.com.au

Suissessences

www.suissessences.com

Sundari

www.sundari.com

Swiss Perfection

www.swissperfection.com

Tanamera Tropical Spa Products

www.tanamera.com.my

Temple Spa Ltd

www.templespa.com

Terraké

www.terrake.com

Terres D'Afrique

www.terres-dafrique.com

Thal'lon Laboratories

www.thalion.com

Thalgo

www.thalgo.com

Thann-Oryza

www.thann.info

Themae

www.themae.fr

TheraNaka

www.theranaka.co.za

TheraVine

www.spaproducts.co.za

Tiossan

www.tiossan.com

Tri-Dosha Ltd

www.tri-dosha.co.uk

Uspa

www.uspaimmersion.com

Veribel Skincare

www.veribelskincare.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

So Sound Solutions

www.sosoundsolutions.com

Stress & Motivation UK Ltd

www.soundwavetherapy.co.uk

SPA BATH/WHIRLPOOLS

4SeasonsSpa

www.4seasonsspa.com

Aquademy

www.aquademy.eu

Balnea GmbH & Co Kg

www.balnea.de

Barr + Wray

www.barrandwray.com

Catalina Spas

www.catalinaspas.co.uk

Cheshire Wellness UK

www.cheshirewellness.co.uk

Dalesauna Ltd

www.dalesauna.co.uk

Design for Leisure Ltd

www.designforleisure.com

Di Vapor Ltd

www.divapor.com

Ezarri Mosaico

www.ezarri.com

GeoSpa 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

uwe JetStream GmbH

www.uwe.de

Klafs GmbH & Co Kg

www.klafs.com

Neoqi AS

www.neoqi.com

Nola 7

www.nola7.com

Medical Spa & Wellness

Group – Inviion®

www.msw-group.com

Medical Spa & Wellness

Group – Schletterer

www.msw-group.com

Portcrl Spas

www.portcrl.com

Promet

www.promet.com.tr

Teuco Guzzini S.p.A.

www.teuco.com

Thermarium Spa-Anlagenbau 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

www.aflsp.com

Agnes Bourgeon

www.agnesbourgeon.com

American Leisure

www.americanleisure.com

Anapos Thermal Spa Equipment
www.anapos.co.uk

Aqae
www.aqae.eu

Aquamental Spa
www.aquamentalspa.com

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

BBSPA
www.beabusinessspa.com

Beauty Leaders LLC
www.beautyleaders.com

Bensley Design Studios
www.bensley.com

Blu Spas Inc
www.bluspasinc.com

BUZ Design Consultants
www.buzdesign.biz

Cent Degres
www.centdegres.com

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

Davide Macullo Architetto
www.macullo.com

Deep Nature
www.deepnature.fr

Denniston International Architects & Planners Ltd
www.denniston.com.my

Didier Lefort Architectes Associes
www.dl2a.fr

DP Architects
www.dpa.com.sg

dR Global
www.dr-global.com

Esadore International
www.esadore.com

Foster + Partners
www.fosterandpartners.com

Fox Linton
www.foxlinton.com

Francis & Alexander
www.francisandalexander.com

The Georgesong Group
www.georgesongroup.com

GeoSpa GmbH
www.geospa.de

GOCO Hospitality
www.goco.co

Group 70 International
www.group70int.com

Hamмам Consultants
www.hammamconsultants.com

Happy Sauna
www.happysauna.it

HCB Associates
www.hcb-associates.com

Health Fitness Dynamics
www.hfdspa.com

HBA/Hirsch Bedner Associates
www.hba.com

HKS Architects Inc
www.hksinc.com

Hospitality & Leisure Concepts
www.hlconcepts.co.uk

Howard Spa Consulting
www.howardspaconsulting.com

HVS Spa and Leisure Services
www.hvs.com

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.karmaroyalgroup.com

Kerry Hill Architects
www.kerryhillarchitects.com

Kilo Architects
www.kilospace.com

La Paz Group
www.lapazgroup.com

Lane Pettigrew
www.lanepettigrew.com

Linser Hospitality GmbH
www.linserhospitality.com

Manfred Ronstedt
www.ronstedt-hotelconcepts.de

Manosa & Company
www.manosa.com

Maps Design
www.mapsdesign.com

Mary Darling Consulting
www.marydarling.com

MASS Designers
www.massdesigners.com

Medical Spa & Wellness Group – Schletterer
www.msw-group.com

Melt Design Hub
www.meltdesignhub.com

Mestre & Mestre Spa Consulting
www.mestre-spa-mestre.com

Milk Leisure Ltd
www.milkleisure.co.uk

MSpa International
www.msipa-international.com

Natural Resources Spa Consulting
www.nrispa.com

Newport Collaborative Architects
www.ncarchitects.com

Nika Consulting
www.nikaconsulting.ca

Nola 7
www.nola7.com

Nous Design
www.nousdesign.co.uk

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

Peter Muller
www.petermuller.org

Promet
www.promet.com.tr

Raison d'Etre
www.raisondetrespas.com

Red Cashew
www.redcashew.com

PRODUCTS & SERVICES

► SPA DESIGN/ARCHITECTS

continued

Resense Spa

www.resensespa.com

Resources for Leisure Assets

www.resourcesforleisureassets.com

Richardson Sadeki

www.rsdnyc.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

SB Architects

www.sb-architects.com

Sedona Resorts

www.sedona-resorts.com

Serena Spa Pvt Ltd

www.sedrenaspa.com

Softouch International

www.softouchspa.com

Soul Spa Concepts

www.soulhouse.ro

Spa Concepts International

www.spaconcepts.com

The Spa Consultants

www.thespaconsultants.co.za

Spa Creators Limited

www.spacreators.co.uk

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 Solutions Training & Management Consultancy

www.spatm.net

Spa Strategy

www.spastrategy.net

Spa Success Consultants

www.spasuccess.com

SPAD

www.sylviaiplanninganddesign.com

Spalogique Consulting

www.spalogique.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 Noach

www.studiooach.com

Studio RHE

www.rhe.uk.com

Sylvia Planning And design Inc (SPAd)

www.sylviaspa.com

Thalgo Spa Management

www.thalgospamanagement.com

Thermarium Spa-Anlagenbau GmbH

www.thermarium.com

Tip Touch International

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

Vera Iconica

www.veraiconicaarchitecture.com

Voelker Gray Design

www.voelkergraydesign.com

Wellness Arena Corporation

www.warena.net

Wheway Lifestyle International

www.whewaylifestyle.com

Wimberly Allison Tong & Goo

www.watg.com

WTS International

www.wtsinternational.com

Yoo

www.yoo.com/designers/yoo-studio

Zdravoros Eco Spa

www.zdravoros.ru

Zynk Design

www.zynkdesign.com

SPA MARKETING

Groupon

www.groupon.com

Spabreaks

www.spabreaks.com

SpaFinder Wellness

www.spafinder.com

Wahanda

www.wahanda.com

Youspa

www.youspa.eu

SUNCARE

Coola Suncare

www.coolasuncare.com

Decléor

www.decleor.com

JK-International GmbH

www.ergoline.de

Soleil Organique

www.soleilorganique.com

Supergoop!

www.supergoop.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

Elemis Ltd

www.elemis.com

Fake Bake

www.fakebake.com

Finders International

www.shopforspatrade.com

Gerrard International

www.gerrardinternational.com

He-Shi Enterprises Ltd

www.he-shi.eu

I plus Q

www.iplusq.com

InfinitySun

www.infinitysun.com

Iredale Mineral Cosmetics

www.janeiredale.com

Iso Italia Group

www.isoitalia.com

For contact details, turn to the Contact Book which starts on p252

JK-International GmbH

www.ergoline.de

Karora Cosmetics

www.karoracosmetics.com

LDN : SKINS

www.ldnskins.com

Nannic Int

www.nannic.com

On Group

www.on-group.co.uk

REM UK Ltd

www.rem.co.uk

Soltron

www.soltron.us

St Tropez

www.st-tropez.com

Supergoop!

www.supergoop.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

www.bluespaandleisure.co.uk

Collin

fr.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.shopforspatrade.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

Labiomer

www.labiomer.com

Laboratoires Ingrid Millet SA

www.ingridmillet.com

Laboratoires La Prairie SA

www.laprairie.com

LaNatura

www.lanatura.com

Macon Meerescosmetic

www.maconmeerescosmetic.de

Morjana

www.morjana.fr

Nannic Int

www.nannic.com

Omorovicza

www.omorovicza.com

Pevonia International LLC

www.pevonia.com

Phytomer

www.phytomer.com

Repêchage Ltd

www.repechage.com

Smiths of Jersey

www.smithsofjersey.com

Sothys

www.sothys-uk.co.uk

Terraké

www.terrake.com

Thal'ion 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

Beautelle Therapy Equipment Ltd

www.beautelle.co.uk

Boden Furnishings

www.bodenfurnishings.com

Chill Out Design Evolution

www.chillout-design.com

Clap Tzu

www.claptzu.de

Custom Craftworks

www.customcraftworks.com

Earthlite Massage Tables

www.earthlite.com

ETE Wellness Engineering

www.ete.es

Falkner Massagetische

www.massagetable.at

GeoSpa GmbH

www.geospa.de

Gharieni Group GmbH

www.gharieni.de

Happy Sauna

www.happysauna.it



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High-end spa tables,
beds and equipment
for your spa.
Made in Germany.

Gharieni Group Germany
+49 2841 -88300-50
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Haslauer GmbH
www.haslauer.info

HydroCo
www.hydroco.com

Hydrotherm Ltd
www.hydrothermspa.com

Lemi
www.lemi.it

Living Earth Crafts
www.livingearthcrafts.com

Medical Spa & Wellness Group – Inviion®
www.msw-group.com

Neoqi AS
www.neoqi.com

Nilo
www.nilo-beauty.com

Nola 7
www.nola7.com

Oakworks Inc
www.oakworks.com

Pierantonio Bonacina
www.pierantonionobonacina.it

Pino GmbH
www.pinoshop.de

Silhouet-Tone Corporation
www.silhouettone.com

Thermarium Spa-Anlagenbau GmbH
www.thermarium.com

Trautwein GmbH
www.trautwein-gmbh.com

Unbescheiden GmbH
www.unbescheiden.com

UNIFORMS

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

Cent Degres
www.centdegres.com

Corporate Trends
www.corporatetrends.co.uk

Diamond Designs
www.diamonddesigns.ie

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

Jermyn Street Design
www.jsd.co.uk

Monique Mathieu
www.monique-mathieu.com

Noel Asmar Uniforms Inc
www.noelasmaruniforms.com

Novelastic
www.novelastic.com

Salonwear Direct
www.salonweardirect.co.uk

Simon Jersey
www.simonjersey.com

Tao Freedom LLC
www.taofreedom.com

Tempus Clothing
www.tempusclothing.com

Yeah Baby
www.yeahbabypl.com

VIBRATION THERAPY

Body Coach
www.bodycoach.net

Bretherton Therapy Products
www.bremed.co.uk

Fitvibe
www.fitvibe.com

Power Plate
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.vibrogym.com

WASHROOMS

Abacus Manufacturing Group
www.abacusdirectlimited.com

Airdri Ltd
www.airdri.com

Armitage Shanks
www.armitage-shanks.co.uk

Bristan Group
www.specifybristan.com

Aloys F Dornbracht GmbH & Co Kg
www.dornbract.com

Dyson Airblade
www.dysonairblade.co.uk

Franke Aquarotter GmbH
www.www.franke.com

Graff
www.graff-faucets.com

Hansa Metallwerkge Ag
www.hansa.com

Hansgrohe Ag
www.hansgrohe.com

Kimberly-Clark Professional
www.kcprofessional.com

Pasture Naturals Ltd
www.pasturenaturals.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

Clear Water Revival Ltd
www.clear-water-revival.com

Complete Pool Controls
www.cpc-chemicals.co.uk

Evoqua Water Technologies
www.evoqua.com

Hydrotech Handels GmbH
www.hydrotecberlin.de

Laboratoires Camylle
www.camylle.com

Magnapool
www.magnapool.com

Midas Pool & Fountain Products
www.midas-gmbh.de

Nols7
www.nola7.com

Werner Dosiertechnik GmbH & Co KG
www.werner-dosierttechnik.de

WAXING

Outback Organics
www.outbackorganics.co.uk

Pandhy's
www.pandhys.com

Perron Rigot
www.perron-rigot.co.uk

Salon System
www.salonsystem.co

spa business

2 0 1 5 H A N D B O O K



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Spa Training Directory

First launched online in 2006, the Spa Training Directory lists contact details for more than 800 spa training providers. We've given a snapshot here, while full details can be found at www.spaopportunities.com/training. For a breakdown of courses these organisations offer, our Spa Course Selector on p329 which outlines training by type and curriculum

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

The Advanced Spa Therapy Education Certification Council

4550 PGA Boulevard, Suite 201, Palwm
Beach Gardens, FL 33418, USA

Tel: +1 561 802 3855

Email: info@astecc.com

www.astecc.com

Al Akhawayn University

Hassan II Avenue, Ifrane, Meknes-
Tafilalet Region, 53000, Morocco

Tel: +212 5358 62000

Email: admissions@au.ma

www.aui.ma

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 University in Cairo

AUC Avenue, PO Box 74, New
Cairo 11835, Egypt

Tel: +20 2 2615 1000

www.aucegypt.edu

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

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

For a breakdown of courses by type, turn to the Spa Course Selector which starts on p329

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

Beaubelle Academy of Cosmetology & Management

31-1 to 31-5, Block D1, Jalan PJU
1/41, Dataran Prima, 47301 Petaling
Jaya, Selangor, Malaysia

Tel: +60 3 7880 8118

Email: service@beaubelle.com

www.beaubelle.com

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

BKF University of Applied Sciences

Nagy Lajos Kiraly utja 1-9,
1148 Budapest, Hungary

Tel: +36 1 766 53 97

www.bkf.hu/en

Boca Beauty Academy LLC

70 South Dixie Highway, Boca
Raton, FL 33432, USA

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 upon 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@camelothhealth.co.za

www.camelotspagroup.com

► **Canadian College of Shiatsu Therapy**

142 Lonsdale Avenue, North
Vancouver, BC V7M 2E8, Canada

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

**Center for Neuroacoustic
Research (CNR)**

2382 Faraday Avenue, Suite 250,
Carlsbad, CA 92008, USA

Tel: +1 760 931 5333

Email: cnr@neuroacoustic.com

www.neuroacoustic.com

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@bibtac.com

www.cibtac.com

Constance Hospitality Academy

Belle Vue Allandy, Constance,
Flacq, Mauritius, Indian Ocean

Tel: +230 413 4600

Email: training@constancehotels.com

www.chtc.ac.mu

**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

DermaFX by Evie Adams

409 High Road, Woodford
Green, Essex, IG8 OXG, UK

Tel: +44 870 300 2078

Email: info@dermafx.com

www.evieadams.com

For a breakdown of courses by type, turn to the Spa Course Selector which starts on p329

Ecole des Spas et des Instituts ESI

24 Rue de Montmorency,
75003 Paris, France

Tel: +33 1 42 88 71 67

Email: info@esi-paris.com

www.esi-paris.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

► **The French Beauty Academy Australia**

69 Laver Drive, Robina,
Queensland, Australia 4226

Tel: +61 75 562 2567

Email: info@thefrench.edu.au

www.thefrenchbeautyacademy.edu.au

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

Glion Institute of Higher Education

Route de Glion 111, 1823 Glion
sur Montreux, Switzerland

Tel: +41 21 989 2677

www.glionhotelschool-switzerland.com

Global Mentorship Pilot Program

C/o Tip Touch International, Avenue
Louise 136, 1050 Brussels, Belgium

Tel: +32 26 44 27 44

Email: jean-guy@tiptouch.com

www.mentorshipevidence.com

Government Ayurveda College

MG Road, Thiruvananthapuram
– 695001, Kerala India

Tel: +91 471 246 0190

Email: ayurvedacollegevm@yahoo.co.in

www.govtayurvedacollegevm.nic.in

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

www.hawaiianmassageschool.com/aloha.htm

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

FE-mail: 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

**HKU School of Professional and
Continuing Education (SPACE)**

1206-07 Fortress Tower, 250 King's
Road, Fortress Hill, Hong Kong

Tel: +852 2587 3154

www.hkspace.hku.hk

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

For a breakdown of courses by type, turn to the Spa Course Selector which starts on p329

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

IISRM

Kochar Road, Jagathy, Thycadu PO,
Trivandrum, Kerala, India 695014
Tel: +91 944 777 4019
Email: info@iisrm.org
www.iisrm.org

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

IMC University of Applied Sciences Krems

International Campus Piaristengasse,
Piaristengasse 1, A-3500 Krems, Austria
Tel: +43 2732 802
Email: information@fh-krems.ac.at
www.fh-krems.ac.at

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.ed

Intercollege Nicosia

46 Makedonitissas Avenue, PO Box
24005, 1700 Nicosia, Cyprus
Tel: +357 2284 1717/718
Email: info@intercollege.ac.cy
www.intercollege.ac.cy

International Academy of Ayurveda (IAA)

Rajbharati, 367 Sahakar Nagar
1, Pune 411009, India
Tel: +91 20 24224427
Email: sbrnade@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 Beauty & Holistic Academy)

Tel: +44 1452 414 770
www.ibha.co.uk

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
Tel: +41 41 349 64 00
Email: imi-info@imi-luzern.com
www.imi-luzern.com

International Hotel Spa Academy (IHSA)

3450 Dunes Vista Drive, Pompano
Beach, FL 33069, USA
Tel: +1 954 229 8308
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

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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 High Road, London, W4 5RT, UK
Tel: +44 20 8994 4141
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

IST-Hochschule fur Management

Erkrather Strasse 220 a-c,
40233 Düsseldorf, Germany
Tel: +49 21 186668-0
Email: info@ist.de
www.ist-hochschule.de

IST-Studieninstitut

Erkrather Strasse 220 a-c,
40233 Dusseldorf, Germany
Tel: +49 21 186668-0
Email: info@ist.de
www.ist.de

Istanbul Technical University

ITU International Office, Office of
the President Ayazaga, 34469
Sarıyer, Istanbul, Turkey
Tel: +90 212 285 30 74
info@intoffice@itu.edu.tr
www.international.itu.edu.tr

Istanbul University

Center Campus, 34452 Beyazit,
Eminonu, Istanbul
Tel: +90 212 440 00 00
www.istanbul.edu.tr

ITM – International College of Tourism & Management

Johann Strauss Strasse 2,
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

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Way, Kilwinning, KA13 6DE, UK
Tel: +44 1294 559 000
www.jameswatt.ac.uk

Jamu Spa School

Jalan By Pass, Ngurah Rai 99x,
Tuban, Bali, Indonesia
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info@jamuspaschool.com
www.jamuspaschool.com

Jari Jari Spa Training Academyi

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Kinabalu, Sabah, Malaysia
Tel: +60 88 272 606
Email: sales@jarijari.com.my
www.jarijari.com.my

Jari Menari

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Tel: +62 361 736 740
Email: jarimenari@jarimenari.com
www.jarimenari.com

Kes College School of Beauty Therapy

5 Kallipolis Avenue, Nicosia 1055, Cyprus
Tel: +357 22 875 737
Email: admissions@kes.ac.cy
www.kes.ac.cy

KORE Therapy

2 Leach Lane, Lytham St Annes,
Lancashire, FY8 3AP, UK
Email: info@koretherapy.com
www.koretherapy.com

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Abbotsford, BC V2T 4V6, Canada
Tel: +1 604 850 5777
www.kosmetae.com

Kosmetikschule Chemnitz

Waldenburger Strasse 23,
09116 Chemnitz, Germany
Email: info@friseurinnung-chemnitz.de
www.friseurinnung-chemnitz.de

LaStone Therapy Inc

8110 South Houghton Road, Suite
158-154, Tucson, AZ 85737, USA
Tel: +1 520 319 6414
www.lastonetherapy.com

Les Roches International School of Hotel Management

CH 3975, Bluche, Switzerland
Tel: +41 27 485 96 00
www.les-roches.edu

Lincoln College of New England

2279 Mount Vernon Road,
Southington, CT 06489, USA
Tel: +1 800 825 0087
www.lincolncollegene.edu

London College of Beauty Therapy (LCBT)

47 Great Marlborough Street,
London, W1F 7JP, UK
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Email: salon@lcbt.co.uk
www.lcbt.co.uk

London College of Fashion

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London, W1G 0BJ, UK
Tel: +44 20 7514 7400
Email: enquiries@fashion.arts.ac.uk
www.fashion.arts.ac.uk

London Therapists

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Email: massagecourses@gmail.com
www.london-therapists.com

Loyalist College

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Belleville, ON K8N 5B9, Canada
Tel: +1 613 969 1913
www.loyalistcollege.com

Mahidol University International College

999 Phutthamonthon 4 Road, Salaya,
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Tel: +66 2849 6232
Email: grwww@mahidol.ac.th
www.mahidol.ac.th

Mary Reid International Spa Academy

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Edinburgh, EH2 2AA, UK
Tel: +44 131 558 9994
Email: enquiries@beautyschool.co.uk
www.maryreidspaacademy.com

Mindful Awareness Research Center

UCLA Semel Institute for Neuroscience
and Human Behavior, 760 Westwood
Plaza, Room 47-444, Box 951759,
Los Angeles, CA 90095-1759, USA
Tel: +1 310 206 7503
Email: marcinfo@ucla.edu
www.marc.ucla.edu

The National College of Naturopathic Medicine

049 SW Porter Street, Portland,
OR 97201, USA
Tel: +1 503 522 1555
www.ncnm.edu

National University of Health Sciences

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www.nuhs.edu

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New River Community College

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Email: dkennedy@nr.edu
www.nr.vccs.edu

Newcastle College

Rye Hill Campus, Scotswood Road,
Newcastle upon Tyne NE4 7SA, UK
Tel: +44 191 200 4000
Email: enquiries@ncl-coll.ac.uk
www.ncl-coll.ac.uk

Niagara University

5795 Lewiston Road, Niagara
University, NY 14109, USA
Tel: +1 716 285 1212
www.niagara.edu

Nippon Spa College (NISPC)

Second Wada Building 7F, 5-12-6 Minami
Aoyama, Minato-ku, Tokyo 107-0062, Japan
Tel: +81 33406 2489
Email: info@nispac.jp
www.nispac.jp

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Email: harveya@nacc.edu
www.nacc.edu

The Northern College of Acupuncture

61 Micklegate, York, YO1 6LJ, UK
Tel: +44 1904 343 303
Email: info@chinese-medicine.co.uk
www.chinese-medicine.co.uk

Orient Spa Academy

SP-36B RIICO Industrial Area, Opposite,
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www.orientspaacademy.c

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/ Oncology Hairdressing Training**

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Saskatchewan S0G 0E0, Canada
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www.oti-oncologytraining.com

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Tel: +91 990 9954 090
Email : principal@orientspaacademy.com
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Pacific International Beauty Institute

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Surabaya, Indonesia
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Email: info@pibischool.com
www.pibischool.com

Parnu College, University of Tartu

35 Ringi Street, 80010 Parnu, Estonia
Tel: +372 44 50 520
Email: info@pc.ut.ee
www.pc.ut.ee/en

Perth College of Beauty Therapy

350 Albany Highway, Victoria
Park, WA 6100, Australia
Tel: +61 8 9361 3111
Email: enquiries@perthcollege.com.au
www.perthcollege.com.au

PHAB Standard Ltd

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College Plymouth**

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Email: info@cityplym.ac.uk
www.cityplym.ac.uk

Professional Beauty College of Australia

Level 4, 99 Creek Street, Brisbane,
QLD 4000, Australia
Tel: +61 7 3210 1455
Email: info@pbca.com.au
www.pbca.com.au

Pure Skin Institute

75-77 Gertrude Street, Fitzroy,
VIC 3065, Australia
Tel: +61 3 96252088
Email: info@pureskin.com.au
www.pureskin.com.au

Raison d'Etre

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Email: info@raisondetrespas.com
www.raisondetrespas.com

Republic Polytechnic

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Tel: +65 6510 3000
Email: one-stop@rp.edu.sg
www.rp.edu.sg

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VIC 3001, Australia
Tel: +61 3 9925 2000
www.rmit.edu.au

Russian State University of Management

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Moscow 109542, Russia
Tel: +7 495 371 74 95
Email: tl@guu.ru
www.guu.ru

Sandhills Community College

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NC 28374, USA
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www.sandhills.edu

Santi Development Programme Ltd

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www.santi-santi.com

Satya Ayurveda Trust

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Road, Coimbatore 641036, India
Tel: +91 422 2311 521
Email: satyaayurveda@gmail.com
www.satyaayurveda.org

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AM Deventer, The Netherlands
Tel: +31 570 603 789
Email: internationaloffice@saxion.nl
www.saxion.edu

Scaldis Academy

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NW Vlissingen, The Netherlands
Tel: +31 118 489000
Email: study@hz.nl
www.hz.nl

School Elegance

47, rue Hotel des Postes,
06000, Nice, France
Tel: +33 4 93 88 12 92
Email: contact@elegance-fr.net
www.elegance-fr.net/en

School of Medical Iridology

12 St Georges Road, London,
NW11 0LR, UK
Tel: +44 20 8905 5509
Email: dr.benson@btconnect.com

Schule fuer Physiotherapeuten und Masseur Bad Sulza

Wunderwaldstr 2, 99518
Bad Sulza, Germany
Tel: +49 36461 92900
Email: info@schulewfp.de
www.schulewfp.de

Scottsdale Community College

9000 East Chaparral Road,
Scottsdale, AZ 85256-2626, USA
Tel: +1 480 423 6000
Email: admissions@sccmail.maricopa.edu
www.scottsdalecc.edu

Serena Spa Pvt Ltd

Mount Pleasant, SL Mathias Road,
Mangalore, Karnataka 575 002, India
Tel: +91 824 2432 358
Email: india@serenaspa.com
www.serenaspa.com

Seychelles Tourism Academy

Chemin La Misere, La Misere,
Seychelles
Tel: +248 4 388 600
Email: sta@staseychelles.com
www.seychellestourismacademy.edu.scr

Shang-Shung Institute of America

PO Box 277, 18 Schoolhouse Road,
Conway, MA 01341, USA
Tel: +1 413 369 4928
Email: will@shangshung.com
www.shangshung.org

The Shiatsu School

280 River Valley Road, 2nd
Level, 238321, Singapore
Tel: +65 6836 1231
Email: terry@theshiatusschool.com
www.theshiatusschool.com

Skin Care Academy, Inc

School of Advanced and Medical
Aesthetics, 10720 Yonge Street, Suite
225 (at Elgin Mills Road), Richmond
Hill, ON L4C 3C9, Canada
Tel: +1 905 884 1551
Email: marianne@skincareacademy.com
www.skincareacademy.com

Society of Dermatology Skincare Specialists (SDSS)

484 Spring Avenue, Ridgewood,
NJ 07450-4624, USA
Tel: +1 201 670 4100
Email: sdssorg@aol.com
www.sdss.tv

The South Pacific Academy of Beauty Therapy

Queens Road, Nakavu, Nadi, Fiji Islands
Tel: +679 672 5280
Email: admin@spabth.com
www.fijisenikaispas.com

Southwest Institute of Healing Arts

1100 Apache Boulevard,
Tempe, AZ 85281, USA
Tel: +1 480 994 9244
Email: info@swiha.edu
www.swiha.edu

Spa Business School

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Hertfordshire, WD3 9YD, UK
Tel: +44 1923 712 416
Email: spabusinessschool.info@gmail.com
www.spabusinessschool.com

Spa College

PO Box 4669, NY 10163, USA
Email: director@spa-college.com
www.spa-college.com

Spa Innovations Pte Ltd

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Tel: +65 6341 7780
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www.spa-innovations.com

Spa Professionals International Development Center

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Email: info@spaprofessionals.net
www.spaprofessionals.net

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www.spasessions.com

Spa Vargus University

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Bloomingdale, IL 60108, USA
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**Spa Wellness Academy at
the University of Lovran**

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SPARK Spa and Wellness Academy

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District, Taipei City 106, Taiwan
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www.learninspark.com

Spas2b Inc

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ON N2J 2C6, Canada
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Email: llyon@spas2b.com
www.spas2b.com

SpaSynergy Pte Ltd

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www.spasynergy.com

SpaQuality LLC

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DE 19807, USA
Tel: +1 302 426 0274
Email: info@spaquality.com
www.spaquality.com

Spotlight On Spa & Wellness

PO Box 54042, Dubai, UAE
Tel: +971 50 280 5929
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<http://spotlightonspa-wellness.com>

Steiner Education Group (SEG)

Various campus' across the US
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www.steinered.com

Steiner Training Academy

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Harrow, Middlesex, HA3 6QD, UK
Tel: +44 20 8954 6121
Email: careers@onespaworld.com
www.onespaworld.com

Stoke On Trent College

Cauldon Campus, Stoke Road, Shelton,
Stoke-on-Trent, ST4 2DG, UK
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Email: info@stokecoll.ac.uk
www.stokecoll.ac.uk

**Success International Health
and Skincare Academy**

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Tel: +27 11 672 0776
Email: info@successinternational.co.za
www.successinternational.co.za

Suffolk New College

Ipswich, Suffolk, IP4 1LT, UK
Tel: +44 1473 382 200
Email: info@suffolk.ac.uk
www.suffolk.ac.uk

Summa Spa Institute

5 F/L Xin Cheng Commercial Building,
1 Chongwenmenwai Street, Chongwenmen
District, Beijing 100062, China
Tel: +86 10 6708 9608
Email: info@summaspa.com
www.summaspa.com

Swiss Hotel Management School

Avenue des Alpes 27, CH-1820
Montreux, Switzerland
Tel: +41 21 965 40 20
www.shms.com

Szolnok University College

H-5000 Szolnok, Tiszaligeti
sétány 14, Hungary
Tel: +36 56 510 300
Email: mondoka@szolf.hu
www.szolf.hu

TAFE NSW

Information Access Unit, Department of
Education and Communities, Level 7, Bridge
Street, Sydney, NSW 2000, Australia
Tel: +61 2 9561 8100
Email: iaunit@det.nsw.edu.au
www.tafensw.org.au

Temasek Polytechnic

21 Tampines Avenue 1, Singapore 529757
Tel: +65 6788 2000
Email: corpcomm@tp.edu.sg
www.tp.edu.sg

For a breakdown of courses by type, turn to the Spa Course Selector which starts on p329

Thai Heritage Spa Co Ltd

6th Floor, Building B Thai Military Bank
(Phayathai Branch), 34 Phayathai,
Rajtheeve, Bangkok 10400, Thailand
Tel: +622 3545 9805
Email: thaispa@sarah-org.com
www.sarah-org.com

Thai Yoga Therapy

8111 Beverly Boulevard, Suite 202,
Los Angeles, CA 90048, USA
Tel: +1 323 653 6802
Email: info@deonthaiyoga.com
www.deonthaiyoga.com

Tip Touch International

Avenue Louise 136, 1050 Brussels, Belgium
Tel: +32 26 44 27 44
Email: jean-guy@tiptouch.com
www.tiptouch.com

Touch Research Institute

University of Miami School of Medicine,
PO Box 016820, Miami, FL 33101, USA
Tel: +1 305 243 6781
Email: tfield@med.miami.edu
www.miami.edu/touch-research

Tri Dosha

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www.tri-dosha.co.uk

Truro and Penwith College

Higher Education Admissions, Truro
College, Truro, Cornwall, TR1 3XX, UK
Tel: +44 1872 267 122
Email: heinfo@truro-penwith.ac.uk
www.truro-penwith.ac.uk

Ultimate Group

33a Monmouth Road, Notting
Hill, London, W2 4UT, UK
Tel: +44 7986 559 315
Email: jarrod@theultimategroup.com

Ultimate Medical Academy LLC

9309 N. Florida Avenue, Suite
100, Tampa, FL 33612, USA
Tel: +1 877 316 1316
www.ultimatemedical.edu

Universitas Gadjah Mada

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Universitas Gadjah Mada, Bulaksumur,
Yogyakarta 55281, Indonesia
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Universite Mohammed V de Rabat

Avenue Al Oumam AlMouttahida
-ex Nations Unies, Agdal
10500 Rabat, Morocco
Tel: +212 37 27 27 50
Email: contact@um5a.ac.ma
www.um5a.ac.ma

University College Birmingham

Summer Row, Birmingham, B3 1JB, UK
Tel: +44 121 604 1000
Email: marketing@ucb.ac.uk
www.ucb.ac.uk

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University of Derby

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Email: enquiries-admissions@derby.ac.uk
www.derby.ac.uk

University of Houston

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Road, Houston, TX 77004, USA
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University of Minnesota, Crookston

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Tel: +1 800 862 6466
www.crk.umn.edu

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Angeles, CA 90089, USA
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www.usc.edu

University of the Arts London

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Urban Healing Co Ltd

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Vimal Institution

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Vio Malherbe

Ecole Internationale D'Estjétique Et
De Cosmestologie, 11 Rue De Bourg,
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Email: info@viomalherbe.ch
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VTCT

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Email: customerservice@vtct.org.uk
www.vtct.org.uk

Warwickshire College

Warwick New Road, Royal Leamington
Spa, Warwickshire, CV32 5JE, UK
Tel: +44 1926 318 000
Email: info@warkscol.ac.uk
www.warwickshire.ac.uk

Watpo Thai Traditional Medical Shcool

Ta-Sahakon Building, 392/25-28 Soi
PenPhat 1, Maharaj Road, Pranakhan
Building, Bangkok 10200, Thailand
Tel: +66 2 622 3533
www.watpomassage.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

Wynne Business

14567 Big Basin Way, Saratoga,
CA 95070, USA
Tel: +1 408 741 1750 (ext 30)
Email: consultants@wynnebusiness.com
www.wynnebusiness.com

York College

Customer Services, York College, Sim
Balk Lane, York, YO23 2BB, UK
Tel: +44 1904 770 499
Email: customer-services@yorkcollege.ac.uk
www.yorkcollege.ac.uk

Younique School of Beauty

26 Monaghan Street, Newry,
County Down, BT35 6AA, UK
Tel: +44 2830 267 606
Email: info@younique.ie
www.younique.ie

Zeneba Academy of Esthetics

448 42 Ave SE Calgary, AB T2G 1Y4, Canada
Tel: +1 403 230 2202
Email: info@zeneba.com
www.zenebaacademy.com

Spa Course Selector

Choose the training course you need and you'll find the relevant organisations that provide it, along with their key contact details. Complete details, including address, phone, email and website can be found in the Spa Training Directory section on p316, and at www.spaopportunities.com/training

Alternative Therapy Courses

ACUPRESSURE

Axelsons Gymnastiska Institut
www.axelsons.se

KORE Therapy
www.koretherapy.com

The National College of Naturopathic Medicine
www.ncnm.edu

National University of Health Sciences
www.nuhs.edu

The Northern College of Acupuncture
www.chinese-medicine.co.uk

Steiner Education Group (SEG)
www.steinered.com

AROMATHERAPY

Alexander School of Natural Therapeutics
www.secretsofisis.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Aroma Academy
www.aromaakademija.hr

Atelier Esthétique Institute
www.aeinstitute.net

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

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

City & Guilds
www.cityandguilds.com

Federation of Holistic Therapists (FHT)
www.fht.org.uk

International Academy of Spa Esthetics
www.russiaspas.ru

International Federation of Aromatherapists (IFA)
www.ifaroma.org

International Medical-Spa Institute (IMSI)
www.imsi.co.jp

Kosmetae
www.kosmetae.com

Mary Reid Int Spa Academy
www.maryreidspaacademy.com

RMIT University
www.rmit.edu.au

SPARK Spa and Wellness Academy
www.learninspark.com

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

AYURVEDA

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Beautico Academy of Beauty
www.beautiko.co.za

Chiva-Som Academy
www.chivasomacademy.com

Government Ayurveda College
www.govtayurvedacollegevm.nic.in

IISRM
www.iisrm.org

International Academy of Ayurveda (IAA)
www.ayurved-int.com

International Academy of Spa Esthetics
www.russiaspas.ru

Orient Spa Academy
www.orientspaacademy.com

Satya Ayurveda Trust
www.satyaayurveda.org

Spa Professionals International Development Center
www.spaprofessionals.net

Steiner Education Group (SEG)
www.steinered.com

Thai Yoga Therapy
www.deonthaiyoga.com

Tri Dasha
www.tri-dosha.co.uk

BACH FLOWER REMEDIES

Australian College of
Natural Therapies (ACNT)
www.acnt.edu.au

BOWEN TECHNIQUES

European College of Bowen Studies
www.thebowentechnique.com

CRYSTAL HEALING

VTCT
www.vtct.org.uk

HERBAL MEDICINE

Australian College of
Natural Therapies (ACNT)
www.acnt.edu.au

Shang-Shung Institute of America
www.shangshung.org

The National College of
Naturopathic Medicine
www.ncnm.edu

The Northern College
of Acupuncture
www.chinese-medicine.co.uk

HOLISTIC THERAPY

The American Spa Therapy
Education & Certification Council
www.astecc.com

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Beaubelle Academy of
Cosmetology & Management
www.beaubelle.com

The Beauty Specialist Training
Centre & Nail Academy
www.beautyspecialists.co.za

Bellus Academy
www.bellusacademy.edu

The Carlton Institute
www.beauty-training.co.uk

Center For Neuroacoustic
Research
www.neuroacoustic.com

Evolution Schools
www.evolutionschools.com

Healing Hands International
www.healinghands.co.za

International Academy
of Spa Esthetics
www.russiaspas.ru

Issamay School of Beauty
www.issamay.com

Spa Business School
www.spabusinessschool.com

Southwest Institute of Healing Arts
www.swiha.edu

York College
www.yorkcollege.ac.uk

VTCT
www.vtct.org.uk

HOPI EAR CANDLING

The Carlton Institute
www.beauty-training.co.uk

HOT STONE MASSAGE

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

The Beauty Specialist Training
Centre & Nail Academy
www.beautyspecialists.co.za

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

Himalayan Healers
www.himalayanhealers.org

LaStone Therapy Inc
www.lastonetherapy.com

Orient Spa Academy
www.orientspaacademy.com

Pacific International
Beauty Institute
www.pibischool.com

Spa Professionals International
Development Center
www.spaprofessionals.net

Suffolk New College
www.suffolk.ac.uk

Tip Touch International
www.tiptouch.com

VTCT
www.vtct.org.uk

INDIAN HEAD MASSAGE

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

Beautico Academy of Beauty
www.beautiko.co.za

Camelot Spa Group
www.camelotspagroup.com

Chiva-Som Academy
www.chivasomacademy.com

International Spa and
Beauty College (ISBC)
www.isbc.com.hk

ITEC
www.itecworld.co.uk

Issamay School of Beauty
www.issamay.com

London Therapists
www.london-therapists.com

Mary Reid Int Spa Academy
www.maryreidspaacademy.com

Orient Spa Academy
www.orientspaacademy.com

Steiner Education Group (SEG)
www.steinered.com

Suffolk New College
www.suffolk.ac.uk

VTCT
www.vtct.org.uk

INTEGRATIVE MEDICINE

Istanbul University
www.istanbul.edu.tr

IRIDOLOGY

Australian College of
Natural Therapies (ACNT)
www.acnt.edu.au

Camelot Spa Group
www.camelotspagroup.com

London School of Iridology
www.iridology-school.co.uk

For full contact details, turn to the Spa Training Directory which starts on p316

KINESIOLOGY

Federation of Holistic Therapists
www.fht.org.uk

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

www.spahandbook.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

Elégance Gontard
International School
www.elegance-fr.net

Federation of Holistic Therapists
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

Tip Touch International
www.tiptouch.com

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.andyeryoga.com

Chiva-Som Academy
www.chivasomacademy.com

Thai Yoga Therapy
www.deonthaiyoga.com

General Spa Courses

ANATOMY & 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

ANATOMY & PHYSIOLOGY

continued

Camelot Spa Group
www.camelotspagroup.com

Carrigg Beauty
www.carriggbeauty.ie

Chiva-Som Academy
www.chivasomacademy.com

City & Guilds
www.cityandguilds.com

Constance Hospitality Academy
www.chtc.ac.mu

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

Seychelles Tourism Academy /
Constance Hospitality Academy
www.seychellestourismacademy.edu.sc

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

Beaubelle Academy of
Cosmetology & Management
www.beaubelle.com

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

CIBTAC
www.cibtac.com

Constance Hospitality Academy
www.chtc.ac.mu

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

Headmasters Academy Pty Ltd
www.headmasters.com.au

International Beauty &
Holistic Academy
www.ibha.co.uk

International School of
Beauty Therapy (Australia)
www.internationalbeauty.com.au

International School of
Beauty Therapy (Malta)
www.isbtmalta.com

ITEC
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

For full contact details, turn to the Spa Training Directory which starts on p316

Mary Reid Int Spa Academy
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

PHAB Standard Ltd
www.phabstandard.com

Professional Beauty
College of Australia
www.pbca.com.au

Pure Skin Institute
www.pureskin.com.au

Seychelles Tourism Academy /
Constance Hospitality Academy
www.seychellestourismacademy.edu.sc

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

Truro and Penwith College
www.truro-penwith.ac.uk

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

Constance Hospitality Academy
www.chtc.ac.mu

European Institute of Esthetics
www.europeainstitute.ca

Houston School of Massage
www.houstonschoolofmassage.com

Humantra/HealthCert
www.healthcert.com.au

International Spa and
Beauty College (ISBC)
www.isbc.com.hk

ITEC
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

Seychelles Tourism Academy /
Constance Hospitality Academy
www.seychellestourismacademy.edu.sc

Spa Business School
www.spabusinessschool.com

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
Institutewww.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

NUTRITION

continued

The Northern College
of Acupuncture
www.chinese-medicine.co.uk

RMIT University
www.rmit.edu.au

Success International Health
and Skincare Academy
www.successinternational.co.za

VTCT
www.vtct.org.uk

SPA MANAGEMENT

Academy Canada Career College
www.academycanada.com

Al Akhawayn University
www.aui.ma

Alexander School of
Natural Therapeutics
www.secretsofosis.com

Algonquin College of Applied
Arts and Technology
www.algonquincollege.com

Alpine College
www.alpine.edu.gr

The American University in Cairo
www.aucegypt.edu

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.aeinsteinute.net

Athlone Institute of Technology
www.ait.ie

Australian Academy of
Beauty & Spa Therapy
[www.australianacademyof
beautytherapy.com](http://www.australianacademyof
beautytherapy.com)

AUT University
www.aut.ac.nz

Barnfield College
www.barnfield.ac.uk

Bellus Academy
www.bellusacademy.edu

BKF University of Applied Sciences
www.bkf.hu/en

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 des Spas et des
Instituts E.S.I.
www.esi-paris.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

Glion Institute of Higher Education
[www.glionhotelschool-
switzerland.com](http://www.glionhotelschool-
switzerland.com)

Global Mentorship Pilot Program
www.mentorshipevidence.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

HKU School of Professional and
Continuing Education (SPACE)
www.hkuspace.hku.hk

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/

IISRM
www.iisrm.org

ILIS
www.ilisproject.eu

For full contact details, turn to the Spa Training Directory which starts on p316

IMC University of Applied
Sciences Krems
www.fh-krems.ac.at

Intercollege Nicosia
www.intercollege.ac.cy

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.internationalhotel
spaacademy.com](http://www.internationalhotel
spaacademy.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

IST-Hochschule für Management
www.ist-hochschule.de

IST-Studieninstitut
www.ist.de

Istanbul Technical University ITU
www.international.itu.edu.tr

ITM - International College
of Tourism & Management
www.itm-college.eu

Les Roches International
School of Hotel Management
www.lesroches.edu

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 (NISPAC)
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

PHAB Standard Ltd
www.phabstandard.com

Plymouth University/
City College Plymouth
www.city.plym.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

Scaldis Academy
www.hz.nl

School Elegance
www.elegance-fr.net/en

Scottsdale Community College
www.scottsdalecc.edu

Southwest Institute of Healing Arts
www.swiha.edu

Spa Business School
www.spabusinessschool.com

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

Spas2b Inc
www.spas2b.com

SpaSynergy Pte Ltd
www.spasynergy.com

Spotlight On Spa & Wellness
[www.spotlightonspa-
wellness.com](http://www.spotlightonspa-
wellness.com)

Swiss Hotel Management School
www.shms.com

Szolnok University College
www.szolf.hu

Temasek Polytechnic
www.tp.edu.sg

Tip Touch International
www.tiptouch.com

Truro and Penwith College
www.truro-penwith.ac.uk

Ultimate Group
www.theultimategroup.com

Ultimate Medical Academy LLC
www.ultimatemedical.edu

SPA MANAGEMENT

continued

Universitas Gadjah Mada
www.ugm.ac.id/en

Universite Mohammed
V de Rabat
www.um5a.ac.ma

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

Beaubelle Academy of
Cosmetology & Management
www.beaubelle.com

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

Healing Hands International
www.healinghands.co.za

ITEC
www.itecworld.co.uk

Isa Carstens Health and
Skin Care Academy
www.isacarstens.co.za

Jamu Spa School
www.jamuspaschool.com

Jari Jari Spa Training Academy
www.jarijari.com.my

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

National University of
Health Sciences
www.nuhs.edu

Nippon Spa College (NISPA)
www.nispac.jp

PHAB Standard Ltd
www.phabstandard.com

Pure Skin Institute
www.pureskin.com.au

Schule fuer Physiotherapeuten
und Masseur Bad Sulza
www.schulewfp.de

Serena Spa Pvt Ltd
www.serenaspaspa.com

Spa Professionals International
Development Center
www.spaprofessionals.net

SpaED Academy
www.spaedacademy.com

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.aeinstitute.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

ITEC
www.itecworld.co.uk

LASER HAIR REMOVAL

Camelot Spa Group
www.camelotspagroup.com

For full contact details, turn to the Spa Training Directory which starts on p316

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

Beaubelle Academy of
Cosmetology & Management
www.beaubelle.com

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

CIBTAC
www.cibtac.com

Constance Hospitality Academy
www.chtc.ac.mu

Elégance Gontard
International School
www.elegance-fr.net

Elly Lukas Beauty
Therapy College
www.ellylukas.edu.au

Frederique Academy
www.frederiqueacademy.com.hk

The French Beauty
Academy Australia
www.thefrenchbeautyacademy.edu.au

Healing Hands International
www.healinghands.co.za

ITEC
www.itecworld.co.uk

Issamay School of Beauty
www.issamay.com

Kosmetae
www.kosmetae.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid Int Spa Academy
www.maryreidspaacademy.com

Pacific International
Beauty Institute
www.pibischool.com

Perth College of Beauty Therapy
www.perthcollege.com.au

Professional Beauty
College of Australia
www.pbca.com.au

Seychelles Tourism Academy /
Constance Hospitality Academy
www.seychellestourismacademy.edu.sc

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

Truro and Penwith College
www.truro-penwith.ac.uk

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.aeinsteinute.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.iaa.eu

International Medical-Spa
Institute (IMSI)
www.imsi.co.jp

Kosmetae
www.kosmetae.com

Oncology Training International
www.oti-oncologytraining.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.aeinsteinute.net

Boca Beauty Academy LLC
www.bocabeautyacademy.com

ITEC
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

NAIL TECHNOLOGY

continued

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

CIBTAC
www.cibtac.com

Constance Hospitality Academy
www.chtc.ac.mu

Elly Lukas Beauty
Therapy College
www.ellylukas.edu.au

Frederique Academy
www.frederiqueacademy.com.hk

The French Beauty
Academy Australia
www.thefrenchbeautyacademy.edu.au

Fuss Beauty College
www.fuss.com.au

Healing Hands International
www.healinghands.co.za

International School of
Beauty Therapy (Australia)
www.internationalbeauty.com.au

ITEC
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 Int Spa Academy
www.maryreidspaacademy.com

Perth College of Beauty Therapy
www.perthcollege.com.au

Professional Beauty
College of Australia
www.pbca.com.au

Seychelles Tourism Academy /
Constance Hospitality Academy
www.seychellestourismacademy.edu.sc

Skin Care Academy
www.skincareacademy.com

Steiner Training Academy
www.onespaworld.com

Success International Health
and Skincare Academy
www.successinternational.co.za

Truro and Penwith College
www.truro-penwith.ac.uk

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 Int Spa Academy
www.maryreidspaacademy.com

Skin Care Academy
www.skincareacademy.com

Truro and Penwith College
www.truro-penwith.ac.uk

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

For full contact details, turn to the Spa Training Directory which starts on p316

KORE Therapy
www.koretherapy.com

Spa Vargus University
www.spavargasuniversity.com

Steiner Education Group (SEG)
www.steinered.com

Tip Touch International
www.tiptouch.com

HOLISTIC MASSAGE

Ananda Spa Institute (ASI)
www.anandaspainstitute.com

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 Int Spa Academy
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

www.spahandbook.com

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
www.fht.org.uk

KORE Therapy
www.koretherapy.com

Kosmetikschule Chemnitz
www.friseurinnung-chemnitz.de

Mary Reid Int Spa Academy
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 Sch
www.itmthaimassage.com

Thai Yoga Therapy
www.deonthaiyoga.com

Watpo Thai Traditional Medical Sch
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

Houston School of Massage
www.houstonschoolofmassage.com

Jari Menari
www.jarimenari.com

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

Truro and Penwith College
www.truro-penwith.ac.uk

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 & Wellness Association of Africa (SWAA)

www.spaassociationofafrica.com

Region represented: Africa

Works with national and regional tourism boards, educational institutions and operators to set quality standards and encourage education and preventative health measures in the industry in Africa. It's goal is to represent all spa trade associations on the continent. Will hold its inaugural conference in Mauritius in September (see p349).

MOROCCO

Association Marocaine de l'Industrie du Spa

www.amispa.ma

Country represented: Morocco

Spa professional members share a vision to structure and promote the sector at both national and international levels.

Moroccan Spa Association (A-SPA-MAROC)

Email: aspamaroc@gmail.com

Country represented: Morocco

Represents Moroccan spa operators, architects and product vendors on matters related to government legislation and tourism. Provides a platform for professional discussion, educational matters and industry news.

SOUTH AFRICA

South African Spa Association (SASA)

www.saspaassociation.co.za

Country represented: South Africa

Builds consumer confidence in spa therapies by assessing them according to a recognised international criteria. Also implements programmes to support sector growth in South Africa, such as its latest spa benchmarking survey in collaboration with Intelligent Spas (see p70).

ASIA-PACIFIC & AUSTRALASIA

Asia Pacific Spa & Wellness Coalition (APSWC)

www.apswc.org

Regions represented: Countries in Asia

Umbrella organisation for a number of spa associations across Asia.

AUSTRALIA

Australasian Spa & Wellness Association (ASpa)

www.aspaassociation.com.au

Region represented: Australasia

Represents, develops and promotes the spa and wellness industry throughout Australasia. Provides educational and networking opportunities to spa professionals. Also works to promote the value of the spa experience and support and assist members of the spa industry.

Australian Association of Massage Therapists (AAMT)

www.aamt.com.au

Region represented: Australasia

Formed in 2003 following the amalgamation of five major massage associations in Australia. Upholds, promotes and educates about best practice in the field of massage therapy. Represents over 7,500 massage therapists and also maintains a register of qualified member practitioners.

BALI

Bali Spa & Wellness Association (BSWA)

www.balispawellness-association.org

Country represented: Bali

Develops and promotes 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

www.chinaspaassociation.com

Country represented: China

Main goal is to develop and promote the spa, health and aesthetics industries in China. Members benefit from educational workshops, newsletters with industry updates, regular meetings and events, as well as the chance to network with members of other international spa bodies.

INDIA

Indian Spa and Wellness Association (ISWA)

www.iswa.co.in

Country represented: India

Addresses concerns on standardisation, training and education. Also champions traditional healing systems such as ayurveda and yoga.

Spa Association of India (SAI)

www.spaassociationofindia.in

Country represented: India

Key goal is to set up a system of training accreditation in India, along with developing and maintaining overall standards. Works with tourism boards, operators, manufacturers and distributors to set quality standards and encourage education.

Spa & Wellness Association of India (SWAI)

www.spaandwellnessassociation.com

Country represented: India

Serves the industry through a number of core competencies: the preservation and protection of India's traditional therapies; education; 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

Oversees facility members – comprising 1,200 top ryokans (hot spring inns) – to ensure safe and reliable accommodation.

Nippon Spa Association

www.n-spa.org

KOREA

Korean Spa Society (KORSPA)

www.korspa.net

Country represented: Korea

Community of spa professionals in Korea which serves as an instrument for the exchange of ideas and to connect members.

MALAYSIA

Association of Malaysian Spas (AMSPA)

www.amspa.org.my

Country represented: Malaysia

On a mission is to become a 'voice of wellness' and act as a central body for the area's up and coming spa industry. Works with the country's tourism ministry on a national spa rating system.

Malaysian Association of Wellness and Spa

www.mawspa.org

THE PHILIPPINES

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

Tel: +63 917 546 6738

Country represented: the Philippines

Overall aim is to position the country as a major spa destination.

Spa & Wellness Association of Cebu (SWAC)

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

City represented: Cebu

Wellness industry body recognised by the business community and government in Cebu. Its goal is to analyse sector growth and to help it realise its full potential.

SINGAPORE

Spa Association Singapore (SAS)

www.spaassociation.org.sg

Country represented: Singapore

Represents spa operators in Singapore. Works closely with the country's tourism, licensing and economic bodies with a view to helping member spas develop.

Spa & Wellness Association of Singapore (SWAS)

www.spaandwellness.org

Regions represented: Singapore and Asia

Creates growth opportunities for members via monthly networking sessions, trade shows and educational programmes.

TAIWAN

Taiwan Spa Association

www.tspa.tw

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)

www.thaispaassociation.com

Country represented: Thailand

Known for its proactive approach in developing the Thai spa industry. Commissions annual research (see p74), organises the World Spa & Well-being Convention (see p349) and sets up many other networking and educational for its members on a regular basis. ▶

LISTINGS

► CENTRAL & SOUTH AMERICA

ARGENTINA

Association of Argentinian Spas (AAS)

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

Country represented: Argentina

Represents health and wellbeing centres, professionals and suppliers across Argentina. Provides training and champions the benefits of a spa experience.

BRAZIL

Association of Brazilian Clinics & Spas (ABC Spas)

www.abcs spas.com.br

Country represented: Brazil

Puts on events, attracts investors and fosters local spa developments for the greater good of the Brazilian spa market.

Brazilian Wellness Association

www.abqv.com.br

THE CARIBBEAN

Caribbean Spa Association (CSPA)

www.caribbean spaa.com

Region represented: the Caribbean

New association comprising an expanding group of business professionals dedicated to growing the sector. Will hold its first summit in July (see p348).

Caribbean Spa & Wellness Association (C-SWA)

www.caribbean spawellness.com

Region represented: the Caribbean

Association behind Development and Promotion of the Caribbean Health and Wellness Tourism Sector project, which supported by Caribbean Export and financed by the UK government.

EUROPE

European Spas Association (ESPA)

www.espa-ehv.com

Countries represented: 20 across Europe

Umbrella body for 20 national spa associations in Europe which has a certification system and quality standards guide – including 1,000 criteria, covering over 30 laws – for medical spa and wellness providers across the continent.

European Historic Thermal Towns Association (EHTTA)

www.ehtta.eu

BULGARIA

Bulgarian Union for Balneology & Spa Tourism (BUBSPA)

www.bubspa.org

Country represented: Bulgaria

Presents and promotes Bulgaria as a modern spa and wellness destination to all tourist markets.

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

Email: nast.bulgaria@mail.bg

Country represented: Bulgaria

Works to protect the use of natural resources in spas across Bulgaria and promote spa tourism. Members comprise high-end spa facilities and suppliers.

International Spa & Tourism Association (ISPAT)

www.ispam.biz

CROATIA

Wellness & Fitness Association of Croatia (WUH)

www.wuh.hr

CYPRUS

Cyprus Spa Association

www.cyprusspaassociation.com

Country represented: Cyprus

Works with Cyprus' spa industry to protect and develop 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

www.spa-wellness.cz

Country represented: the Czech Republic

Promote wellness by publications, conferences and trade fairs; monitors certification bodies; and creates training courses and seminars.

Czech Healing Spa Association (SLL)

www.lecebnelazne.cz

Country represented: the Czech Republic

Members include over 40 health spas which must meet strict criteria and have a high-quality service standard.

ESTONIA

Estonian Spa Association

www.estonianspas.eu

FRANCE

National Council of Thermal Operators (CNETH)

www.medicinethermale.fr

Country represented: France

Represents almost all thermal spa facilities in France and works with the government to improve the recognition of thermal medicine.

Thermal and Climate Federation of France (FTCF)

www.federationthermale.org

Country represented: France

Its role is to unite hydrotherapy stakeholders in France, including thermal spa operators and regional thermal federations.

French Spa Association (SPA-A)

www.spa-a.com

Country represented: France

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. 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 (DHV)

www.deutscher-heilbaederverband.de

Country represented: Germany

Comprises federal state spa associations, 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. It promotes science, research and training in the spa industry and health tourism and creates and monitors quality and certification standards in the country.

German Wellness Association (DWV)

www.wellnessverband.de

Country represented: Germany

DWV serves both spa-goers and operators. In cooperation with German Wellness Inc, it develops quality standards that are recognised.

International Spa & Wellness Association (ISWA), Germany

www.iswa.de

Country represented: Germany

Serves as an independent and objective information centre for the German spa and wellness market. Members include businesses, staff and service providers.

GRAN CANARIA

Gran Canaria Spa & Wellness Association

www.grancanariawellness.com

Country represented: Gran Canaria

Public-private initiative by the Gran Canaria Tourist Board and local entrepreneurs. Its objective is to position the island as a major international health and wellness tourism destination by promoting the quality of its natural resources, products and establishments.

GREECE

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

www.thermalsprings.gr

Spa Managers Club of Greece (SMCG)

www.spamanagers.gr

Country represented: Greece

On a mission is to promote high quality standards and service in the Greek spa industry. Gives spa managers a platform to network, share examples of best practice and facilitate employment and student placements.

HUNGARY

Budapest Baths Corporation

www.budapestgyogyfurdoi.hu

Hungarian Baths Association

www.furdoszovetseg.hu

Country represented: Hungary

Grouping of economic organisations and managers responsible for operating bath facilities. It has 186 members.

Hungarian Spa Tourism Association

www.meme.hu

Country represented: Hungary

An association connected to the Hungarian Marketing Association for Health Tourism which promotes the countries thermal and wellness bath facilities, hotels and related services to domestic and international markets.

ICELAND

The Iceland Spa Association

www.visitspas.eu/iceland

IRELAND

Leading Leisure in Ireland (ILAM)

www.ilam.ie

Country represented: Ireland

Government-funded body that represents leisure managers – including spa operators – in Ireland.

ITALY

Federterme

www.federterme.it

Country represented: Italy

Founded in 1919 as the official organisation for some 350 thermal and mineral spring spa facilities in Italy. Serves as a hub for sector news, produces an annual state of the industry report charting the sector's development and organises conferences at tourism events such as Thermalia. ▶

LISTINGS

► LITHUANIA

National Spa Association of Lithuania

www.spalietuva.lt

Country represented: Lithuania

Has 21 spa operator members and was formed to regulate marketing, set treatment standards and educate on the benefits of spa. It was instrumental in getting the country's Ministry of Health to develop official documentation to standardise mud and mineral treatment methods.

MONTENEGRO

Medical Spa Association of Montenegro (MSPAA)

www.medicalspacg.blogspot.com

Country represented: Montenegro

Involved with the promotion and development of health, wellbeing and medical spa facilities in Montenegro.

THE NETHERLANDS

Dutch Spa & Wellness Association (DSWA)

www.dswa.nl

Country represented: the Netherlands

Formed when the DSWA collaborated with three other industry organisations for beauty (ANBOS), catering (KHN) and recreation (RECRON). Has a quality certification for spas and works with schools to create a good training structure for the industry.

POLAND

Association of Polish Spa Communities

www.sgurp.pl

Country represented: Poland

Supports, educates and protects the Polish spa industry and promotes its high quality spa tourism services in Europe.

European Spa Foundation, Poland

www.fundacjaspa.pl

PORTUGAL

Portuguese Spas Association (ATP)

www.termasdeportugal.pt

Country represented: Portugal

Has 38 associate members and seeks develop the country's thermal water sources and spas technically, economically and socially.

ROMANIA

The Organisation of Spa Owners in Romania (OPTBR)

www.romanian-spas.ro

Country represented: Romania

Has 62 health resort members, representing almost all spas in Romania, and works to promote the spa sector to domestic and international tourists.

RUSSIA

National Guild of Spa Experts

Email: info@russiaspas.ru

www.russiaspas.com

Country represented: Russia

Has two committees – one which oversees spa training courses in Russia and another focused on marketing.

Spa & Wellness

International Council (SWIC)

www.1swic.ru

Regions represented: Russia and the CIS

Played a pivotal role in getting the Russian government stop classifying beauty and spa treatments as medical procedures. The breakthrough ruling is just one example of how SWIC is living up to its mission to help develop the sector.

SERBIA

Serbian Spas Association

www.serbianspas.org

Country represented: Serbia

Oversees the improvement and preservation of traditional mineral spa resorts known as banjas; and encourages research into the scientific application of Serbia's natural therapeutic resources.

SLOVAKIA

Slovakian Spas Association

www.balneotherma.sk

Country represented: The Slovak Republic

Deals with business projects for spa resorts and clinics and provides personnel training. Offers expertise on the country's natural healing sources – waters, muds and climate; and audits medical spa departments. Also promotes Slovak spas to travel agencies in America, Canada and Europe.

SLOVENIA

Slovenian Spas Association/Skupnost Slovenskih Naravnih Zdraviliš (SSNZ)

www.slovenia-terme.si

Country represented: Slovenia

Umbrella body for all 15 of the country's state-verified natural/thermal spas. Offers information on the wellness programme and accommodation they provide.

SPAIN

Asociación Nacional de Balnearios (ANBAL)

www.balnearios.org

Regions represented: Spain and the Balearic Islands

Represents more than 60 public mineral spas which form the Spanish Spa Club.

SWEDEN

Swedish Spa Hotels

www.svenskaspahotell.se

Country represented: Sweden

Members include high-quality spa facilities meet its criteria. Duties are focused on industry standards; staff development; employer issues and policies; benchmarking; networking and marketing.

SWITZERLAND

Wellbeing Switzerland

www.wohlbefinden.com

Country represented: Switzerland

Umbrella organisation for rehabilitation clinics, spas, health spas and hotels across Switzerland.

TURKEY

Massage & Natural Therapies Association

www.madoted.org

Country represented: Turkey

Therapist association which grants funds for research, community service, educational initiatives and conferences.

Turkish Spas Thalasso and Health Resorts Association (TURKSPA)

www.spa-turkey.com

Country represented: Turkey

Represents spa, thalassotherapy and other curative facilities across Turkey. Goals include protecting the common interests of these operators, as well as modernising and promoting new facilities.

UKRAINE

Ukrainian Spa Association

www.spaua.org

www.spahandbook.com

UNITED KINGDOM

British Association of Beauty & Cosmetology (BABTAC)

www.babtac.com

Represents 10,000 beauty professionals in the UK and offers insurance.

Federation of Holistic Therapists (FHT)

www.fht.org.uk

Regions represented: The UK and Ireland

Association for complementary, holistic beauty and sports therapists in the UK and Ireland. Arranges an annual training congress and publishes a therapy-focused magazine.

Habia

www.habia.org

Country represented: the UK

Is recognised by, and receives funding from, the country's government for the hair, beauty, nails and spa sectors. It creates industry-specific national occupational standards which form the basis of all qualifications. Significantly, Habia has developed a professional register for spa, nail and beauty qualifications in the UK to measure the multitude of certificates and courses against national standards.

UK Spa Association (Spa-UK)

www.spa-uk.org

Regions represented: UK and Ireland

Represents the UK spa industry with 'one voice' and focuses on five areas. These include networking events; education standards and development; creating a quality accreditation scheme; and lobbying the government on funding for training. Also committed to providing key statistical information with its national benchmarking scheme (see p80).

MIDDLE EAST

Middle East Spa Business Group, Dubai

Email: csi@emirates.com

Regions represented: The Middle East

Promotes the spa, wellness and beauty industry in the Middle East. Members are encouraged to share information and attend regular meetings/networking events.

NORTH AMERICA

CANADA

Alliance Spas Relais santé (SRs)

www.spasrelaissante.com

Region represented: Québec

An alliance and marketing consortia of spas in Québec. Members must meet a strict criteria for excellence.

Association Québécoise des spas (AQS)

www.associationquebecoisessedesspas.com

Region represented: Québec

Created in 2012 as a larger, more representative, body for the entire spa industry in Québec. Prioritises education, lobbying government and sector promotion.

Leading Spas of Canada (LSC)

www.leadingspasofcanada.com

Country represented: Canada

Provides support for the development of the Canadian spa industry and the promotion of Canada as a global spa destination. Represents all types of spas, schools and suppliers in the country.

Ontario's Finest Spas

www.ontariosfinestinn.com

Ontario's Premier Spas

www.ontariospremierispas.com

LISTINGS

► UNITED STATES OF AMERICA

American Massage Therapy Association (AMTA)

www.amtamassage.org

Country represented: the USA

Has more than 56,000 massage therapist, student and school members. Calls for fair licensing of massage in all US states, actively supports research on massage and offers networking opportunities.

The Arizona Spa & Wellness Association

www.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

New York Spa Alliance (NYSPA)

www.ny-spa.net

Salt Therapy Association (STA)

www.salttherapyassociation.org

Regions represented: USA

Provides resources, research and standards to create awareness about salt therapy.

The Spa Association (SPAA)

www.thespaassociation.com

Regions represented: North America

Provides information, resources and education in the USA spa industry.

Washington Spa Alliance (WSPA)

www.washingtonspaalliance.com

WORLDWIDE

Comité International D'Esthétique et de Cosmétologie (CIDESCO)

www.cidesco.com

Regions represented: Countries worldwide

Recognised for its high-quality, international training standards and centres around the world.

Day Spa Association (DSA)

www.dayspaassociation.com

Regions represented: Countries worldwide

Serves as a business resource for spa professionals through its educational seminars, research studies and publications. Membership is free those actively practicing the pursuit of wellness.

Global Wellness Institute (GWI)

www.globalwellnessinstitute.com

Regions represented: Countries worldwide

Umbrella organisation for the global spa and wellness arena formed to attract outside investment to support industry growth. Encompasses three well-established sub-brands: the Global Wellness Summit (see p112 and p352), the Global Wellness Tourism Congress and research-focused platform wellnessevidence.com.

Green Spa Network (GSN)

www.greenspanetwork.org

Regions represented: Countries worldwide

GSN's educational events – including its annual congress (see p349) – and member greening tools support those in the health, wellness and beauty community are on the road to planet friendly business operations. In 2015, it announced that will is to offer its spa greening resources to members of other regional spa associations across the USA for free to help encourage eco-practices.

Hydrothermal Spa Forum

www.hydrothermal-spa-forum.com

Regions represented: Countries worldwide

An alliance of wet and heat experience firms which aims to develop technical quality standards. Responsible for the 2013 *Guide to Hydrothermal Spa Development Standards* (see p112).

International Health and Wellness Alliance (IHWA)

www.ihwa.co

Regions represented: Countries worldwide

Owners of top destination spas who are devoted to educating the world about wellness as a whole and the evidence-based approaches they offer.

International Medical Spa Association (IMSA)

www.dayspaassociation.com/imsa

Regions represented: Countries worldwide

Helps the industry with clinical education, practice management, workshops, legislative watch, malpractice insurance, risk management and legal support.

International Society of Medical Hydrology and Climatology (ISMH)

www.ismh-direct.net

International SPA Association (ISPA)

www.experienceispa.com

Regions represented: Countries worldwide

Global voice of the spa industry which helps foster spa professionalism and growth in a number of ways. Publishes much-valued research each year about the performance of the USA spa sector (see p96) and its annual conference is a key event for industry leaders (see p350). Currently working with the GWS to develop standards for spa manager internships and a recognisable career path for therapists.

The spa business family



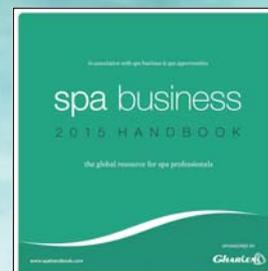
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spaopportunities.com/magazine

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LISTINGS

Diary

Conferences, networking events and trade shows for spa and wellness professionals in the year ahead

JULY 2015

30 JUNE – 1 JULY 2015

India Beauty & Spa Expo

Pragati Maidan Convention Centre,
New Delhi, India

One of India's largest beauty and spa shows, with more than 100 exhibitors. Now in its sixth year.

www.beautyandspaexpo.com

6-7 JULY 2015

Professional Beauty Delhi

Pragati Maidan, Delhi, India

Trade show for the Indian beauty industry, with sister events in Mumbai and Bangalore.

www.professionalbeauty.in

6-9 JULY 2015

Cosmobeauté Asia

Putra World Trade Centre,
Kuala Lumpur, Malaysia

Exhibition and conference for the South-East Asian beauty, cosmetic and spa market with other shows planned in Indonesia, Vietnam, Myanmar and Thailand throughout the year.

www.cosmobeauteasia.com

12-14 JULY 2015

Cosmoprof North America

Mandalay Bay Convention Center,
Las Vegas, Nevada, USA

Attended by wellness and spa buyers. New for 2015 is Discover Scent, an area dedicated to perfumed products.

www.cosmoprofnorthamerica.com



Spa suppliers meet with operators and distributors at Spatec Middle East

12-16 JULY 2015

CSPA Summit

La Concha Renaissance Resort,
San Juan, Puerto Rico

Inaugural summit for the Caribbean Spa Association (see p342). Includes a buyer/supplier forum as part of the event.

www.caribbeanspaa.com

26-27 JULY 2015

Les Nouvelles Esthétiques Spa Conference

The Maslow Hotel, Sandton,
Johannesburg, South Africa

Has a focus on benchmarking with a view to adding value to the South African spa sector. Also includes the country's annual spa operator award ceremony.

www.lesnouvelles.co.za

AUGUST 2015

22-23 AUGUST 2015

Beauty Expo Australia

Sydney Exhibition Centre,
Glebe Island, Sydney, Australia

Formerly the Sydney Spa & Beauty Expo. Encompasses all things beauty, medi, wellness and spa.

www.beautyexpoaustralia.com.au

22-24 AUGUST 2015

Face & Body Northern California

McEnery Convention Center,
San Jose, California, USA

Conference and expo for skincare, spa and wellness professionals.

www.faceandbody.com/california

30-31 AUGUST 2015

Professional Beauty Johannesburg

Gallagher Convention Centre,
Johannesburg, South Africa

This show features the latest beauty product launches and innovations.

www.probeauty.co.za

.....
SEPTEMBER 2015
.....

2-4 SEPTEMBER 2015

SWAA Annual Conference Forum

Lux* Resorts, Belle Mare, Mauritius

The inaugural conference for the Spa & Wellness Association of Africa (see p340) featuring workshops and round table discussions about industry developments across the continent.

www.swafrica.org

9-11 SEPTEMBER 2015

SpaChina Summit & Awards

The Ritz-Carlton, Tianjin, China

Three days of speaker sessions and opportunities for networking at this popular spa event. Incorporates the SpaChina Awards which recognises industry leaders and innovators.

www.spachina.com

12-15 SEPTEMBER 2015

Spatec Middle East

The Westin Mina Seyahi Beach Resort & Marina, Dubai

One-to-one meetings between domestic and international spa suppliers and leading operators from the Middle East.

www.spatecme.com

24-26 SEPTEMBER 2015

Termatalia

Ourense, Galicia, Spain

Mineral and thermal spa tourism is the focus of this international exhibition, conference and meeting event.

www.termatalia.com

24-26 SEPTEMBER 2015

World Spa & Well-being Convention

Impact Exhibition & Convention Center, Bangkok, Thailand

The Thai Spa Association (see p341) organises the WSWC, now in its fourth year, which comprises a three-day exhibition, a two-day congress and an awards night.

www.worldspawellbeing.com



Thailand's WSWC is in its fourth year

24-26 SEPTEMBER 2015

Beyond Beauty ASEAN Bangkok

Impact Exhibition & Convention Center, Bangkok, Thailand

Held alongside WSWC, this exhibition covers multiple aspects of the beauty and health sectors in South-East Asia with its new single-market economy.

www.beyondbeautyasean.com

26-30 SEPTEMBER 2015

Green Spa Network Congress

Tenaya Lodge, California, USA

Eco-minded spa professionals get together to find out about the latest sustainability innovations and issues. Run by the Green Spa Network (see p346).

www.greenspanetwork.org

27-28 SEPTEMBER 2015

ESI Montréal

Montréal, Canada

One of five educational and exhibition events across Canada organised by Esthétique Spa International.

www.spashowusa.com

27-30 SEPTEMBER 2015

Spatec Fall North America

Omni La Costa, Carlsbad, California, USA

One-on-one meetings between top domestic and international suppliers and key spa operators across America.

www.spatecevents.com

28-30 SEPTEMBER 2015

Sustainable Cosmetics Summit Latin America

São Paulo, Brazil

Conference focusing on the major developments in green ingredients and distribution, plus social and safety issues in cosmetics and sustainability.

www.sustainablecosmeticssummit.com

► LISTINGS

28-30 SEPTEMBER 2015

The Leisure Show

Dubai World Trade Centre, Dubai, UAE

Spa supplier section of Dubai's hotel show.

www.thehotelshow.com

OCTOBER 2015

1-3 OCTOBER 2015

SPA-CE

Heviz, Hungary

Spa and wellness operators in central and eastern Europe exhibit at this event put together by the Slovenian Spas Association.

www.spa-ce.si

4-5 OCTOBER 2015

Olympia Beauty

Grand Hall, Olympia, London, UK

UK beauty industry exhibition which celebrates its 11th edition in 2015.

www.olympiabeauty.co.uk

6-8 OCTOBER 2015

Beauty Africa Exhibition and Conference

Eko International Convention & Exhibition Centre, Lagos, Nigeria

One of Africa's largest events dedicated to beauty, wellness and aesthetics.

www.beautyafrikaexhibition.com

13-16 OCTOBER 2015

Piscina & Wellness Barcelona

Gran Via Venue, Barcelona, Spain

International aquatic exhibition, which also hosts a series of seminars, conferences and discussion sessions.

www.salonpiscina.com

14-16 OCTOBER 2015

Anti-Aging & Spameeting Asia

Sofitel Wanda, Beijing, China

Asian spa supplier and buyer 'speed dating' meetings held alongside China's beauty and anti-ageing medicine exhibition.

www.spameeting.com

19-21 OCTOBER 2015

ISPA Conference & Expo

Mandalay Bay Resort & Casino, Las Vegas, Nevada, USA

The International Spa Association's (see p346) annual gathering is a key date for spa professionals in the USA and beyond. It offers presentations on topics such as business strategy, customer service and management, plus an expo on some of the latest spa and beauty products.

www.experienceispa.com

19-21 OCTOBER 2015

Beautyworld Japan West

Intex, Osaka, Japan

Trade fair for the beauty and spa industries in western Japan.

www.beautyworldjapan.com/osaka

19-21 OCTOBER 2015

Sustainable Cosmetics Summit Europe

Paris, France

Organised by Organic Monitor, this summit covers major sustainability developments in the beauty industry.

www.sustainablecosmeticssummit.com

20-21 OCTOBER 2015

Independent Hotel Show

Olympia West, London, UK

Luxury boutique hotel operators peruse some of the UK's finest product and service providers at this show.

www.independenthotelshow.co.uk

24-26 OCTOBER 2015

Salon Look Madrid

Feria de Madrid, Madrid, Spain

Spanish hairdressing, beauty and cosmetics companies exhibit.

www.ifema.es



Spa veteran Deborah Szekely addressing delegates at the ISPA conference in the USA



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Latin
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Wellness

Architecture

Fitness

Medicine

Beauty

Spa

Education

► LISTINGS

25-26 OCTOBER 2015

ESI Calgary

Calgary, Canada

Educational classes and an exhibition arranged by Esthétique Spa International.

www.spashowusa.com

NOVEMBER 2015

3-5 NOVEMBER 2015

Spa & Wellness International Congress

Renaissance Hotel, Minsk, Russia

Association-led congress which helps to shape the Russian spa industry.

www.1swic.ru

5-8 NOVEMBER 2015

5th Balkan Spa Health & Wellness Summit

Thermana Lasko Thermal Spa, Slovenia

Spa professionals from the Balkans exchange ideas and network.

www.balkanspasummit.org

6-8 NOVEMBER 2015

SpaCamp

Hotel Zugbrucke, Rheinland-Pfalz, Germany

Participatory gathering of spa figures who discuss future industry issues.

www.spacamp.net

10-11 NOVEMBER 2015

Spa Life UK

Moat House International Stratford, UK

Includes a spa supplier/buyer forum, conference and product showcase.

www.spa-life.co.uk

11-13 NOVEMBER 2015

Cosmoprof Asia

Hong Kong Convention & Exhibition Centre, Hong Kong

Asian business-to-business show covering the spa, beauty, haircare, natural health, perfumery and cosmetics sectors.

www.cosmoprof-asia.com

13-15 NOVEMBER 2015

Global Wellness Summit

The St Regis, Mexico City, Mexico

A top event for spa and wellness professionals worldwide, the Global Wellness Summit brings together leaders and visionaries to positively impact and shape the future of the industry. The theme for the ninth summit is Building a Well World. See p112 for highlights of the 2014 summit in Marrakech.

www.globalwellnesssummit.com

15-16 NOVEMBER 2015

IECSC Florida

Broward County Convention Center, Fort Lauderdale, Florida, USA

Florida edition of the International Esthetics, Cosmetics & Spa Conference for skincare and equipment suppliers.

www.iecsc.com

25-28 NOVEMBER 2015

Saudi Health & Beauty

Jeddah, Saudi Arabia

One of Saudi Arabia's first major international health, beauty and wellness exhibitions. Runs alongside the Saudi International Sport and Fitness show.

www.saudihealthandbeauty.com

DECEMBER 2015

7-8 DECEMBER 2015

Spameeting Business Meetings

Dubai, UAE

Set meetings of 30 minutes which put spa suppliers in front of distributors and those heading up new developments.

www.spameeting.com



Spa Life – one of the only events focused solely on the spa sector in the UK

JANUARY 2016

21-24 JANUARY 2016

[Les Thermalies](http://www.thermalies.com)

Carrousel du Louvre, Paris, France
French water and wellness show with exhibition themes focused on thalassotherapy, thermal spas, balneotherapy, days spas and beauty.
www.thermalies.com

31 JANUARY – 1 FEBRUARY 2016

[Professional Beauty GCC](http://www.professionalbeautygcc.com)

Madinat Jumeirah, Dubai
Brings together beauty, hair and spa brands in the Middle East.
www.professionalbeautygcc.com

31 JANUARY – 2 FEBRUARY 2016

[Spatex](http://www.spatex.co.uk)

Ricoh Arena, Coventry, West Midlands, UK
UK exhibition for the wet leisure sector. Includes pool and heat experience firms.
www.spatex.co.uk

FEBRUARY 2016

11-13 FEBRUARY 2016

[Intercharm Professional](http://www.intercharmspb.ru)

ExpoForum, St Petersburg, Russia
International exhibition of cosmetics and beauty salon equipment in Russia.
www.intercharmspb.ru

18-20 FEBRUARY 2016

[ForumPiscine](http://www.forumpiscine.it)

Bologna Fiera, Bologna, Italy
ForumPiscine focuses on the technology, design, installation and management of pool systems. Runs alongside the ForumClub health and fitness show.
www.forumpiscine.it

www.spahandbook.com



The Global Wellness Summit is a key event for leaders in the industry

27-29 FEBRUARY 2016

[BeautyAsia](http://www.beautyasia.com.sg)

Suntec Singapore, Singapore
Cosmetics, fragrance, skin and hair product, equipment and packaging exhibition.
www.beautyasia.com.sg

28-29 FEBRUARY 2016

[Professional Wellness & Spa Convention](http://www.professionalspawellness.com)

ExCeL, London, UK
International spa and wellness figures convene for two days of talks and networking, plus the World Spa Awards. Part of the Professional Beauty trade show with its 450 exhibitors.
www.professionalspawellness.com

FEBRUARY 2016

[ESI Vancouver](http://www.spashowusa.com) Vancouver, Canada

ESI's educational and exhibition show for salon, spa and medical professionals.
www.spashowusa.com

FEBRUARY 2016

[ISWKC Annual Spa Convention](http://www.iswkc.com)

Maastricht & Valkenburg, The Netherlands
The International Spa & Wellness Knowledge Center's convention.
www.iswkc.com

FEBRUARY 2016

[Kosmetik Expo](http://www.ki-expo.ru)

Crocus Expo, Moscow, Russia
Main show in the Kosmetik series. Features 250 Russian cosmetics and perfumery firms and held alongside a Nail Expo.
www.ki-expo.ru

MARCH 2016

4-6 MARCH 2016

[Beauty Dusseldorf](http://www.beauty.de)

Messe, Dusseldorf, Germany
Themed around spa, wellness, cosmetics and nailcare, this trade show features brands from around 40 countries, plus discussions, seminars and workshops.
www.beauty.de

► LISTINGS

6-8 MARCH 2016

IECSC New York

Javits Convention Center, New York, USA

The International Esthetics, Cosmetics & Spa Conference comes to New York.

www.iecsc.com/ny

7-8 MARCH 2016

Healing Summit

Berlin, Germany

Inspirational talks for like-minded and like-hearted spa and wellness professionals organised by the Healing Hotels of the World consortia. Covers topics such as a caring economy, personal wellbeing and sustainability.

www.healinghotelsoftheworld.com

7-8 MARCH 2016

Professional Beauty Bangalore

Bangalore, India

Regional beauty exhibition in India.

www.professionalbeauty.in

12-14 MARCH 2016

Face & Body Midwest

McCormick Place West, Chicago, USA

Skincare conference and expo. Co-located with America's Beauty Show for day spa and salon owners.

www.faceandbody.com/midwest

18-21 MARCH 2016

Cosmoprof Worldwide

Bologna, Italy

One of the world's biggest beauty trade fairs covering 90,000sq m which attracts over 207,000 visitors. Aimed at buyers, distributors and importers interested in discovering new products, equipment, machinery and service solutions. The perfumery, beauty & spa, hair, packaging, green and nail sectors are all covered.

www.cosmoprof.com

MARCH 2016

Hotelier Middle East: Spa & Wellness Summit

Dubai, UAE

Establishing the Middle East as a world-class relaxation destination is the topic that underpins this one-day summit.

Attracts up to 140 spa and hotel leaders and put together by the region's business magazine of the same name.

www.hoteliermiddleeast.com/conferences/spa-forum/

MARCH 2016

European Spa Congress, Poland

Poland

European spa and wellness professionals congregates to exchange ideas about the industry and experiences at this forum. Includes Poland's Wellness & Spa Diamond Awards ceremony for spa facilities too. Arranged by Poland's European Spa Foundation (see p344).

www.fundacjaspa.pl

APRIL 2016

14-16 APRIL 2016

Intercharm Professional

Crocus Expo, Moscow, Russia

Over 2,500 cosmetic and equipment suppliers exhibit at this trade show for the Russian beauty sector – a market that's growing by 6-12 per cent a year.

www.intercharmpro.ru

17-20 APRIL 2016

Spatec Spring North America

Omni Barton Creek, Austin, Texas, USA

American spa operators and suppliers build strategic relationships in a series of face-to-face business meetings.

www.spatecevents.com

APRIL 2016

ESI Toronto

Toronto, Canada

Spa, aesthetic and medical professionals visit this show and conference in Toronto.

www.spashowusa.com

APRIL 2016

Beauty Eurasia

Istanbul Expo Center, Istanbul, Turkey

Beauty, cosmetic and hair exhibitors attract visitors from over 100 countries.

www.beautyeurasia.com

APRIL 2016

Professional Beauty Kolkata

Kolkata, India

Regional beauty exhibition in India.

www.professionalbeauty.in

MAY 2016

MAY 2016

China Beauty Expo

China

Platform for international cosmetic firms entering the Asian beauty market.

www.chinabeautyexpo.com

MAY 2016

ESI Québec

Québec, Canada

One of four events by Esthétique Spa International in Canada.

www.spashowusa.com

MAY 2016

Beautyworld Japan Tokyo

Tokyo, Japan

Main show in the Beautyworld Japan series. Highlights beauty products, equipment and services from across the world.

www.beautyworldjapan.com

SPA

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MEETING

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Beijing

EMEA
7-8 DECEMBER
2015
Dubai

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► LISTINGS

MAY 2016

Beautyworld Middle East

Dubai, UAE

Trade show and networking event for beauty, wellbeing, haircare and fragrance professionals in the Middle East.

www.beautyworldme.com

MAY 2016

Forum Hotel & Spa

Paris, France

Panel discussions and educational sessions at this one-day forum have been designed to bring together both hotel and spa professionals. The winner of the Black Diamond Award for the industry's best spa manager is also announced.

www.forumhotspa.com

MAY 2016

Sustainable Cosmetics Summit North America

New York, USA

Sustainability stakeholders debate key issues such as eco-benchmarking and green ingredients in the spa arena.

www.sustainablecosmeticssummit.com

JUNE 2016

JUNE 2016

HBA Global Expo

Jacob K Javits Convention Center, New York, USA

With exhibiting companies from more than 28 countries, the HBA Global Expo features suppliers in the cosmetics, personal care and fragrance industries from the around the world.

www.hbaexpo.com

8-11 JUNE 2016

Spatec Europe

Venue to be announced

Face-to-face meetings for top European spa operators and domestic and international suppliers; plus speaker sessions.

www.spateceu.com

JUNE 2016

Professional Beauty Mumbai

Bombay Convention & Exhibition Centre, Goregaon, Mumbai India

One of four regional shows arranged by Professional Beauty in India.

www.professionalbeauty.in

11 JUNE 2016

Global Wellness Day

Spa ambassadors around the world encourage people to change one aspect of their lives for the better.

www.globalwellnessday.org



USA TV stars support Global Wellness Day

JUNE 2016

IECSC Las Vegas

Las Vegas, Nevada, USA

Learn about trends, source products and discover new treatments at IECSC.

www.iecsc.com

JUNE 2016

41st Annual National Wellness Conference

USA

Experts in wellness coaching, corporate and community wellness and integrative health and fitness attend.

www.nationalwellness.org

AUGUST 2016

17-18 AUGUST 2016

Splash Pool & Spa Trade Show

Gold Coast Convention & Exhibition Centre, Gold Coast, Australia

A bi-annual trade show hosting more than 120 pool product and service companies. Attracts up to 2,500 visitors.

www.splashexpo.com.au

SEPTEMBER 2016

27-30 SEPTEMBER 2016

Interbad

Landesmesse, Stuttgart, Germany

Operators and designers of public and private swimming pool, sauna and spa facilities from around the world visit this bi-annual exhibition with its accompanying congress programme. Attracts up to 16,000 visitors and over 500 exhibitors.

www.messe-stuttgart.de/en/interbad

spa business

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