

spa opportunities

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Do spas for children encourage healthy habits or not?

A number of US spa chains are specifically targeting children, sparking debate over whether introducing infants as young as three to beauty treatments is instilling healthy lifestyle habits for the future, or encouraging gender stereotyping and sexualisation of children.

According to the International Spa Association's (ISPA) 2014 US Spa Industry Study, there are approximately 20,180 spas in the US. The same study found that 25 per cent of spas in the US offer treat-

ments for children under the age of 13. Four years ago that number was 15 per cent.

Treatments for teens (13-19 years old) are offered by 51 per cent of US spas, up 20 per cent from the study conducted four years ago.



Lynne McNees, president of ISPA, says it is good for children to learn that spas reduce stress

Going beyond mother-daughter manicures, adult spas are adding separate menus of services for children, offering a range of massages, facials and other treatments, despite them being too young to have had their first pimple.

According to an article in the New York Times, there are a number of children's spas in the US with different marketing messages. Sweet and Sassy – a national spa chain – says its cosmetologists are specially trained to work with children. They offer pamper parties where children walk down a red carpet after beauty treatments and go for a ride in a pink limousine.

While some think sending children to spas is unhealthy, Lynne McNees, president of ISPA, said it was good for girls to learn that beauty

treatments can reduce stress and promote health. "It's very similar to taking little kids to the dentist," said McNees. "Let's get them early, and get those really good habits."

Continued on back cover

Bacteria-infested spa owner to pay damages

The owner of a bacteria-infested spa has been fined after four teenagers suffered painful rashes and pus-filled pimples following a birthday pamper party in 2013.

Inspectors of the Kensington Salon and Spa in Swadlincote, UK, found harmful bacteria in some areas were 24,000 times the acceptable level.

The girls were diagnosed with folliculitis – an infection of hair follicles caused by bacteria (called pseudomonas aeruginosa) often related to pools. There were bacteria breeding around missing tiles and water tests had not been carried out in more than a year.

Details: http://lei.sr?a=A9E7w_S

Namibian hot spring spa to reopen in 2015

The Reho Spa Recreation Resort will be reopened in late 2015 now that Rehoboth Community Trust has signed a 12-year lease agreement with owners Namibia Wildlife Resorts (NWR).

The hot springs recreational resort features an indoor thermal bath, large swimming pool and conference facilities. It is situated in the town of Rehoboth in the Hardap Region, 90km (56m) south of capital city Windhoek.

The trust is expecting to spend close to NA\$10m (US\$853,000, €717,000, £561,00) in upgrading the facility, which has been closed since April 2011 following the lease of the property to private investors who allegedly failed to honour their agreement with the NWR. The deal was brokered in 2008,



Members of the community trust and NWR at Reho

but collapsed in 2011, causing the venture to incur large water and electricity debts, owed to the Rehoboth Municipality and the Namibia Water Corporation. The condition of the property has deteriorated and chair of the Rehoboth Community Trust, Ronald Kubas, told local news that NWR will settle the outstanding bills.

Details: http://lei.sr?a=q6z9Q_S

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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/ financial administrator
Denise Adams +44(0)1462 471930
subs@leisuremedia.com

Editor
Liz Terry +44(0)1462 431385

Head of news
Jak Phillips +44(0)1462 471938

Spa Opportunities news editor
Helen Andrews +44 (0)1462 471902

Journalist
Tom Anstey +44(0)1462 471916
Ashley Harrison +44 (0)1462 471901

Product editor
Jason Holland +44(0)1462 471922

Design
Ed Gallagher +44(0)1905 20198

Architecture and design
Katie Buckley +44 (0)1462 471936

Internet
Michael Paramore +44 (0)1462 471926
Dean Fox +44(0)1462 471900
Emma Harris +44(0)1462 471921
Tim Nash +44(0)1462 471917

Publisher
Astrid Ros +44(0)1462 471911
Publisher, Attractions Management
Julie Badrick +44(0)1462 471919

Associate publisher
Paul Thorman +44(0)1462 471904

Associate publisher / property desk
Simon Hinksman +44(0)1462 471905

Account manager
Jed Taylor +44(0)1462 471914

Circulation manager
Michael Emmerson +44(0)1462 471932

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Four Seasons Saudi spa reopens

The Four Seasons Hotel Riyadh at Kingdom Centre has opened its newly renovated men's spa, designed by GA Design International.

Akram Kawasmeh, senior director of spa for Four Seasons in the Middle East and Africa, spoke exclusively to *Spa Opportunities* – detailing the SAR10m (US\$2.7m, €2.3m, £1.8m) refurbishment that started at the end of May 2014 and ended in December.

The 274-bedroom hotel occupies 11 floors of the tallest skyscraper in Saudi Arabia, the Kingdom Centre. The spa, part of which was knocked down for a full overhaul, now includes a new relaxation area, a locker room for treatment guests only – separate to members of the hotel's health club – and the seven existing treatment rooms have been renovated.

A number of suppliers have been involved in the project, including bedding by Comphy.

"All spas in the Middle East have a hammam experience," said Kawasmeh. "It's challenging, however, to lie on a traditional marble table for 45 minutes. That's why we've added a hydraulic



Akram Kawasmeh, Four Seasons MENA spa director details changes to the spa

table by Lemi which has a heated water cushion and steam is collected under a slight sheet that covers the guest during their treatment."

The MLX Quartz wellness couch and other spa equipment by Gharieni is also on offer at the spa, including adjustable tables and speakers that plays music via Bluetooth.

"We've taken the best treatments from each product line we've chosen – two body and two facial therapies from Thémaé, Phytomer and Natura Bissé," added Kawasmeh.

Details: http://lei.sr?a=f9p5M_S

Balneotherapy spa set for France

Carlson Rezidor plans to open a new Radisson Blu-branded hotel, complete with a balneotherapy-centric spa, in the French city of Bordeaux – the wine capital city of the world.

The 125-bedroom Radisson Blu Hotel & Spa Bordeaux will be built north of the city's UNESCO-protected centre as part of 'Les Bassins à Flots' – a mixed-use complex that is currently the largest real estate development in France: facilitated by four governmental organisations. It is expected to open in Q2 of 2017.

The mixed-use complex will comprise 4,000 residences and 250,000sq m of commercial space – including the 'Cité des civilisations du vin', a wine-focused attraction that is set to debut in 2016 with projected annual visitors of 450,000. Fittingly, Bordeaux is also host to the international wine fair 'Vinexpo'.

According to a statement by Carlson Rezidor, the 1,500sq m (16,146sq ft) spa and balneotherapy area is set to



Wolfgang M. Neumann, CEO of Rezidor, says Bordeaux is a leisure hot spot

include an ice tunnel, hammam and sauna.

"Bordeaux is an increasingly important leisure and business destination in the south west of France," said Wolfgang M. Neumann, president and CEO of Rezidor. "We look forward to being part of the dynamic development of the city." The hotel is being designed by Bordeaux-based King Kong Architects.

Details: http://lei.sr?a=w5D3p_S



Former jail poised to become spa

Former jail cells in the basement of the Grade II-listed County Hall in Aylesbury's Market Square, UK, may be transformed into treatment rooms if plans for a luxury spa get the go ahead from the local authority.

Contractors Bensons Commercial have been brought in to complete the project for Bucks County Council as part of the local authority's plan to boost the town's tourism potential, according to local media.

The upper levels of the building, which dates back to the 1700s, are used by the crown court and there will be no change to this arrangement under the plans.

Project lead officer of Bensons, David Pearce, said: "These cells are just the right size for treatment rooms and although you might think it's going to take a leap of imagination, there's not a huge amount of work that we need to do to this to tidy it up.

"We want to keep all the old brickwork and paint it a flat matt white. When we decorate the pipes it'll be in black. All



The old jail cells in the basement of the county hall will be treatment rooms

the wires will be hidden in steel tubes and it'll just add to the atmosphere."

Pearce estimates that the 10ft (3m) by 6ft (1.8m) spaces would have held two prisoners when they were in use rather than four, as the arched ceilings would not have allowed for bunk beds.

Old doors from the former police station opposite Aylesbury Waterside Theatre, complete with spy hole and food hatch, will be used within the jail spa.

Details: http://lei.sr?a=K4C2m_S

Seychelles spa details revealed

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

Designed by Richard Hywel Evans of Studio RHE, the resort will comprise 28 one-bedroom villas, two two-bedroom villas and 17 private residences – all with private pools. Six Senses will oversee the interior design of the resort.

The Six Senses Spa will feature five self-contained double treatment rooms – dubbed 'villas' because they will be used for guests to relax in after their treatments. The Rock Villa will offer an outdoor experience shower. The Cave Villa will have a swing daybed, steamroom and outdoor experience shower – as will the Nature Villa. The Hanging Villa will include an outdoor bucket shower and rock pool. The Ocean Villa will be on the shore's rocks.



The resort will occupy less than one third of Félicité island's total land

Communal wet areas are planned for the reception building and are set to include a sauna, steamroom, experience shower and private changing rooms. There will also be a beauty salon offering manicures and pedicures. Externally, a herb garden is planned, in addition to an outdoor pool, sun deck and chill out waiting area. The total interior space for guests within the spa measures 525.8sq m (5,660sq ft).

Details: http://lei.sr?a=S4x8e_S

Waldorf Astoria Arizona Biltmore opens revamped spa

The Arizona Biltmore, A Waldorf Astoria Resort, has completed the remodeling and renovation of its 22,000sq ft (2,044sq m) spa facility – part of the multi-million dollar revamp of the property previously known as the Grand Dame of Phoenix.

The 740-bedroom resort's spa has undergone floor-to-ceiling interior remodelling and is now home to 19 treatment rooms – including two wet and two outdoor – locker rooms, a sauna, steamroom, whirlpool and experience shower. There is also a full service salon and fitness centre.

Non-invasive technology by HydraFacial and NuFace will be on offer at the spa.

There are also 39 acres (16 hectares) of gardens and eight swimming pools at the resort, including the Paradise Pool, which has a 92ft long (24m) waterslide.

Details: http://lei.sr?a=j4K4H_S



The Hungarian spa was first established in 1823

Historic Hungarian spa to receive state funding for development

A 191-year old spa in the Hungarian town of Harkány is set to receive HUF215m (US\$802,000, €673,000, £528,000) from the state as part of the local council's plan to develop the site further.

The Harkányi Gyógyfürdő spa, was first established in 1823 and in 2014 it received more than 460,000 guests. The planned development is expected to raise the number of guests by 10 per cent in 2015.

The spa company, owned by the council, made HUF70m (US\$261,000, €219,000, £172,000) profits in 2014, with revenue of HUF1bn (US\$3.7m, €3.1m, £2.5m). This is a dramatic increase on the business' 2012 figures: HUF40m (US\$150,000, €125,000, £98,000) profits and revenue of HUF928m (US\$3.5m, €2.9m, £2.3m).

The local council is planning to contribute a further sum of HUF20m (US\$75,000, €63,000, £49,000) to the development project – details of which have not been released.

Details: http://lei.sr?a=G5g2H_S

Elderly man dies at Spa Castle, found floating in whirlpool

An 84-year old man has died after being pulled from the water of the rooftop hot tub at Spa Castle in Queens, New York.

It is unclear how long the patron, named Hock Ma, had been under the water and investigations are ongoing.

NBC 4 New York's investigative news team reported that the five-storey spa has had 28 critical violations at its indoor and outdoor facilities over the last two years.

These violations included not having a developed and updated pool safety plan, inadequate life-saving equipment and lifeguard chairs, pool overcrowding and insufficient qualified staff on duty. However, the Health Department said the facility had corrected all its violations by the time of the most recent inspection in September 2014. State senator Tony Avella is urging the city to revoke the spa's special permit.

Details: http://lei.sr?a=H4u4A_S



The resort features 40 suites and nine large villas

MHG's Per Aquum takes over management of Zanzibar resort

Minor Hotel Group (MHG) has taken over the management contract for the property currently operating as Essque Zalu Zanzibar in Tanzania. The property will be transformed into a Per Aquum resort by the end of 2015.

Essque Zalu Zanzibar is owned by Musstir, one of Oman's leading property development and investment firms and part of MB Group.

Dillip Rajakarier, CEO of MHG commented on the partnership with Musstir: "We are already working with Musstir on an upcoming property in Salalah, Oman, under our luxury brand Anantara, so our partnership continues to go from strength to strength across multiple brands.

"We have stated that our goal is to add at least five properties to Per Aquum's portfolio within the next five years – mirroring MHG's current footprint," added Rajakarier. The Essque property has an Africology spa.

Details: http://lei.sr?a=d4z4f_S

Thai snail spa causes hygiene concerns

Public health officials are investigating a spa offering 'snail facials' in Chiang Mai, Thailand, as its mollusc mucus beauty treatments grow in popularity.

Inspectors turned up at the Reelle Clinic Institute Malin Residence, near Chiang Mai University, to check safety procedures after a string of high-profile actors and actresses started using the facility's services.

The treatment involves placing snails on the face of customers. The molluscs leave a trail of mucus full of vitamins that are supposedly beneficial to human skin. Clinic owner Arnaud Decroix cited French research on the effectiveness of the technique, according to the *Bangkok Post*.

The inspection was carried out because the clinic is the first to offer snail facials in Thailand.

Decroix imported 100 *Helix Aspersa Maxima* snails from France – each of which went through the government's foreign species inspection process to protect the local ecosystem. The clinic's owner then



Officials have raised hygiene concerns about the repeated use of snails

bred the creatures. He now has more than 30,000 as his snail farm in Chiang Mai's Hang Dong district. All snails in use get a two week rest after working at the clinic to ensure their welfare, according to Decroix.

Officials raised concerns about the repeated use of the snails on people with different skin types. The treatment must be hygienic, so experts are testing the snails for possible bacterial contamination.

Details: http://lei.sr?a=V8w4S_S

South African spa benchmark data released

Spa Benchmarks for South Africa have been released for 2014 – following on from previous research conducted five years ago – noting an increase of 261 per cent in the region's industry revenue up to 31 March 2014, reaching ZAR1.4bn (US\$119m, €100m, £78m).

Independent research company Intelligent Spas has created an updated version of the *South African Spa Benchmark Report 2008*. According to the latest data, more than 2.5m people visited a spa in South Africa in the financial year ending 31 March 2014. This figure represents a 162 per cent increase since 2008.

Spas in South Africa employed almost 5,000 people in 2014, according to the data, which is a 90 per cent increase compared to the employment figures of 2008.

Average revenue per spa increased by 49 per cent over the last five years to reach ZAR2.8m (US\$119,000, €100,000, £78,000).



In 2014, 70 per cent of spa visitors were women according to the report

The average size of spas has increased by 34 per cent since 2008 to reach 554sq m (5,963sq ft). The number of combination dry or wet treatment rooms has increased by 33 per cent over the same period.

In 2014, South African spas received 34 per cent of revenue from massage services. 39 per cent of total expenses was allocated to salaries.

Details: http://lei.sr?a=Q2T3r_S

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Time to reap the rewards of retail



ANNA BJURSTAM
Vice President of Spa & Wellness at Six Senses Hotels Resorts Spas and owner of Raison D'Etire

What is the number one thing that almost all spas fail at? Retail sales. Why? We are not sales-focused people – instead we are therapists and service providers who often shy away from selling. Industry leaders have passed on the subject of poor sales revenue over the years and the results remain the same.

What do we do if we do not know how to swim and want to learn? We acquire the information needed to learn, decide on strategy and then train. In the spa world, we have yet to take that first step in acquiring the right information. This is why we are giving away anything from 5-30 per cent of our revenue.

There is a vast amount of information out there but there are basic steps as well as more advanced strategies to take to increase sales.

If we start with the basic plans to increase sales, they are about visual merchandising – to simply set up the retail area in a scientifically proven way to make it easy for the guest to take a purchasing decision. Roughly 90 per cent of spas today makes it incredibly complicated to allow guests to make a purchasing decision. However, I have seen some amazing turnarounds at spas I've worked on by just implementing adequate signage, grouping product categories together in one place and adding a volume table and a sales shelf. This can be a one-day job for two people – and a lot of fun.

The more difficult challenge is to get spa staff to start loving sales. At Raison d'Etire we have developed a course called "Engage & Enhance", which teaches a strategy for sales that first involves genuinely engaging with the guest. Once staff have done this, they can readily encourage guests to buy products – thus the enhancement of sales figures is easy – as long as the client engagement is genuine.

Although we have learnt how to enhance the guest experience in a spa, this is not enough. Goals have to be set, daily performances of each staff member must be tracked and they must all engage and be willing to carry the strategy forward. I have seen a 100 per cent increase in retail sales in three months at spas adopting these measures.

If we want to be good at retail we need to do the work and we have yet to take the first step.

Turkey's LifeCo Bodrum diverts guests

The LifeCo Bodrum Detox Centre in Turkey will undergo renovations during January and February 2015, which will see the addition of a new clinic building and a LifeCo Academy wellbeing school and kitchen.

In the meantime, guests can visit LifeCo's new sister site, the LifeCo Antalya – a health club at the 471-key hotel called Akra Barut – operated by Barut Hotels. LifeCo Antalya, which opened in October 2014, features a wellness centre that measures approximately 5,500sq m (59,502sq ft).

To attract clients of the Bodrum property, customers are being offered LifeCo services at the Antalya property at a 30 per cent discount.

The LifeCo Antalya offers wellness programmes focused on nutrition, detox, cleansing, anti-ageing, beauty, weight

control, relaxation and natural healing.

The LifeCo property also features a vegan restaurant that serves raw food.

Another LifeCo wellbeing centre is located in Istanbul and the company provides its therapies on-board a cruise ship – Blue Voyage.

Details: [http:// lei.sr?a=n4D9t_S](http://lei.sr?a=n4D9t_S)



The LifeCo Antalya opened in October 2014, offering numerous therapies

Aromatherapy Associates adds two to team

Aromatherapy Associates has announced the addition of two new members to its senior team ahead of the company's 30th anniversary. Muriel Zingraff-Shariff has joined as CEO and Leslie Davey is the global marketing director.

Both Zingraff-Shariff and Davey will work closely with chair and founder Geraldine Howard to further support the global growth of the skincare business.

Zingraff-Shariff has more than 25 years' experience working across luxury and premium brands, for international organisations such as L'Oréal, Jimmy Choo, Paco Rabanne and Harrods. Her expertise centred on maximising the potential of upscale businesses.

Davey specialises in brand building and product innovation, having worked in marketing roles for global brands such as Diageo, Unilever, Britvic and the European luxury health club and spa collection Aspria.

Howard said: "I am thrilled to be welcoming Muriel and Leslie into the management team and am delighted to have two such highly skilled and experienced women driving our ambition. 2015 marks our 30th anniversary and it's a fantastic asset to have them



Leslie Davey (left) and Muriel Zingraff-Shariff are the new appointees

join as we enter such an exciting phase."

Zingraff-Shariff added: "It's an honour to be working alongside such a pioneer [Howard]) and I look forward to developing the potential of Aromatherapy Associates, continuing to keep spa at the core of all we do."

Davey, who also praised Howard, said she is looking forward to taking Aromatherapy Associates to its next level of brand growth.

The skincare brand was sold in February 2014 to B&B Investment Partners, a new fund with plans to invest in health, wellness, beauty and personal care brands. Howard launched the skincare company in 1985.

Details: [http:// lei.sr?a=K6p6y_S](http://lei.sr?a=K6p6y_S)



The Alpha Wellness Solutions salt cave will be on show at the event



SPATEX is the UK's largest display of wet leisure products and innovations

February = Coventry = Ricoh Arena = SPATEX 2015 the UK's number ONE Exhibition for the Spa business

When SPATEX 2015, the UK's number one pool and spa Exhibition, opens its doors at Coventry's Ricoh Arena Jaguar Exhibition Hall from Sunday February 1st to Tuesday 3rd, its focus will be on the hot tub and swim spa business. Whether it's education, training, new products, networking or expert advice you're after, SPATEX 2015 promises to be the one event of 2015 you cannot afford to miss.

SPATEX is hosting the UK's first ever dedicated FREE Spa Sessions Day on Tuesday February 3rd.

Aimed at all sectors of the spa business, Industry experts will deliver a series of talks on topics ranging from 'The water treatment of display spas' to 'Commercial spa management'. Certificates of attendance are available.

Stay abreast of what is new and happening in the Industry

SPATEX is the UK's largest display of wet leisure products and innovations - from pools, spas, saunas, hot tubs, steamrooms, enclosures to water features, it encompasses the whole gamut of water leisure! For 2015, the Exhibition is expanding into halls one and two of the Ricoh's Jaguar Exhibition Hall and, with well over a hundred exhibitors (including all the major manufacturers and suppliers from home and abroad), you can be guaranteed of no bigger and better shop window. Find out how new energy saving innovations can make a real difference to your business and see first hand all the latest ground-breaking products.

Exclusive offers, discounts and launches

Not only is SPATEX a launch pad for new products, it is the event in which many leading companies choose to offer exclusive promotions. This salt cave from Alpha Wellness Solutions (see picture above) is



The Ricoh Arena provides a premium event space

great for curing respiratory problems and will get its first UK unveiling at SPATEX in February. Along with many of our exhibitors who offer exclusive discounts for the Exhibition, Alpha Wellness is offering 15 per cent off all the products on its stand.

Update your professional skill set for FREE

Education and professional training provision has been doubled for 2015, when the Exhibition is playing host to 39 workshops and seminars! For the first time ever SPATEX is holding second seminar programmes in parallel to the highly successful Institute of Swimming Pool Engineers' Workshops on all three days of the Show. Topics range from managing health and safety in swimming pools, the Swimming Teachers' Association latest

guidance and qualifications, through to how to prevent cryptosporidium and good pool design. Certificates of attendance are available for all ISPE workshops.

For further details on the workshop/ seminar programme visit www.spatex.co.uk

Networking heaven

Now in its 19th year, SPATEX is the Industry's Exhibition and has the support of all of the main associations such as PWTAG (Pool Water Treatment Advisory Group), ISPE (Institute of Swimming Pool Engineers), STA (Swimming Teachers' Association) and ASA (Amateur Swimming Association) and so you are guaranteed a stellar line-up of experts to give the latest advice and guidance.

SPATEX 2015 SHOW DETAILS

Date: Sun 1st to Tue 3rd February 2015
Venue: The Jaguar Exhibition Hall, Ricoh Arena, Coventry CV6 6GE - just 500 yards off the M6 and within two hours commuting time of 75 per cent of the population, it offers 2000 free on-site car parking spaces.
Further information: Contact Michele or Helen Tel: +44 (0) 1264 358558
Visitor registration is FREE and SIMPLE - visit www.spatex.co.uk

DIARY DATES

22-25 January 2015

Les Thermalies

Carrousel du Louvre, Paris, France

Les Thermalies, the French water and wellness show, features eight exhibition areas themed around sectors such as thalassotherapy, French thermal springs, balneotherapy design, day spas, foreign destinations, and beauty. There will even be yoga workshops at the event, in addition to cooking workshops, a herbal tea room and swimsuit fashion shows.

Tel: +33 1 45 59 09 09

www.thermalies.com

22 January 2015

Spa & Wellness Africa Association (SWAA) Network event

Sarova Whitesands Resort & Spa, Mombasa, Kenya

Led by SWAA president Elaine Okeke-Martin, the network event – which is set to take place on a yearly basis – will include speeches and roundtable discussions.

www.swaa.org

www.spaassociationofafrica.com

1-3 February 2015

Spatex

Ricoh Arena, Coventry, West Midlands, UK

A trade show for pool, spa and wet zone facilities – the catchphrase of which is ‘by the Industry, for the Industry’. Now in its 19th year, the event is host to the Institute of Swimming Pool Engineers (ISPE) Workshops – which relays valuable business and technical expertise to attendees. There is a gala dinner at the end of the event for continued networking opportunities.

Tel: +44 1264 358 558

www.spatex.co.uk

8-10 February 2015

ISWKC Annual Spa Convention

Thermae 2000 in Valkenburg, The Netherlands

The International Spa & Wellness Knowledge Centre's (ISWKC) annual convention will revolve around the theme “The agenda for the future – there's no time to waste!” The European-centred event will feature a programme with industry leaders providing keynote speeches, best practice discussions and an ‘experience centre’ – demonstrating the latest innovations and trends in the hospitality industry.

Tel: +31 4335 61091

www.iswkc.com/events



The UK Pool & Spa Expo will be held in the National Exhibition Centre in Birmingham

22-24 January 2015

UK Pool & Spa Expo

NEC Birmingham, UK

UK Pool & Spa Expo targets the UK wet leisure sector and associated sectors, offering both UK and international companies a professional platform to

meet and do business. The New Product Zone will feature technology from the industry and there will be opportunities to discuss training methods and network with industry leaders.

Tel: +44 1483 420 229

www.ukpoolspa-expo.co.uk

22-23 February 2015

Professional Wellness & Spa Convention

ExCeL, London, UK

A two-day convention for international spa leaders which focuses on practical business solutions. Attracts some 300 delegates and speakers. On the first day, many delegates will also attend the annual World Spa & Wellness Awards, which had 11 categories last year. The convention and awards will take place alongside the two-day Professional Beauty exhibition.

Tel: +44 20 7351 0536

www.professionalbeauty.co.uk

27 February - 1 March 2015

Kosmetic Expo

Crocus Expo, Moscow, Russia

Around 250 Russian cosmetics and perfumery companies exhibit at this main part of the Kosmetik series for beauty professionals. It is held alongside Nail Expo – a dedicated event for the nailcare sector. Exhibition divisions include areas dedicated to equipment for spas, medi-spas, clothes for cosmetologists and education centres.

Tel: +495 937 13 18 19 21

www.ki-expo.ru

2-3 March 2015

Beautyworld Japan Fukuoka

Fukuoka Kokusai Centre, Japan

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www.beautyworldjapan.com/fukuoka

4-8 March 2015

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Berlin, Germany

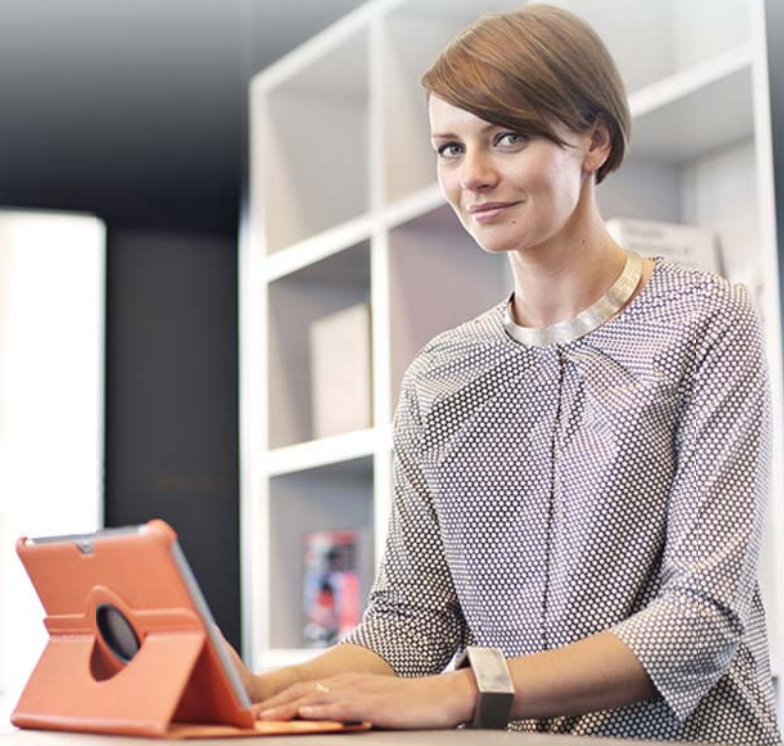
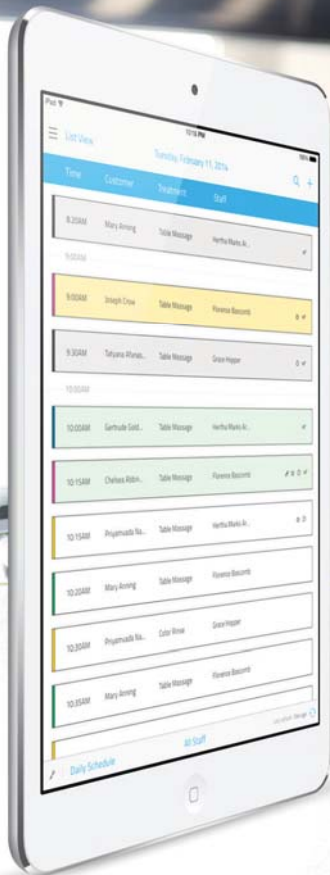
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UK spa data reveals growth opportunities

The UK spa industry has huge potential for growth in terms of product sales and treatment room optimisation if managers can harness their resources and foster stronger upselling.

Those were some of the key findings from the inaugural set of data produced by the UK Spa Association's benchmarking system, which showed product revenues currently make up just nine per cent of sales in an average UK spa, while the occupancy of treatment rooms is around 41 per cent. Sales performance across the global spa industry is notoriously poor compared to rival sectors, and the latest data further underlines ongoing calls for more imaginative strategies.

The statistics, available to all members of the association, are produced by comparing four key performance indicators that are tracked on a monthly basis: average treatment revenue per hour; retail sales as a percentage of treatment revenue; therapist utilisation; and treatment room utilisation. There are 67 participating



UK Spa Association chair Charlie Thompson has led the benchmark project

spas across the UK at present, with the reliability of the data set to grow as the sample widens.

"As we continue to add spas into the system, the data will become more robust and we will be able to report on performance by regions," said vice-chair of the UK Spa Association Alex Carvalho.

"Enhancements scheduled for next year will also allow us to analyse contribution by treatment type (i.e. massages, facials, etc...)"

Details: http://lei.sr?a=U6E8d_S

Anantara Banana Island Resort launches

Anantara's Banana Island Resort Doha has opened in Qatar, featuring a dedicated spa and wellbeing facility: the Balance Wellness Centre.

The 141-guestroom resort's spa centre offers treatments and services focused on relaxation, detox, fitness, weight management, yoga, alternative therapy, pre- and post-natal therapies and anti-ageing rituals. The centre includes an indoor botanical garden, an oxygen fern room and a female-only hydro pool. Wellness-related nutritional cuisine is on offer at a café.

There are separate male and female Turkish hammams, whirlpools and a treatment menu developed with the rich cultural heritage of the region in mind.

Framed by a crescent-shaped 800m long (2,625ft) private beach, the island resort has its own marina with 30 berths, a dive centre with a practice pool and water sports on offer include kayaking, pedalos, paddle boarding,



Framed by a crescent-shaped private beach, the resort has its own marina

wakeboarding, banana boat rides, water skiing, jet skiing, fishing trips and yacht cruises.

The resort has a two-lane surf pool where the waves can be controlled to suit different skill levels for teaching purposes. There is also a separate 100m (328ft) long lagoon pool and a children's pool with water slides.

Activities on dry land include tennis, volleyball, plus fitness and entertainment centres.

Details: http://lei.sr?a=G3u2Q_S

Experts challenge corporate wellness ROI definitions

Evaluations of corporate wellness programmes need to expand beyond the conventional financial parameters of return on investment (ROI) and include physiological, psychological and social factors to truly gauge their effectiveness.

That was the conclusion from a recent roundtable hosted by wellness giant Technogym which gathered experts from a number of industries to explore the future of corporate wellness programmes. The group highlighted that the best corporate wellness programmes take into consideration a company's unique profile, needs and objectives, and focus on sustained, consistent implementation that integrates wellness into its culture and DNA.

Methods to evaluate these programmes' efficacy remain underutilised. A recent study by PwC found that 90 per cent of US corporations don't have sufficient data to measure their ROI on wellness courses.

Details: http://lei.sr?a=C8jzu_S



Pocivalsek was chief executive of a spa resort

Slovenia appoints spa resort manager as economy minister

Slovenia has appointed a national thermal spa resort manager Zdravko Pocivalsek as its economy minister after his predecessor resigned over allegations of fraud in October.

The 57-year-old was proposed by Prime Minister Miro Cerar's centre-left SMC Party, despite the fact he has never been a member of a political party or run for office, according to *Reuters*. For the past 15 years, Pocivalsek has been CEO of state-owned spa resort Terme Olimia.

Slovenia's previous economy minister quit following reports that he had worked for a company that rigged prices on state contracts. He has denied any wrongdoing.

Privatisation of Slovenia's publicly-owned companies is said to be a priority for the government, despite the revenue they generate.

Details: http://lei.sr?a=x7x7Q_S

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The opportunities are rewarding ones for current Spa Directors who are seeking to add a distinct edge to their careers. Both the positions offer an excellent salary, bonus and benefits package for the right candidate.

Please send covering letter and CV including reference to: sridhar@goco.co

Do beauty treatments sexualise children?

Continued from front cover

Children are being specifically targeted by spas across the US. For example, custom-size robes, oil rubs for heels worn rough by bare-foot play and lifting clients onto massage tables when they are too small to do it themselves are among the services provided by Beverly Wilshire spa in Beverly Hills, California. A 15-minute “princess facial” costs US\$50 (€42, £33) and includes a ‘facial cleanse and massage’.

Offering beauty treatments to young children, especially girls, is a hotly-contested subject in global parenting circles. For example, protests took place outside two new spas set up by Spanish spa chain Princlandia near Barcelona due to the company’s perceived failure to “socialise girls in an egalitarian way”. Boys are often either unwelcome or outnumbered at children’s day spas, they claim.

Princlandia has 25 branches across Spain, and offers girls from five to twelve years of age massages, manicures, pedicures and hair-dressing services – which are often followed



Critics of spas for children say beauty treatments sexualise young girls

by a catwalk show in front of their parents to “indulge in their princess fantasies”.

A New York chain called Seriously Spoiled Salon and Spa, which opened in 2008 and has since opened two more locations due to its success, charges US\$500 (€412, £331) to US\$3,000 (€2,528, £1,983) for spa parties for youngsters.

Toy retailer Toys ‘R’ Us has the mass market catered for with a US\$30 (€25, £20) Orbeez Luxury Spa bath – a pedicure station in which girls immerse their feet.

Details: http://lei.sr?a=q7A6n_S

Tribe picks JCJ Architects for hot spring site

JCJ Architecture of San Diego, known for designing large-scale casino hotel complexes, has been selected to plan the Agua Caliente Band of Cahuilla Indians’ 22-acre (9-hectare) downtown site in Palm Springs, US – to transform it into the tribe’s next hotel entertainment district.

It is not yet known how many rooms the new hotel will have or if any expansion to the current spa casino is envisioned, however tribal chair Jeff Grubbe commented: “[JCJ will] create a masterplan that will centre around the Agua Caliente hot mineral spring and will define a renewed area around it – transforming the site into a dynamic destination.” JCJ’s regional projects include the existing and second hotel tower for Viejas Casino & Resort Hotel in Alpine.

In Q3 2014, the tribe announced plans to raze the former Spa Resort hotel, built in the 1960s, to make way for a new development as part of the tribe’s ‘vision’ for the future. During this time, tribe officials dismissed a 2007 plan



Tribal chair Jeff Grubbe said JCJ Architecture will create the masterplan

for a 10-storey hotel complex built on the site.

Later that quarter, the tribe began dismantling the 229-bedroom hotel, despite the city preservation committee’s protests. The committee had pushed for an approach that might preserve or reuse some of the building – originally designed by Donald Wexler.

The demolition of the old hotel is expected to be complete in Q3 2015, according to Agua Caliente officials and the hotel’s contents have already been sold off.

Details: http://lei.sr?a=d3E5x_S

Argentina Spa Association

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Asia Pacific Spa and Wellness Coalition

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Association of Spas of the Czech Republic

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Estonian Spa Association

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French Spa Association (SPA-A)

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The Iceland Spa Association

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