

spa opportunities

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Revenues recover at US spas

The US spa and wellness industry is recovering from the recession in line with the rest of the economy, with total industry revenue up 4.3 per cent during 2010 when compared with 2009 figures.

A study commissioned by The International Spa Association (ISPA) and conducted by professional services company PricewaterhouseCoopers (PwC), also shows that the total number of visits to US spas increased by 4.7 per cent from 143 million to 150 million. The tough economic environment continues, however, to have its effect on the industry as hundreds of facilities were forced to close during 2010. When taking account closures and new openings, in total there were 700 fewer spas in the US at the end of 2010 than in December 2009.

Colin McIlheney, global research director at PwC, said: "The key message from the survey



More people visited spas in the US during 2010 than the year before

is that the spa industry in the US is recovering from one of the worst recessions to hit the country in living memory.

"The most positive takeaway from the study is that the health of the industry has stabilized considerably after the declines recorded last year. 'Cautiously optimistic' would sum up the recurring theme from many respondents." Details: <http://prn.to/oLGNVU>



Affinia Gardens was sold as part of the deal

US\$910m Manhattan hotels deal agreed

Pebblebrook Hotel Trust (PHB) has acquired a 49 per cent stake in a joint venture that owns five upper upscale Affinia properties and the unbranded The Benjamin hotel in Manhattan, New York, US.

Denihan Hospitality Group (DHG) will continue to run the six Manhattan Collection hotels following the US\$910m (£562m, €640m) deal.

Affinia Dumont is home to the Oasis Day Spa, while The Benjamin also includes a wellness spa. Each Affinia property offers in-room SPAffinia treatments.

Vietnam to invest US\$42.5bn in tourism

The Vietnamese government has announced a 10-year strategic plan to invest around US\$42.5bn (£29bn, £26bn) in improvements to the country's tourism infrastructure.

The goal is to increase inbound tourist visits from the current 5.5 million to 10.5 million by 2020.

In the past year, a number of leading hotel operators have announced plans to open properties in the country - including Accor, Marriott and Anantara. In May this year, Thailand-based operator Centara Hotels opened its first spa resort in Phu Quoc.

Bourguignon reveals Miraval spa details

Philippe Bourguignon, chief executive officer of the Miraval destination spa in Tucson, Arizona, has revealed that construction has started on a brand new spa at the resort.

In an interview with *Spa Business* (see Issue 3 2011, p44), Bourguignon said the new spa is scheduled to open at some point next year (2012), but wouldn't confirm any exact details on the launch.

The new spa will complement existing wellness facilities at the 17-bedroom resort.

These include a spa with 24 therapy suites and six outdoor treatment rooms. There are also three pools, Zen and desert gardens, a yoga and pilates studio and a health club.



The Miraval's wellness facilities will be upgraded

Miraval first opened in 1996 and in 2004 Steve Case, co-founder of AOL, became the resort's majority shareholder.

To read an interview with Bourguignon, see the latest issue of *Spa Business* (p.44) Details: <http://bit.ly/pjUJ2P>

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CONTACT US

The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

Denise Gildea +44(0)1462 471930
subs@leisuremedia.com

Editor

Liz Terry +44(0)1462 431385

Managing Editor

Tom Walker +44(0)1462 471934

Assistant Editor

Pete Hayman +44(0)1462 471938

Design

Ed Gallagher +44(0)1905 20198

Internet

Dean Fox +44(0)1462 471900

Emma Harris +44(0)1462 471921

Tim Nash +44(0)1462 471917

Associate Publisher

Annie Lovell +44(0)1462 471907

Recruitment, training and tenders

Paul Thorman +44(0)1462 471904

Simon Hinksman +44(0)1462 471905

Sarah Gibbs +44(0)1462 471908

Property advertising sales

Simon Hinksman +44(0)1462 471905

Financial Controller

Sue Davis +44(0)1395 519398

Financial Administrator

Denise Gildea +44(0)1462 471930

Circulation Manager

Michael Emmerson +44(0)1462 471932

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Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471913

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Noble House takes over Gateway resort

Noble House Hotels and Resorts (NHHR) – a private ownership and management group – has confirmed that it has taken over the running Gateway Canyons Resort and Spa in Colorado, US.

The group has “assumed overall management” of the resort in partnership with Hendricks Investment Holdings and has expanded its portfolio of US boutique hotels and resorts.

John Hendricks, founder and chair of Discovery Communications, developed

the Gateway Canyons resort, which features a day spa boasting four treatment rooms.

The Spa at Gateway Canyons Resort offers treatments inspired by results-driven methods and uses CURES by Advance; ECRU; BeautyAddicts; and SpaRitual products. Deserving Thyme and Pure Inventions also



The Gateway Canyons resort in Colorado is now under new ownership

feature at the resort's 3,600sq ft (334sq m) spa, which first opened in August 2010. An outdoor courtyard is also on offer.

Other facilities at Gateway Canyons include the Gateway Colorado Auto Museum; Stables at Gateway Canyons; the Adventure Center at Gateway Canyons; and four dining options.

Onyx to operate mixed-use Thai resort

Thailand-based hotel and resort operator Onyx Hospitality Group has been appointed to manage a 135-room mixed-use development project in Pattaya, Thailand.

Onyx will operate the property under its luxury Amari brand and facilities will include 140

privately owned residential condominiums, 135 Amari-managed serviced apartments, a wellness centre with spa and health club and an outdoor swimming pool. Work on Amari Residences Pattaya will begin in 2012 and the opening is due for 2014.

New spa association to be launched in India

A new professional trade association looking to develop and maintain standards in the Indian spa and wellness industries will be launched later this year (2011).

Spa Association of India (SAI) will look to work alongside national and regional tourism boards as well as operators, manufacturers and distributors to set overarching quality standards and encourage education, preventive health and hygiene measures within the spa, health and wellness industry.

One of SAI's key goals will be to set up a system of training accreditation which is currently lacking in the country.

One of the driving forces behind the setting up of the trade body has been consultant Rajesh Sharma, founder of spasindia.com.



The association will look to develop standards within the spa industry

Sharma said: “The India's Spa Industry is relatively young by global standards, given that the most spa facilities are just over a decade or two old.”

He added that an exact launch date for the new association would be announced shortly.

For more details: <http://www.spaassociationofindia.in/>



Residence Zanzibar resort opens

The Residence Zanzibar, an 80-acre (32 hectare) resort designed by hospitality design group Hirsch Bednar Associates (HBA) has opened to the public.

The 66-villa resort incorporates a colonial-themed design inspired by Swahili, Omani, UK, and Indian cultures present on the island, with each villa boasting a pool and private terrace.

A wellness centre and spa amid 5 acres (2 hectares) of tropical gardens is among the resort facilities, with six treatment rooms featuring private gardens, outdoor shower and bathtub.

French therapist Jean Marc Weill has devised a number of massages for the spa, which also offers the Ohashiatsu concept - based on Wataru Ohashi's energy-based 'protocol'. Spa products are provided by France-based Carita,



The 80-acre, 66-villa resort was designed by Hirsch Bednar Associates

while a hair spa and hairdresser pavilion complete the line-up of facilities at the Spa at The Residence Zanzibar.

HBA's David T'Kint said: "The Residence Zanzibar is the first project in Africa for HBA's Singapore office and proved to be both challenging and rewarding."

Jumeirah Group enters German market

Dubai-based Jumeirah Group has announced the opening of a new 218-bedroom property in Frankfurt, Germany, which includes the 400sq m (4,306sq ft) signature Talise spa.

The spa area comprises two manicure/pedicure rooms and five treatment rooms, in addition to separate sauna for ladies and gentlemen. Treatments are also available to guests in their rooms.

Products used at Jumeirah Frankfurt's Talise spa are supplied Australia-based Sodashi and are made with 100 per cent natural ingredients. Tropical rain showers and zen-inspired relaxation areas offer an Asian "touch" to the spa area, which has incorporated walnut and bright marble into its design. The signature Max on One restaurant - run by Martin



The Jumeirah hotel in Frankfurt features a large Talise-branded spa

Steiner, formerly of the Savoy Hotel, London - and the 364sq m (3,918sq ft) Cristal Ballroom are also on offer at the hotel.

Other facilities include a 24-hour business centre and a lobby bar sited near the chocolate on the ground floor.

Polurrian Bay Hotel relaunches with Elemis

Polurrian Bay Hotel in Cornwall has relaunched following an extensive redevelopment of the 41-bedroom boutique property.

As part of the makeover, the hotel's Purity Spa has been refurbished and a new menu has been launched using Elemis products.

Facilities at the spa include two treatment rooms and a relaxation area.

The property was acquired in February 2011 by hospitality entrepreneur Nigel Chapman's Halcyon Hotels Group. The original Polurrian Hotel dates back to 1890.



The Pure Health spa is the second by One Leisure

Leisure trust expands with second publicly-owned spa

One Leisure, the leisure division of Huntingdonshire District Council, has launched its second day spa.

The Pure Health & Wellbeing-branded facility at One Leisure Huntingdonshire leisure centre boasts two treatment rooms, a drench shower and a sauna area with three heat treatment rooms installed by Schletterer - crystal steam, floral steam and herb sauna - as well as a relaxation area.

The treatment menu includes a range of massages, body wraps and facials using Declor products.

The spa is the second Pure Health & Wellbeing-branded site, following the opening of the pilot site in St Neots in November 2010. According to One Leisure's marketing manager Gemma Bonnett, the success of the St Neots site allowed One Leisure to roll out the concept "earlier than first planned".

ESPA spa for Four Seasons' new Baltimore property

Hotel and resort operator Four Seasons will open its newest property in Baltimore, US later this month.

The 256-bedroom hotel boasts a 10,00sq ft (950sq m) spa with eleven treatment rooms including several suites with private soaking tubs - and separate men's and women's relaxation areas, sauna and steamrooms.

Featuring products and treatments by ESPA, the spa also has a large relaxation zone with two pools - including a year-round heated pool with an infinity edge that spills into the harbour. The hotel has been designed by Beatty, Harvey & Coco architects of New York in partnership with California-based Hill Glazier Architects.

Stoke Place completes 'major' renovation

Great Hotels of the World (GHOTW) has completed a 'major refurbishment' of Stoke Place – an English country house in Stoke Poges, Buckinghamshire. Improvements to the property have included the addition of 10 new garden bedrooms within the walled gardens, which has increased the hotel's capacity to a total of 40 rooms.

An on-site gym has been also added at the request of guests, while a new spa treatment room will offer a variety of services provided by beauty specialists Flutterby.

The 20sq m (215sq ft) fitness facility has been equipped by Cybex, and while the new treatment room is the property's only spa facility, spa services are available to guests 'in-bedroom'.

Treatments include massages, facials, manicures and pedicures with Stoke Place's beauty specialists Flutterby.



The property is Hilton's first hotel in the region

Hilton enters northwest China with Xi'an hotel

Hilton Hotels and Resorts has opened its first hotel in the northwest of the China.

The 311-room Hilton Xi'an is located in the heart of downtown Xi'an and close to the historic Ming City Wall.

Designed as a flagship hotel, facilities include a luxury spa managed by I SPA.

The 1,000sq m (11,000sq ft) spa boasts nine private treatment rooms as well as a foot massage parlour. Focusing on holistic treatments, other facilities an open-air courtyard, located on the third floor. Spanning more than 2,000 sq m, the relaxation area features a large, lush landscaped garden with vibrant native plants and a tumbling water feature.

Martin Rinck, president, Asia Pacific, Hilton Worldwide, said: "Our portfolio of hotels in China is growing rapidly with more than 80 properties in the pipeline, and we now have a presence from our flagship brand in a key location."

Steiner to operate Meemu spa

Steiner Leisure has secured a deal to operate a new spa at the Chaaya Lagoon Hakura Huraa, Meemu Atoll, Maldives. The spa, scheduled to open in September 2011, will be operated under Steiner's Chavana Spa brand.

As part of the five-year management deal with the resort's owner, Chaaya Hotels, Steiner will invest US\$400,000 in developing the spa.

Facilities will include five double treatment villas, spa baths, steam showers, relaxation zone and a retail and reception area.

The Chaaya Lagoon resort comprises 70 over-water bungalows and ten beach bungalows. Resort amenities include a restaurant, lounge and bar, as well as a variety of recreation and water sports facilities, including diving and snorkeling. Leonard Fluxman, president and



The spa at Hakura Huraa will be operated under Steiner's Chavana brand

CEO of Steiner Leisure, said, "We're excited about launching our second Chavana Spa with Chaaya Hotels in the Maldives."

Steiner's Chavana concept is aimed at four and five star hotels and resorts and is intended to allow guests to enjoy a spa experience at lower price point.

Clarins opens new Parisian flagship spa

Spa skincare brand and operator Clarins has launched its new €40m (US\$58m, £35m) spa at the Le Royal Monceau – Raffles Paris hotel.

Currently in its soft-opening phase, the 1,500sq m (16,000sq ft) spa – described as a "white paradise" – has been created by French designer Philippe Starck, who also worked on the €69m (US\$100m, £61m) refurbishment of the five-star Le Royal Monceau (see *Spa Business* issue 3 2011, p64).

Spa My Blend by Clarins is a flagship for the group and the launchpad for My Blend – its premium customisable skincare and treatment line that's targeting luxury operators (see p88). It is also Clarins' first full-service spa complete with seven treatment rooms; a 28m pool – one



The 1,500sq m spa has been created by French designer Philippe Starck

of the largest in a Parisian hotel – male and female hydrothermal suites; a gym; and four training rooms.

The aim is to slowly roll out the concept in luxury hotels with London, New York and Singapore on the hit list of locations.

Far East opens first Oasia Hotel in Singapore

Singapore-based real estate giant Far East Organization (FEO) has opened its first Oasia-branded hotel in the city state.

Designed in partnership by Japanese designer Takashi Sugimoto and Singaporean architects Ong & Ong, facilities at the 428-bedroom

include a spa and fitness centre, a restaurant and a roof terrace.

The new brand has been launched as a premium service concept and is FEO's seventh hotel. It owns the Village hotels & Residences chain and three non-branded hotels.

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New Park Inn mountain resort for Norway

Park Inn by Radisson has announced plans to open a new 369-bedroom mountain resort in Norway later this year, which is due to launch ahead of the next ski season.

Due to open in December, the Park Inn Trysil Mountain Resort is to include a spa and wellness area with 12 treatment rooms; an indoor swimming pool; and a sauna.

Park Inn by Radisson – the mid-market brand from Rezidor Hotel Group (RHG) – will run the property, which is to be joint owned by developer Peab and SkiStar.

Other facilities will include a restaurant; a bar; and a conference centre with ballroom. Trysil is located in south east Norway and is around 2.5 hours away from Oslo by car.



The hotel group is expanding its corporate service

Healing Hotels targets corporate market with spas

Healing Hotels of the World (HHoW) has launched a corporate wellness package for Marbet – a German events company with 160 staff. Marbet is a branch of multinational firm Würth and if the partnership with HHoW goes well, the package will roll-out across its 160,000 workforce.

Under the agreement, executives at Marbet will be invited on a cost-free, two-week break at one of 63 HHoW properties every two to three years. Initially, packages will be offered at HHoW's 30 European sites. The focus of the break will be on preventing illness. Employees will have a consultation with a naturopath or doctor covering details about lifestyle, diet and wellness.

They will then be prescribed a personalised two-week programme including spa treatments, nutritional food, fitness classes and lifestyle coaching sessions, plus a take-home plan. HHoW is a partnership of hotels, resorts and retreats offering holistic health in luxury surroundings. The group looking to rollout its corporate wellness package and is currently in talks with McCann-Erickson and Nestlé.

Search engines still rule the roost

Search engines such as Google and Yahoo are still the most popular way for consumers to look for spa treatments, but they are facing stiff competition from the likes of Spafinder and deal-of-the-day website Groupon.

According to the 2011 Global Spa Report, published by research company Coyle Hospitality Group (Coyle), 56 per cent of people who booked spa treatments during 2011 searched for treatments using internet search engines – a 11 per cent increase from 2010.

The number of people using Spafinder remained the same, with 45 per cent of spa consumers using the service during 2011 – compared with 44 per cent in 2010.

However, Coyle's study has suggested that Spafinder was overtaken in popularity by Groupon, with 52 per cent of spa consumers



More than half of spa-goers use search engines to find spa treatments

now using the service for booking cheap deals – a 30 per cent increase on 2010 levels.

Coyle surveyed more than 1,000 consumers from 34 countries as part of its research.

Stephanie Perrone Goldstein, director of spa consumer research for Coyle, said: "This year's results highlight a continued shift in spa consumer behaviour and the movement towards technology."

Record occupancy at London hotels

A monthly report charting the UK hotels sector suggests that hoteliers in London experienced record levels of occupancy in July 2011.

TRI Hospitality Consulting's latest HotStats survey of 550 full-service hotels across the UK shows that average room occupancy levels

reached 92.4 per cent – a 0.6 per cent increase in the previous high of July 2011.

Room rates also soared, with average room rate in London now at £148.65 – pushed up by the recent openings of luxury hotels such as Corinthia, W Hotel and Four Seasons.

Bannatyne to add spa at former GL14 club

The Bannatyne Group has announced plans to open its 33rd UK spa at its recently acquired health club in Fairfield, Hertfordshire.

The new £200,000 spa is scheduled to open in October and will be located within the existing health club.

Open to members and non-members of the health club, the spa will boast six treatment rooms; a dual treatment room for couples; a relaxation balcony; a spray tan room and a specialist manicure and pedicure area.

There will also be a steamroom, a 14-seat spa pool and a large relaxation area alongside a 16-metre indoor swimming pool. Treatments at The Bannatyne Spa will be provided by Elemis and the menu will include massages and facials.



Duncan Bannatyne, founder of the Bannatyne Group, at the health club

Nigel Armstrong, MD of The Bannatyne Group, said: "The new spa is an essential part of our drive towards an enhanced wellbeing concept under one roof, while also providing a new dimension for members."

Bannatyne Group acquired the former GL-14 club in Fairfield in July 2011.

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DIARY DATES

12-14 SEPTEMBER

European Spa Exhibition & Summit

Porte de Versailles, Paris, France

Founded in 2007, this benchmark event mostly targets hotel professionals and covers the challenges in setting up and managing a spa. It is held in parallel with the Beyond Beauty trade show.

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www.beyondbeauty.com

18-19 SEPTEMBER

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www.olympiabeauty.co.uk

25-27 SEPTEMBER

Wellness Asia Exhibition

NSIC Exhibition Grounds, Okhla, New Delhi, India

This show combines wellness industry products, services and technologies. It is aimed at Indian and international professionals in the spa, beauty and healthcare industries.

Tel: +91 11 450 555 00

www.wellnessasiaexpo.com

6-7 OCTOBER

Natural Beauty Summit America

Sheraton New York Hotel, New York, USA

An event which promises to bring together some of the leading and most influential executives in the natural beauty sector to debate and discuss major industry issues.

Tel: +33 1 44 69 95 65

www.naturalbeautysummit.com

6-9 OCTOBER

Inner IDEA

Hilton La Jolla Torrey Pines, San Diego, California, USA

In its sixth year, this US-based conference highlights mind-body-spirit programmes.

It is aimed at pilates instructors, yoga teachers, group exercise instructors, owners/managers, personal trainers, lifestyle coaches, wellness professionals, holistic health professionals, students and enthusiasts.

Tel: +1 800 462 1876

www.inneridea.com

12-14 OCTOBER

Wellness Summit

Singapore

The annual summit is an important platform for practitioners, professionals, academics, manufacturers, resort owners and small-to medium-sized operators interested in the spa and wellness arena, to meet and seek solutions concerning the growth and sustainability of the industry in the region. The event now features sessions called Ask the Experts and Ideas Worth Exploring to enhance interaction.

Tel: +60 16 21 53 90 8

www.wellnesssummit.com

16-17 OCTOBER

International Esthetics, Cosmetics & Spa Conference

Broward County Convention Center, Fort Lauderdale, Florida, USA

Around 7,000 professionals attend this exhibition for skincare, wellness and equipment suppliers.

Tel: +1 203 736 1699

www.iecsc.com

21-25 OCTOBER

International Exhibition of the Hospitality Industry (Host)

Fiera Milano, Milan, Italy

The Hotel & Spa Emotion sector of this hospitality event will feature design, furnishings and suppliers from within the spa industry.

Tel: +39 02 48550

www.host.fieramilano.it

22-23 OCTOBER

Camexpo

Earls Court, London, UK

Dedicated to meeting the needs of the complementary healthcare industry, Camexpo – a complementary, natural and integrated healthcare show – offers a broad range of products, services and training.

Tel: +44 1273 645119

www.camexpo.co.uk

25-28 OCTOBER

World Medical Tourism & Global Health Congress

Marriott Renaissance Schaumburg Convention Center Hotel, Chicago, Illinois, USA

This official conference for the Medical Tourism Association is now in its fourth year and aims to attract up to 100 speakers, 2,000 attendees and 10,000 pre-scheduled networking meetings. Last year's event was sold out.

Tel: +1 561 792 6676

www.medicaltourismcongress.com

28-30 OCTOBER

The Yoga Show

Olympia, London, UK

The eighth annual show will have more than 200 exhibitors. It offers a wide range of taster sessions for both yoga and pilates in open class format and more in-depth classes in closed studio sessions. Last year's Yoga Show was visited by 15,000 people over three days.

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www.theyogashow.co.uk

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OPINION

The consumer leads

The more people a spa attracts, the more chance of creating repeat custom. But who are spas targeting and, more importantly, how?

The UK is having a tough time of it. Not that the rest of the world isn't, but the recent riots in England present a stark contrast to what we wish to achieve as an industry in encouraging more and more people to herald prevention, balance, relaxation and positivity as a priority. We want more people, not less, to visit our spas and avail of our treatments.

So who are we targeting? Largely, the mainstream consumer.

I say that begging a question because I'm no longer certain who or what the mainstream represents. One of the unexpected scares from the recent unrest, aside from the immeasurable terror of having your home or business destroyed, being injured or worse, was the cross section of people involved. One may have been forgiven for imagining that those involved were all from deprived backgrounds or on the fringes of society. Not true.

That said, how do we as an industry, find a way to encourage more of the mainstream to prioritise their downtime amidst so many other, arguably, more urgent issues. I read an



Anni Hood

Previously the group director of spas for the Jumeirah Group, now based in Europe, Anni is currently consulting for private clients in spa brand development, business planning, operations infrastructure and performance optimisation

"People find it increasingly more difficult to justify spending money on what they perceive to be a real luxury"

article in one of the Sunday papers recently about earnings throughout the UK. The salary that qualifies you for being in the top 10 per cent of earners in the country is falling. It is a relatively small sum that puts you in this seemingly lofty group of folk and at the same time the cost of living is increasing. A very apparent, unsustainable trend.

I decided to have a chat with a few friends and friends of friends (earning between £35 – 50k as their whole household income) about their relaxation and pro active health habits. The result, perhaps not surprising, was that they found it increasingly more difficult to justify spending money on what they still perceive to be a real luxury – visiting a spa.

They're doing it, but not as often and they're shopping around for the best value rather than showing loyalty to one brand or venue. But, they told me how much they valued their 'me' time and that they were getting together with other like minds and trading skills, not qualified ones but putting in the pot, if you will,

what they do best. Those things may be teaching yoga, giving a massage, painting nails or talking through problems.

On a personal level I think this is terrific. It shows how much people yearn for what we're passionate about delivering, so much so they will find a creative and effective way of still indulging and thankfully, benefitting.

I can't help but reminisce back to my teenage years when my own circle of friend would do exactly that, trade skills, look after each other and feel great at the same time. There is, I think, a definite sense of humble camaraderie that this sort of economic climate instills. If I look at this from the perspective of a spa operator, I don't feel as thrilled.

Do we need to think about providing mini 'courses' within our spas to help further enhance the ability of 'trading' skills? Not something I had ever previously considered – how common is contra spa-ing?! Does anybody get involved in it? It could be worth considering.

Indian spa company Blue Terra invests in training

Indian spa operator and product supplier Blue Terra has created its own spa training arm as part of a strategy to ensure a standardised spa journey across its portfolio.

All therapists at Blue Terra must hold a diploma in spa therapies but each member of staff must also complete an intensive three-week training course.

The fledgling Indian spa industry suffers from the lack of a recognised qualification system for spa therapists – an issue that has partly led to the launching of the country's first spa association (see page)



The training will encompass all areas of the spa

Expanding Hilton launches new spa graduate scheme

Hilton Worldwide has partnered with Australia-based William Angliss Institute to develop and deliver a graduate certificate in management specialising in spa operations. The nine-month course has been designed for spa managers and will be initially rolled out across Asia-Pacific to meet Hilton's increased need for qualified spa professionals.

The company has 133 spas in its development pipeline and currently operates 256 properties that offer spa services and operates a further 245 spas in-house.

Vanessa Main, director of spa operations and development for the Asia-Pacific region, told *Spa Business* that Hilton's expansion plans have resulted in training and education becoming one of the company's top priorities for the next 12 months.

She said: "We're going to need 58 new spa managers and at least 176 more therapists in the next three to four years. During the nine months, spa managers will complete two full weeks of face-to-face tuition and then set aside about five hours a week to work on assignments that cover six modules. These modules include human resources, financial management, innovative business practices, business planning and sales and marketing.



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Expressions of interest invited for Beauty Treatment Spa Concession

Intercontinental Hotels are inviting expressions of interest for the operation of a beauty treatment spa in a prime location in Belfast: City Centre. The spa is situated within the Spirit Health Club at the newly refurbished four star Holiday Inn Belfast. The Spa is currently fully operational with an established customer base.

Description

The spa consists of three treatment rooms all finished to a high specification. There are 2 further rooms currently being used as a spray tan and sunbed room. The sunbed room has potential to be converted for a fourth treatment room.

The Spa will be able to benefit from featuring on the hotels independent website and within the hotel marketing material. The building is also fully managed by Intercontinental Hotels in respect of utilities, maintenance and fire life safety.

Location

The spa is situated within the Spirit Health Club which has a membership of 800+ members with up to 3000 visits per month.

The club includes a fully equipped gym, 15m swimming pool, sauna, steam and spa pool. The hotel itself has a 60/40 business and leisure split. The leisure business is primarily at weekends attracting hen parties, pamper breaks and weddings. The hotel also has excellent restaurant and bar facilities that can be used by customers of the spa.

Further Information

Interested parties should email fiona.mcelroy@ihg.com at the Holiday Inn Belfast to schedule a facility inspection if required.

The closing date for submitting your interest is 30th September 2011

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Hybrid spa brand launches

Three global wellness companies have joined forces to create a new hybrid wellness, spa and fitness concept.

Uspa Immersion is the result of a partnership between spa consultancy Blu Spas; skin care and technology company Ageless Esthetics; and Australia-based product house and operator Uspa.

Uspa immersion will be positioned as a fully integrated brand with a focus on green and sustainable principles, as well as design, education, training, services, products and business tools. It will look to combine spa services with a strong fitness and wellness element.

The new venture will offer turnkey spa solutions with services ranging from spa development, project planning and facility management to operations, retail and product distribution.



The new venture will offer turnkey solutions for the wellness industry

The group has also assembled a medical advisory team, which represents varying disciplines to guide its wellness, fitness and life-improvement programmes.

The brand will use only natural and organic products with an emphasis on performance and offers a full range of authentic services, therapeutic treatments and wellness and life-improvement experiences.

Rezidor unveils second Georgia property

Rezidor Hotel Group (RHG) has announced the opening of its second property in Georgia – the Michele De Lucchi-designed 168-bedroom Radisson Blu Hotel Batumi.

Facilities include a 19,000sq ft (1,765sq m) wellness facility with Anne Semonin Spa and a fitness centre.

The spa boasts five treatment rooms; a couples' suite; and an indoor pool. An outdoor pool with sun deck; a kids' pool; a Finnish sauna; an aroma steam bath; and an Ozone Bar for refreshments complete the line-up of facilities within the wellness area.

The Medea Bar and Restaurant and the 19th floor Clouds Bar and Restaurant also feature as part of the property, along with the Grand



Facilities at the hotel include an Anne Semonin-branded day spa

Ballroom and meeting rooms. Radisson Blu Batumi follows the successful launch of the 249-room Radisson Blu Iveria in the country's capital, Tbilisi.

BodyHoliday spa resort on St. Lucia to reopen

The BodyHoliday spa resort on the Caribbean island of St. Lucia will reopen next month following a US\$20m (£12m, €14m) redevelopment.

The work, which has taken three months to complete, included improvements to the

resort's spa. A new couple's treatment suite was added to the spa facilities while a new infinity-edge swimming pool has been added to the relaxation area.

The resort's health and fitness club has also doubled in size as a result of the works.

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