

# spa opportunities

26 SEPTEMBER - 9 OCTOBER 2014 ISSUE 199

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## Rittenhouse cuts the ribbon to its spa and health club

The Rittenhouse, a Philadelphia luxury hotel, has opened the doors to its brand new spa, health club and salon after a multimillion dollar revitalisation by real estate owners Hersha Hospitality Trust.

Measuring 11,000sq ft (1,021sq m) in total and situated on the third floor of the 116-bedroom hotel, the wellness facility is called The Rittenhouse Spa & Club – Hair by Paul Labrecque.

The 3,000sq ft (279sq m) spa – designed by Philadelphia-based BLT Architects and reviewed by consultancy firm WTS International – will feature the first deluxe spa suite in Philadelphia, designed for groups of up to eight guests, such as couples or celebrations.

“The spa suite will be a private oasis for



Consultancy WTS International estimates the spa will see 5,600 visitors in its first year

groups,” said Alfredo Carvajal, COO of WTS International, which was involved in the spa project from its conception. “Having a separate space for groups will also ensure customers using the spa will not be affected by

construction began in December 2013.

Skincare treatments are being supplied by Tata Harper and Natura Bissé. The hotel is hoping to attract weddings and bridal showers.

*Continued on back cover*

the presence of large groups.”

The spa suite will comprise a dressing area, bathroom, rain showers, two treatment beds and cocktail offerings. Separate from the spa suite, the spa itself will include 10 treatment rooms, separate steamrooms and saunas in the male and female locker rooms, as well as an indoor pool which leads to an outdoor deck and lounge.

WTS International’s senior design associate Andrea Dubois carried out a design review of the spa space to maximise efficiency before

### APSWC plans Japanese onsen study tour for 2015

The Asia Pacific Spa & Wellness Coalition (APSWC) has issued an update on various projects it is undertaking, including a number of networking and educational events in capital cities around Asia.

A Japanese Study Tour is being planned for the end of 2015 in collaboration with the Nippon Spa Association. “Participants will tour a number of Japanese onsen during the winter season and examine how these and the associated rituals have become integrated with daily Japanese life,” read a statement. The APSWC led a Study Tour to Bhutan in 2011. *Details: [http://lei.sr?a=F5x7V\\_S](http://lei.sr?a=F5x7V_S)*

### Global spa market worth US\$3.4tn: SRI

The global spa industry has grown by 58 per cent since 2007 and is now valued at US\$94bn (€73bn, £57bn), according to research released at September’s Global Spa & Wellness Summit (GSWS) in Marrakech, Morocco.

What’s more, the number of spas worldwide has increased by 47 per cent – from 71,762 facilities in 2007 to 105,591 facilities in 2013.

These figures form part of the *Global Wellness Economy Monitor*, a new study conducted by GSWS’s independent research partner, SRI International. The spa industry data was an update of SRI’s 2008 *Global Wellness Economy Report* which was based on 2007 figures (see *Spa Business*, issue 4, 2008, p40).

When the global spa industry is combined with three other segments – wellness tourism,



Susie Ellis, chair and CEO of GSWS, introduced SRI

thermal/ mineral springs and wellness lifestyle products and services – SRI puts the global spa and wellness market at US\$3.4tn (€2.6tn, £2tn).

Wellness tourism had an increased value of US\$494bn (€384bn, £301bn) in revenues in 2013 – a 12.5 per cent rise from 2012. This growth outpaces the 2013 forecast of 9 per cent.

*Continued on back cover*

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## Water Palace Spa plans for China

The Urban Resort Concept (URC) operated PuShang Hotel and Spa in Xiamen, China, is set to open in Q4 of 2016 with a Water Palace Spa, based on the importance of bathing in Chinese culture.

The 175-bedroom hotel's 3,200sq m (34,445sq ft) URSPA will include 12 treatment chambers – two of which are double treatment suites. The chambers, which occupy 2,717sq m (29,246sq ft) of the spa, are lantern-like cubes dispersed throughout the whole of the water palace. Spa consultancy A.W. Lake is responsible for the spa concept, design consultancy – in collaboration with hospitality architecture firm Layan Design – plus pre-opening and operational services.

The extensive wet zone facilities will include separate baths with the following ingredients: salt, ice, hot stones, herbal, detox tea and scented dew. There will be a hydro circuit including a swan neck jet, a hydro-massage chair and a separate hydro-jet circuit.

Korean-style scrub tables will also feature in the spa, as well as a heated stone relaxation



The 12 treatment rooms will be integrated within the Water Palace

platform and an Indian rope massage chamber.

There will also be a retail area, a salon with a hair station, a mani-pedi section and a gym with both cardio stations and a yoga/Pilates studio. The male and female locker rooms will be complete with a sauna and steamroom.

Adria Lake – founder and owner of spa consultancy A.W. Lake – told *Spa Opportunities* that the Water Palace Spa is a 21st Century interpretation of the ancient Imperial Chinese baths with treatment rooms inside the Palace. *Details: [http://lei.sr?a=j5D8f\\_S](http://lei.sr?a=j5D8f_S)*

## 'U' Spa concept detailed by Constance Hotels

Constance Hotels & Resorts recently launched its new wellness concept called the 'U' Spa, which replaces its former Spa de Constance brand.

The new brand's ethos is to focus on personalised experiences. Each guest receives a Spa Experience Card so therapists can keep a note of their goals and preferences, with the aim of tailoring their spa treatments.

Chase Webber, corporate spa manager for Constance Hotels & Resorts, spoke exclusively to *Spa Opportunities*, about the reason for launching the new spa brand. "U spa by Constance brings a wellness focus into the spa guest experience because we realise that to truly rejuvenate the physical, mental and emotional elements of our visitors, a holistic integration of spa treatments, product ingredients, activity and fitness, plus healthy nutrition is required."

The spa experience at U Spa can now be tailored exactly to individual guest specifications, according to Webber. "Our spa menu, treatments



Constance Hotels and Resorts owns seven hotels in the Indian Ocean

and products have been refocused towards results and objectives so that our guests can easily identify what their body is calling for," said Webber. "We can also guide them through our Spa Experience Card towards appropriate treatments, activities and provide healthy cuisine options in the resort, to make it as easy as possible to embrace wellness while on vacation."

*Details: [http://lei.sr?a=h7v2W\\_S](http://lei.sr?a=h7v2W_S)*



## Leela Palace Chennai ESPA spa opens

Indian luxury hotel group The Leela Palaces, Hotels and Resorts has opened an ESPA spa at The Leela Palace Chennai, with panoramic views of the Bay of Bengal.

The 16,000sq ft (1,500sq m) ESPA serves visitors of the hotel's 326-guestrooms, offering two separate thermal zones – one each for men and women – comprising vitality pools, lounge beds, body jets, glass mosaic steamrooms, rain showers, relaxation areas and a circular oak wood sauna.

The 12-treatment room by ESPA has been designed by Jeffrey Wilkes, of Design Wilkes, and Madhu Nair of The Leela. All rooms come equipped with beds, private showers and a curated music menu for personal selection. A private spa suite features a living area and a glass sliding door opens out onto its own terrace overlooking gardens.

Within the spa area there are also sleep pods, more relaxation areas and tea lounges. There is also a fitness studio and swimming pool.

"With this opening we have expanded our partnership with ESPA to the fifth city in India



The Leela Palace Chennai is close to the central business district

and we are excited about introducing our guests to a world-class experience in Chennai," said Madhu Nair, director of design and operations at The Leela Palaces, Hotels and Resorts.

ESPA-trained therapists will carry out a range of treatments including Balinese massage, hot stone and the Leela Facial, which comprises a marma-points massage and warm herb-filled poultices to tone and firm the skin.

The 11-storey hotel also features a hair salon by Warren Tricomi from New York.

Details: [http://lei.sr?a=tsf8Z\\_S](http://lei.sr?a=tsf8Z_S)

## Semiahmoo wellness retreat seeks permission

Plans have been filed for a new 70,000sq ft (6,503sq m) destination spa on the Semiahmoo spit overlooking Semiahmoo Bay in Washington, US.

Entirely unaffiliated with the existing Semiahmoo Resort that has a spa and golf course, a real estate investment and development firm from southern California called BlueRidge Semiahmoo Point LLC has filed land use permits for a 54-acre property which is described in the documentation as a "destination spa and wellness centre".

A hotel including up to 125 bedrooms is planned for the site and will measure 90,000sq ft (8,361sq m). If the resort proposal is approved, BlueRidge hopes the first phase of the development, including the spa, will be complete by early 2017. As the project is only in its infancy, the estimated time it will take to complete the overall project may be six years.

Derek Jones, founder and CEO of BlueRidge, told local media his company is working closely



The property is being designed by US-based Olson Kundig Architects

with the existing resort and that the new spa facilities will not be in direct competition with the residential retreat. "The portions of this resort dedicated to spa, health, wellness and fitness fundamentally differentiate it from the existing Semiahmoo Hotel and any other spa and wellness centre in the northwestern US and British Columbia. The property will be located on the south side of the Semiahmoo spit.

Details: [http://lei.sr?a=n3t9p\\_S](http://lei.sr?a=n3t9p_S)

## Armenian non-profit group teaches blind citizens massage

The Armenian non-profit group Seeing Hands is helping to train and employ blind nationals in massage therapy in the hope that the nation can emulate China and South Korea, where tens of thousands of blind citizens are now massage therapists.

A psychologist by training, founder of Seeing Hands Mariam Dilbanian came up with the idea to train people with impaired eyesight in massage therapy after she worked on an audio book recording project for blind people. During the project, she witnessed the obstacles they face when it comes to training and education, according to an article by *Eurasianet.org*.

Dilbanian submitted her philanthropic training concept in 2013 to Kolba Labs, an Armenian-based innovation hub supported by the UNDP and UNICEF, and won a grant to launch the initiative.

Details: [http://lei.sr?a=x4w2n\\_S](http://lei.sr?a=x4w2n_S)



The resort has a brand new kite surfing school

## First L'Occitane spa set to be unveiled in the Bahamas in Q4

The Club Med Columbus Isle resort is preparing to reveal the first and only L'Occitane spa in the Bahamas this November as part of an US\$8m (€6m, £4.9m) investment in the resort.

The newly-refurbished 36 deluxe rooms and 180 Club Med bedrooms on the island – which was the first island Christopher Columbus visited after discovering the new world in 1492 – will now have access to a 13,000sq ft (1,208sq m) wellness facility called Club Med Spa by L'Occitane.

The six-treatment room spa will include a manicure and pedicure area, hair salon, relaxation lounge and a L'Occitane boutique. Signature treatments at the spa will comprise therapies using ingredients such as local coconut to brighten, hydrate and soften skin. There will also be a mini menu for juniors and teens from 11-17 years old. The resort will also feature five F&B venues.

Details: [http://lei.sr?a=f3P2S\\_S](http://lei.sr?a=f3P2S_S)

## Gharieni Group launches its spa consultancy division

High-end spa equipment manufacturer Gharieni Group has launched an in-house spa consultancy division to support all its partners, offering services such as space planning, renderings and access to the suppliers' worldwide contacts.

Founded by Sammy Gharieni in 1992 in Duisburg, Germany, the manufacturing company was initially focused on beauty and medical equipment. Over the past decade the spa and beauty sections of the business have taken a front seat, which has led to the creation of this new spa consultancy branch.

"More and more people have been asking me, as a manufacturer, if I can do consultancy," Gharieni told *Spa Opportunities* at SPATEC Europe. "I like working with customers and I want to help them by putting projects together piece by piece."

**Details:** [http://lei.sr?a=r6B6a\\_S](http://lei.sr?a=r6B6a_S)



The hotel will offer six dining experiences

## St. Regis Chengdu welcomes guests to its Iridium Spa

St. Regis Hotels & Resorts, part of Starwood Hotels & Resorts Worldwide, has launched The St. Regis Chengdu in the capital of the Chinese province of Sichuan in UNESCO's first City of Gastronomy in Asia – also home to more than 252 Fortune 500 companies.

Located in Chengdu, known as the Silicon Valley of China, the 279-bedroom hotel is situated at the intersection of the city's business and luxury retail districts.

The property features an Iridium Spa, exclusive to St. Regis Hotels & Resorts, featuring nine treatment rooms, sauna and steamrooms, as well as a fitness centre and both indoor and outdoor swimming pools for in-house guests and club members.

"The St. Regis Chengdu marks a significant milestone for the brand, with plans to double the St. Regis portfolio in Greater China in the next five years," said Paul James, global brand leader for Starwoods' St. Regis, Luxury Collection and W Hotels.

**Details:** [http://lei.sr?a=x9M4j\\_S](http://lei.sr?a=x9M4j_S)

## US\$3.5bn Baha Mar resort is delayed

Originally scheduled to open in December of this year, the US\$3.5 billion (€2.7bn, £2.2bn) Baha Mar resort complex in the Bahamas has delayed its debut until late spring 2015 due to a series of hitches.

The project is being financed by a US\$2.5bn (€1.9bn, £1.5bn) loan from the Import-Export Bank of China, US\$850m (€658m, £523m) in equity funding from developers, the Swiss-Bahamian Izmirlian family, and US\$150m (€116m, £92m) in preferred equity from China State Construction Engineering – which is building the project, according to an article by *HotelNewsNow.com*.

Located on 1,000 acres along 3,000ft of Cable Beach in Nassau, the resort is set to feature a 1,000-bedroom casino hotel, a 700-bedroom Grand Hyatt, a 200-key Rosewood and a 300-bedroom SLS Lux. Other facilities include 200,000sq ft of convention facilities, a Jack Nicklaus signature golf course, a 100,000sq ft Las Vegas-style casino, 40 restaurants, bars and clubs, as well as a luxury ESPA Spa.



The Baha Mar resort will feature a 200-bedroom hotel and ESPA spa

Several issues have led to the delayed opening of the resort. In April of this year Morgans Hotel Group, which had signed a 20-year management deal to operate a 300-bedroom Mondrian-branded hotel, terminated its agreement because Baha Mar failed to deliver a non-disturbance agreement that was part of its terms. This document, issued by lenders, assures an operator that it cannot be ejected even if the project goes bankrupt.

**Details:** [http://lei.sr?a=P4q3J\\_S](http://lei.sr?a=P4q3J_S)

## Delos and Mayo Clinic to test wellness products

Delos, the company that created the Well Building Standard™, has agreed to design, build and operate a newly-formed Well Living Lab with renowned US health provider Mayo Clinic Center. This will be a multidisciplinary lab focused on the interaction between health, wellness and the built environment.

Delos' Well Building Standard™ is a construction framework based on seven design categories including clean air, water and light. It includes elements such as shielding from electromagnetic fields and circadian lighting.

Set to debut in April 2015, the Well Living Lab will research, develop and test both new and existing innovations designed to improve the health and wellbeing of individuals as they live and work within man-made structures.

By simulating realistic living and working environments – including homes, offices, schools, communities and hotels



Paul Scialla, founder of Delos, says the lab will be a sought-after resource

– the lab will be co-governed by Delos and Mayo Clinic Center with staff from both companies working at the facility.

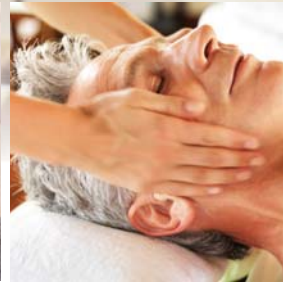
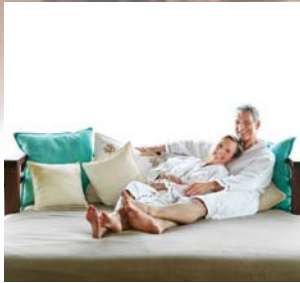
Upon completion, The Well Living Lab is expected to carry out a diverse range of case studies and projects that include product and technology evaluations, sponsored research and protocol testing.

**Details:** [http://lei.sr?a=r2s6c\\_S](http://lei.sr?a=r2s6c_S)

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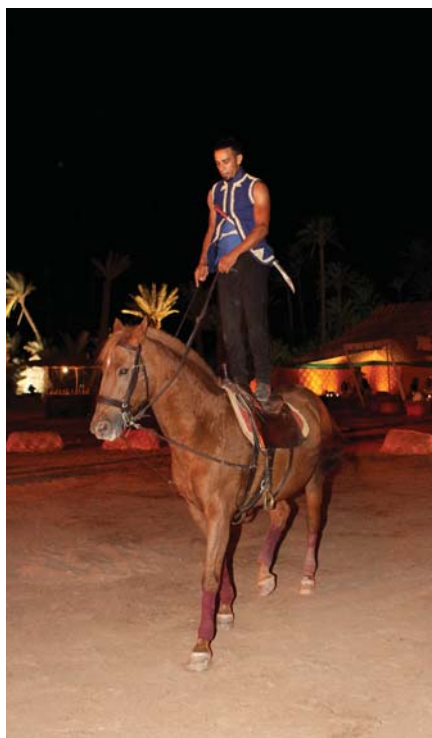


# GSWS - Facebook photos

This year's GSWS included a fabulous Arabian nights party and the organisers have kindly allowed *Spa Opportunities* to feature photography from the occasion. If you're pictured here, go to the Spa Opps Facebook page and tag yourself and we'll add your name to our digital edition











## Mandarin Oriental to launch in 2017

Mandarin Oriental is set to manage an urban resort in Dubai, UAE, which is currently under development on Jumeirah Beach Road with direct beach access.

Scheduled to open in 2017, the 200-bedroom project is owned by Dubai Real Estate Corporation (DREC) and is being developed by Wasl Hospitality – one of the subsidiaries of Wasl Asset Management Group – set up by the DREC in 2008 to oversee the growth of its real estate portfolio.

The resort will feature 12 over-the-water villas, accessible via a private bridge and each will have its own infinity edge pool and direct access to the waters of the Arabian Gulf.

The project will encompass a signature Spa at Mandarin Oriental, measuring 2,800sq m (30,140sq ft), with 12 treatment rooms. Three of these private therapy chambers will be for couples and a fourth will be a VIP suite with its own entrance and thermal experiences. Further facilities at the spa include significant heat and water therapies, a vitality pool, indoor



The resort will open in time for the World Trade Expo 2020 in Dubai

and outdoor swimming pools and a fitness centre. A Beach Club will provide a range of water sports and a range of nine dining venues are also available, including a pier-top restaurant with dedicated docking capacity for yachts.

The resort will also have a variety of multi-purpose function rooms, including a 525sq m (5,651sq ft) ballroom with glass walls opening onto a landscaped beachfront terrace.

Mandarin Oriental Dubai's design will be focused around a range of infinity edged pools. *Details: [http://lei.sr?a=f9X5k\\_S](http://lei.sr?a=f9X5k_S)*



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## Spa management training mentors revealed

The list of mentors for the recently announced spa manager mentorship programme as part of the Global Spa Management Education Initiative were revealed at the Global Spa and Wellness Summit (GSWS), which took place in Marrakech, Morocco.

It was announced at GSWS that for the six-month mentorship scheme, piloting between January and June next year, five mentors will oversee each region, with Geeta Morar – founder of SVA Spas & Salons – managing India; Deborah Smith, principal of Smith Club & Spa looking at the US market; Shahida Siddique, owner and CEO of Spadunya Color Experience watching the Middle East; Jean Guy de Gabriac, owner of Tip Touch International, managing Europe; and task force chair and managing director of Raison d'Etire, Anna Bjurstam managing the Australasia-based mentors. Those five will manage a larger group of mentors in



The worldwide programme looks to further educate spa managers

each region, with initially, 15 international spa director mentors from ten countries being paired with 30 managers worldwide.

The 15 mentors will be made up of Six Senses' Francisca Atunes; Acqualina Resort & Spa's Cynthia Bell; Spa Gregories' Angela Cortright; Glenwood Hot Springs' David Erlich; Atlantis The Palm's Neil Hewardine and Le Meridien's Paris Kounoudis; among others. *Details: [http://lei.sr?a=4q5P4\\_S](http://lei.sr?a=4q5P4_S)*

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## DIARY DATES

4-5 Oct 2014

**Camexpo 2014**

Olympia, London, UK

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Tel: +44 1273 645 119

[www.camexpo.co.uk](http://www.camexpo.co.uk)

9-11 October 2014

**Thermalia - The Spa Tourism Expo**

Rimini Fiera Centre, Rimini, Italy

For the second year running, Italy's tourism show Travel Trade Italia will include a section dedicated to some of the country's best thermal spa operators. The exhibition is organised in collaboration with Federterme – the association of Italian spa companies.

Tel: +390 2806 8929

[www.ttiworkshop.it](http://www.ttiworkshop.it)

9-12 October 2014

**Balkan Spa Summit**

Terme Tuhelj, Tuheljske Toplice, Croatia

This year's Balkan Spa Summit will be hosted by the Croatian Wellness & Fitness Association. The main goal of the organising committee is to enhance the future co-operation between the spa, wellness and tourism industries in the Balkan countries.

Tel: +38 134 700 400

[www.balkanspasummit.eu](http://www.balkanspasummit.eu)

13-15 October 2014

**ISPA Conference and Expo 2014**

Mandalay Bay Resort &amp; Casino, Las Vegas, Nevada, United States

For more than 20 years ISPA has been recognised worldwide as a voice of the spa industry, representing wellness facilities and providers in more than 70 countries. Three days of speaker presentations cover business strategy, customer service and management.

Tel: +1 859 226 4326

[www.experienceispa.com](http://www.experienceispa.com)

14-16 October 2014

**International Exhibition of Medical Tourism, SPA and Wellness - Healthcare Travel Expo**

EC Kyiv Expo Plaza, Kyiv, Ukraine

The exhibition highlights high quality medical services globally. There will also be some seminars and presentations, round table discussions during the event.

Tel: +380 445 269 025

[www.htexpo.com.ua](http://www.htexpo.com.ua)

Croatia was chosen to host Spameeting Europe because of its growing spa market

30 Sep-1 Oct 2014

**Spameeting Europe 2014**

Radisson Blu Hotels &amp; Resorts, Dubrovnik Sun Garden, Croatia

Spameeting events are typically staged in countries with emerging spa markets, such as Croatia, where those involved

in hospitality/ spa developments are looking out for a range of new services, equipment and products. The format comprises a series of individual meetings between regional buyers and suppliers.

Tel: +33 1 44 699 797

[www.spameeting.com](http://www.spameeting.com)

20-22 October 2014

**Beautyworld Japan West**

Osaka, Japan

Beautyworld Japan West is a trade fair for the beauty and spa industries in western Japan. It showcases some of the latest beauty products, equipment, services and ideas from countries all over the world.

Tel: +813 3262 8939

[www.beautyworldjapan.com/osaka](http://www.beautyworldjapan.com/osaka)

21-24 October 2014

**Interbad**

Landesmesse, Stuttgart, Germany

More than 500 manufacturers of heat experiences, pools, spas and ancillary products exhibit at Interbad – one of the largest international trade fairs for hydrothermal facilities. There are a range of congresses too, including The Congress for Pool and Bath Technology and a programme by the German Association for the Recreational and Medicinal Bath Industry. The exhibition is held once every two years and in 2012 nearly 16,000 guests from 54 countries were in attendance.

Tel: +49 711 185 600

[www.messe-stuttgart.de/en/interbad](http://www.messe-stuttgart.de/en/interbad)

22-26 October 2014

**CIDESCO World Congress**

Royal Olympic Hotel, Athens,

The world congress of CIDESCO, the global spa and beauty therapy training organisation, is open to everyone in the industry. Managers and therapists will discuss industry issues and hear about the latest developments. It will also feature an exhibition of international beauty suppliers.

Tel: +41 444 482 200

[www.cidescocongress2014.com](http://www.cidescocongress2014.com)

31 October - 1 November 2014

**SWIC Congress**

Hotel Borodino, Moscow, Russia

To help further spa and wellness development in Russia, industry association The Spa and Wellness International Council (SWIC) has organised a congress for the country's leading spa owners, managers, investors and consultants. At the event, professionals will network, take part in roundtable discussions and hear about both the challenges and opportunities present in the wellness sector.

Tel: +74 957 649 203

[www.lswic.ru](http://www.lswic.ru)

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# CLARINS



## Rotorua prepares for hot spring resort

International hotel chain Wyndham Hotel Group has announced plans to increase its portfolio of properties in New Zealand to include two apartment hotels in Christchurch and Queenstown, as well as a resort and spa in hot spring town Rotorua.

Auckland-based developer Safari Group has signed franchise agreements for three new Ramada-branded properties to further Wyndham Hotel Group's strategic efforts to grow the brand throughout the South Pacific and around the globe.

The 68-bedroom and hotel apartment Ramada Lakeside Resort and Spa in Rotorua is in the early stages of development, with plans to open in December 2015. The NZ\$18.5m (US\$15m, €11m, £9m) development will feature a geothermal health spa, an on-site restaurant and bar, swimming pools and conference facilities.

During the construction phase, as many as 100 people are expected to work on the project.



These three properties join two existing Ramada hotels in New Zealand

This property will be the second Wyndham Hotel Group property in Rotorua, alongside the WorldMark Marama Resort Rotorua.

"As we seek to grow our reputation as a quality destination, the addition of a luxury development of this nature only strengthens our position – particularly with its lakeside location and focus on geothermal health and spa facilities," said Rotorua mayor Steve Chadwick in an interview with local press.

Details: [http://lei.sr?a=V7R6Y\\_S](http://lei.sr?a=V7R6Y_S)

## Banyan Tree Spa to debut in southeast China

Asian spa operator Banyan Tree Spa is to open a new spa in the ancient township of Fuli, southeast China, amidst the Karst Mountains and Li River, designed as a village retreat.

Located 90 minutes from Guilin International Airport, the 975sq m (10,500sq ft) spa is set to open in on 23 September and features two royal double treatment rooms with rain mist facilities, three deluxe double treatment rooms and four standard double treatment rooms. Each treatment room is named after a traditional Chinese herb which offers wellness benefits. The spa also comprises a beauty salon, yoga room, spa café and a Banyan Tree art gallery.

In keeping with the 'high-touch, low-tech' approach used in the other nine global Banyan Tree Spas, signature spa treatments incorporate human touch and the use of natural herbs and spices. The 'Banyan Refresh' package is a 150-minute treatment that includes a



Banyan Tree Spa is planning to expand its spa portfolio to 100 soon

steambath using local ingredients such as luohanguo chrysanthemums, an oriental massage minus oil and a foot massage.

The 'Royal Banyan' therapy includes a herbal pouch massage dipped in warm sesame oil and a jade face massage to improve blood circulation and skin condition. The menu lists a selection of facials, freshly-concocted body scrubs and body wrap treatments.

Details: [http://lei.sr?a=4V9H4\\_S](http://lei.sr?a=4V9H4_S)

## UK Spa Association gives live demo of benchmarking tool

The UK Spa Association demonstrated its benchmarking tool live at a networking event at Center Parcs Woburn Forest in September. The tool was launched this year.

Following the Global Spa & Wellness Summit's identification of international key performance indicators (KPIs) for the spa industry in 2010, the UK Spa Association has come up with a national benchmarking tool.

The KPIs covered in the benchmarking system – which is free for UK Spa Association members – include the month's revenue per treatment room per hour, average revenue per treatment, percentage treatment room utilisation, percentage therapist utilisation and percentage retail sales conversion.

Spa owners input the facility's data into an online database, identifying their business as a destination spa, hotel spa or day spa. Data is kept confidential.

Details: [http://lei.sr?a=agh3S\\_S](http://lei.sr?a=agh3S_S)



The new gallery will be dedicated to wellness

## Miami's Museum of Science to add wellness programmes

The Patricia and Phillip Frost Museum of Science (formerly known as the Miami Science Museum), which is nearing the halfway stage of moving to a new US\$275m (€212m, £168.5m) facility in downtown Miami, has received a donation of US\$5m (€3.9m, £3.1m) to fund health and wellness programmes when the new facility launches in 2016.

To be located inside the new science museum, the Baptist Health People & Science Gallery will teach people "how to make better choices for a healthy life", according to the museum's president and CEO Gillian Thomas.

The new gallery will be dedicated to health and wellness, and will allow visitors to use technology to explore various lifestyle and eating choices.

Details: [http://lei.sr?a=B7J5S\\_S](http://lei.sr?a=B7J5S_S)



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*the Scarlet*

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Start date: October 2014

It's time for change, we are looking for the next Red Spas Manager to take the role as leader of the Spas at the multi award winning Scarlet and Bedruthan Hotels, both nestled on the edge of the North Cornwall Coastline, within walking distance of each other.

From Steph Crosby, existing Red Spas Manager:

"I have spent 5 fabulous years growing these unique Holistic Spa offerings, merging the two teams together to create a Spa team of 50, helping the Scarlet hotel be voted number one in the Spa category in the Sunday Times Top 100 Hotels 2013 and producing year on year profit growth for both Spas. I am now taking myself in a different direction, feeling sad to leave behind such potential, but happy to be following my heart. I am looking for someone very special to take these spas under their wing, nurture them so they continue to evolve, be a sustainable support to the wider business, the planet and its people."

Evolving and developing ground-breaking authentic spa treatments, products and in-house training, the Red Spa team thrive on ingenuity, passion and creativity. We have created workplaces that have a positive impact on each individual, allowing our team to flourish and our guests to experience profound effects.

We operate in a rather different way with each treatment starting with a much more in depth consultation process and then leading each guest through an experience unique to their needs at that time.

The ideal candidate will have at least 5 years spa management experience, coupled with a commitment to wellbeing and a holistic approach ideally including Ayurveda.

The role represents a fantastic opportunity for a passionate individual to join the Red Hotels senior management team and help us develop unique spas with a strong sense of spirit, focusing on helping the guests and the team maintain their own sense of wellbeing.

**CLOSING DATE: 19 SEPTEMBER 2014**

**We also have vacancies for Holistic Therapists, and Spa hosts looking for career progression to Supervisory roles.**

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If you think I should consider you for my role please write with your C.V. letting me know in your covering letter the following:

**Why taking control of these two spas in Cornwall is the right next move for you?**

**What wellbeing, means to you and how it influences your management style.**

Applications to Steph Crosby, by mail c/o The Scarlet Hotel, Mawgan Porth, Cornwall TR8 4DQ or email: [steph.crosby@scarlethotel.co.uk](mailto:steph.crosby@scarlethotel.co.uk)



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Location: Whinell Forest, Cumbria, United Kingdom

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Company: Handpicked Hotels

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We are seeking to recruit Spa Directors who have the experience and knowledge to coordinate successfully and manage the developmental stages of the spas leading into pre-opening, launch and ongoing operation.

The successful candidates will demonstrate extensive experience in operating and marketing spa operations within a luxury setting and the commercial skills to drive high-quality service operation.

### Requirements

- Spa and Leisure experience of around 8- 10 years, with a minimum of four years in a leadership role.
- Proven ability to lead projects with a focus on time management and execution.
- Strong business orientation and commercial skills.
- Ability to develop effective sales and marketing strategy.
- Proven ability to develop and lead successful teams.
- Fluent in English (written/spoken).



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](mailto:sridhar@goco.co)**

## Luxury Philadelphian wellness facility opens

### Continued from cover

The Rittenhouse hotel, US, opened this month, complete with 11,000sq ft (1,021sq m) of new wellness facilities.

“WTS has assisted in the opening, menu development and been involved in the hiring and training of all staff,” Susie Hammer, vice president of spa operations at international spa consultancy WTS told *Spa Opportunities* exclusively. “We will continue our support by providing the Rittenhouse with ongoing management services.”

WTS predicts that the spa will see 5,600 visitors within its first year of business.

The Rittenhouse Club provides guests with access to new beauty services in the 3,000sq ft (279sq m) Paul Labrecque Salon. Labrecque, a regular stylist at shows for New York Fashion Week, has trained professionals to work in the 10 hair stations and at three reserved for manicures and pedicures.

There will also be a two-chair private gentleman's barber shop and grooming area within the salon. Signature treatments



Hersha Hospitality Trust bought the property for refurbishment in 2012

include an hour-long indulgent shave in addition to scalp therapies, haircuts and the opportunity to purchase scotch and cigars.

Products used within the salon will include Hommage, Kevyn Aucoin and Deborah Lippmann. The inspiration for the salon's design came from Alexander McQueen's wedding dress collection – using various shades of white and light for a relaxed atmosphere.

The newly added 5,000sq ft (465sq m) fitness centre is called the Rittenhouse Club.

Details: [http://lei.sr?a=U7G9B\\_S](http://lei.sr?a=U7G9B_S)

## SRI outlines updated spa market data

### Continued from front cover

The new Global Wellness Economy Monitor study – released at GSWS 2014 in Marrakech, Morocco – includes the first-ever analysis of the worldwide thermal/mineral springs market, which is worth US\$50bn (€39bn, £31bn), spanning 26,847 properties across 103 nations.

The study also indicates that there's been a boom in wellness lifestyle products and services as consumers adopt proactive approaches to health and wellness. This cluster grew by 62 per cent from 2010-2013 and represents a US\$2.8tn (€2tn, £1.7tn) market – contributing the lion's share of the spa and wellness market's overall US\$3.4tn (€2.6tn, £2tn) value.

Revenues from spa facilities, which amounted to US\$74bn (€57bn, £45bn) in 2013, form the biggest part of the global spa industry. But the overall global spa industry value of US\$94bn (€73bn, £57bn) also includes businesses that enable and support the sector. Spa investment capital amounts to US\$19bn



Phelia Yeung, senior consultant for SRI International, revealed the data

(€15bn, £12bn), spa education equals US\$800m (€621m, £488m), spa media/ education/ events generate US\$200m (€155m, £122m) and spa consulting is worth US\$100m (€78m, £61m).

Europe still has the world's largest spa market, generating US\$29.8bn (€23bn, £18bn) in revenues. Asia-Pacific, however, has overtaken North America to become the second largest market. Spa revenues in Asia-Pacific sit at US\$18.8bn (€15bn, £11bn), compared to US\$18.3bn (€14bn, £11bn) in North America.

Details: [http://lei.sr?a=f3D9G\\_S](http://lei.sr?a=f3D9G_S)

### Argentina Spa Association

T: +54 11 4468 0879 W: [www.asociacionspa.org](http://www.asociacionspa.org)

### Asia Pacific Spa and Wellness Coalition

T: +65 9777 3204 W: [www.apswc.org](http://www.apswc.org)

### Association of Malaysian Spas (AMSPA)

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### Australasian Spa Association

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### Bali Spa and Wellness Association (BSWA)

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### Brazilian Spas Association

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### Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

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### Association of Spas of the Czech Republic

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### The Day Spa Association (US)

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### European Spas Association

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### Federation of Holistic Therapists (FHT)

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### French Spa Association (SPA-A)

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### German Spas Association

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### The Iceland Spa Association

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### Spa & Wellness International Council (SWIC)

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### Taiwan Spa Association

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