

spa business

HOT NUMBERS

2011 SPA-GOER TRENDS

Spa deals and retaining customers



TOP TEAM

Hilton Worldwide

Ryan Crabbe, Dave Horton,
Tyra Lowman & Vanessa Main

ESPA Life

Susan Harmsworth on her
new wellness concept

SPA SPOTLIGHT

Dubai, Japan
and Jordan

Parisian spas

Andrew Gibson introduces Mandarin Oriental; and Spa My Blend by Clarins

ASK AN EXPERT: FRANCHISING - A NEW BUSINESS MODEL FOR SPAS

Travaasa's second 'experiential hotel'

TOM WALKER

Travaasa, operator of a new collection of 'experiential hotels', has opened its second site in Maui, Hawaii.

The Travaasa Hana, Maui hotel features 70 cottages and suites and the experiential element is delivered by a range of different activities that are "designed to enrich the mind, stretch the imagination, feed the psyche, move the body and spa-ify the visage".

The spa, with its nine treatment rooms, offers therapeutic native Hawaiian treatments with local healing herbs along with exercise regimes as part of its holistic approach. It covers 7,700sq ft (715sq m) and other facilities include two steamrooms, a cold plunge pool, indoor and outdoor showers and a relaxation area.

Resort activities such as throw net fishing demonstrations, hula and ukulele lessons



Accommodation at the resort is offered in 47 plantation-style cottages

and stand-up paddle boarding, all highlight Hawaii's rich cultural heritage.

Accommodations at Travaasa Hana consist of 47 plantation-style Sea Ranch Cottages and 23 low-rise bungalow Garden View Suites.

Travaasa Hana is a refurbishment of the former Hotel Hana Maui property, which first opened in 1947.

Residential spa for TUI's Tuscan eco-resort

TOM WALKER

A residential spa will form a "significant part" of a €250m (US\$362m, £221m) eco-project currently being built in Tuscany, Italy.

The initial stage of TUI's Castelfalfi Resort will include the construction of a 32-bedroom

boutique hotel, country houses and apartments. Two further hotels, plus a large spa for the use of residents and resort guests, are to be built in the second phase.

TUI Resorts & Hotels is a subsidiary of travel giant the TUI Group.

PUBLIC brand unveiled by Schragger

TOM WALKER

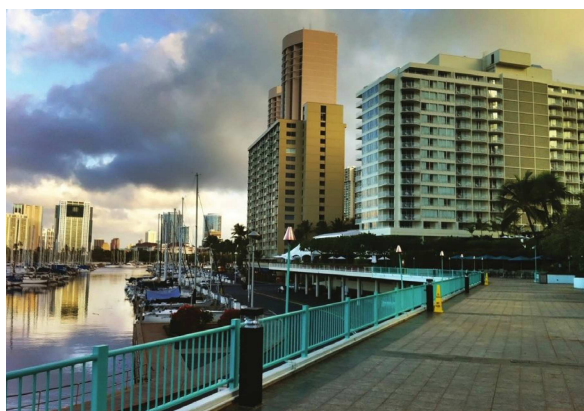
American hotel entrepreneur Ian Schragger will launch a new luxury hotel brand called PUBLIC later this year.

The first PUBLIC property will open in Chicago by 2012 at site of the iconic Ambassador East Hotel.

Schragger describes PUBLIC as being a "revitalisation of the hotel concept itself and another worldwide wake-up call for the entire industry".

The news comes just weeks after it was announced that Schragger is to be sued by the owner of his first Edition hotel – the boutique brand he launched with Marriott International in 2010.

M Waikiki LLC, owner of Waikiki Edition in Hawaii, has filed a lawsuit against Schragger and Marriott. The claims are that the 353-bedroom



The owners of Waikiki Edition have sued Schragger and Marriott

hotel had been a "failure" on the grounds of gross mis-management and Marriott's "inability to successfully launch the Edition brand". It's also alleged that Schragger was not involved with the development of Waikiki Edition, despite contractual obligations to the contrary.

DIARY DATES

7-10 SEPTEMBER

SPATEC North America Fall

Ritz-Carlton Laguna Niguel, USA

A forum featuring one-to-one, 20-minute meetings between spa owners, directors and design/management firms and suppliers.

Tel: +1 603 529 0077

www.mcleaneventsinternational.com

8-10 SEPTEMBER

SpaChina Summit

Brilliant Resort & Spa, Kuming, China

This summit will include keynote speeches and panel discussions in both Chinese and English.

Tel: +86 21 5385 8951

www.spachina.com

12-14 SEPTEMBER

European Spa Exhibition & Summit

Porte de Versailles, Paris, France

This event covers the challenges in setting up and managing a spa.

Tel: +33 1 44 69 95 69

www.beyondbeautyparis.com

25-27 SEPTEMBER

Wellness Asia Exhibition

NSIC Exhibition Grounds, Okhla, New Delhi, India

An exhibition combining wellness products, services and technologies.

Tel: +91 11 450 555 00

www.wellnessasiaexpo.com

6-7 OCTOBER

Natural Beauty Summit America

Sheraton New York Hotel, USA

Two days of debate dedicated to natural beauty topics and issues for top executives.

Tel: +1 646 895 7468

www.naturalbeautysummit.com

7-9 NOVEMBER

ISPA Conference & Expo

Mandalay Bay Convention Center, Las Vegas, USA

Three-day conference covering spa business strategy and management, plus a trade show with over 300 exhibitors.

Tel: +1 859 226 4326

www.experienceispa.com

8-9 NOVEMBER

Spa Life UK

Center Parcs, Elveden Forest, UK

More than 400 professionals are expected at this spa and wellness industry event.

Tel: +44 8707 804490

www.spaconference.co.uk