

# europaean Spa

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## ITALIAN INSPIRATION

'Psycho-emotional' awakening at Vair Spa, Borgo Egnazia

## ATTRACTING TALENT

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The new spa for all seasons at Serenitas, Park Hyatt Mallorca

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# News

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EDITED BY SARAH TODD



## Clinique La Prairie's expansion is a journey of 'Discovery'

New CEO Simone Gibertoni outlines strategy to develop brand with introduction of new programmes and future satellite day clinics

**SWITZERLAND:** The new CEO of Clinique La Prairie, Simone Gibertoni, has outlined his future strategy for global brand growth.

As part of the new vision, the clinic's existing medical offering will be further developed and refined, and a series of new 'Discovery' programmes will introduce guests to ways of optimising individual health and wellbeing.

With 50% of Clinique La Prairie clients returning year-on-year, the property will be extending its occupancy capacity with new villas for guests wishing to reside for longer periods.

Speaking exclusively to *European Spa*, Gibertoni explained how his strategy is inspired by the considerable heritage of the pioneering medical retreat: "With an 85-year history and our worldwide reputation for advanced medical treatments and wellbeing, our new plans will reinforce the exceptional service Clinique La

Prairie offers our guests. We will further build on our mastery in the fields of rejuvenation, longevity and wellbeing as we enter this new phase in our long history of medical expertise."

Further afield, Gibertoni is also working on a global strategy to establish smaller, satellite day clinics in major cities outside of Europe.

"We are determined to be seen as long-term health consultants, helping our clients way beyond

their stay with us. The eventual establishment of day clinics will enable us to provide year-round health consultancy and customised follow-up medical advice," he explained.

Located on the shores of Lake Geneva in Montreux, Clinique La Prairie was founded in 1931 by cell therapy pioneer Professor Paul Niehans. Combining a holistic approach to preventative healthcare and wellbeing with a comprehensive medical capability, the retreat offers a range of programmes and a multi-disciplinary specialist surgical and medical team.

Gibertoni further stressed that Clinique La Prairie would hold its service levels central to this new expansion: "Our aim is to offer a bespoke wellbeing experience of the highest level to every client by combining science – under the helm of our exceptional medical team – and art."

[www.laprairie.ch](http://www.laprairie.ch)



"Our new plans will reinforce the exceptional service Clinique La Prairie offers our guests."

**Simone Gibertoni**  
CEO, Clinique La Prairie

## Il Sereno opens its Urquiola-designed spa

**ITALY:** A luxury spa is to open in April as part of the waterfront Il Sereno hotel in Lake Como.

Designed by Milan-based architect Patricia Urquiola and building on the success of Le Sereno St. Barths, the 30-suite hotel and spa benefits from dramatic views of the Italian Alps, its own private beach and an 18m freshwater infinity pool that is suspended over the lake.

The 265sqm Il Sereno Spa features three treatment rooms, two of which have floor-to-ceiling windows; a gym; and heat experiences including a sauna and Turkish bath supplied by Milan's A+KUA. Valmont will be the spa's signature brand.

Described as a 'relaxed, peaceful sanctuary for guests that draws inspiration from Lake Como's culture and history', the property is constructed from largely natural materials, including wood and stone, and has been sensitively designed to complement its surroundings.

Botanist Patrick Blanc joined Urquiola on the project to create landscaped gardens and two vertical gardens that ensure the hotel blends seamlessly into its location. [www.ilsereno.com](http://www.ilsereno.com)



## News in brief

### Organic beauty and wellbeing market report

**UK:** The Soil Association's first market report on the organic beauty and wellbeing market has revealed that Soil Association-certified beauty brands in the UK increased by 22% in 2016. The report, created by the Soil Association Certification Beauty Team in conjunction with leading industry contributors, also anticipates a further increase in the crossover between consumers who buy organic food, health and beauty products. [www.soilassociation.org](http://www.soilassociation.org)

### UK Spa Association prepares to hold spring event

**UK:** The UK Spa Association's Spring Networking Event will be held on April 26 at Y Spa, Wyboston Lakes, Bedford. The event will focus on 'Finding and Keeping Your Perfect Team' and include lively discussions and best practice information. [www.spa-uk.org](http://www.spa-uk.org)

### ISPA announces 2017 keynote speaker

**US:** Social psychologist Amy Cuddy will be the opening keynote speaker at the 2017 International Spa Association conference and expo in Las Vegas on October 16-18.

Her presentation will focus on the power of non-verbal behaviours within personal and professional lives.

The event aims to highlight ideas for business strategy, the latest industry developments and product innovation. [www.attendispa.com](http://www.attendispa.com)

## Center Parcs unveils new forest bathing concept

**UK:** A brand new 'forest spa' concept is to be unveiled at Center Parcs Aqua Sana within the Sherwood Forest Village in Nottinghamshire. The existing standalone resort spa has been transformed into a forest escape, taking design inspiration from its surrounding environment, as well as other woodlands around the world.

The newly renovated spa will be comprised of seven zones with design specialists Barr+Wray creating a range of thermal suites that infuse essential oils, salts and minerals into the air, enabling guests to enjoy the benefits of forest bathing both inside and outside.

One of the highlights of the new spa is a panoramic Treetop Sauna offering views of the forest canopy.

Aqua Sana group spa manager Kay Pennington said: "We've really embraced the power of nature with our new forest bathing concept. Being in a forest atmosphere is proven to reduce stress levels, helping our guests to feel truly rejuvenated and refreshed." [www.aquasana.co.uk](http://www.aquasana.co.uk)





## Spa Life announces trio of events

**UK:** Spa Life International has revealed details of three upcoming events for Germany, Ireland and the UK.

With a two-day agenda that combines educational, networking and new business opportunities, each Spa Life event enables delegates to meet face-to-face to network with potential new business partners and gain valuable insight into the latest product developments showcased at its exhibition.

The first event of 2017 will be Spa Life International Germany on May 9-10 at Hotel An Der Therme in Bad Orb (bottom right). Author and international fitness expert Fred Hoffman will be the event's keynote speaker, discussing the new and unusual challenges that are developing for management as the result of an ageing global population.

Also on the programme is Luise Köfer, founder and CEO of Vinoble Cosmetics, and Michelle Hammond, founder and managing director of the Spa Business School, which partners Spa Life International.

The second event will take place in Ireland on June 19-20 at The Osprey Hotel and Spa in Naas, Co. Kildare. Here, inspirational speaker Frank Dick, OBE, will deliver an exclusive keynote entitled 'Turning adversity into your advantage'. Other speakers will include Menno Kuijper, head of design and production at mobile app developer Gappt, who will share his extensive digital and marketing experience.

The final event of the year will take place at Birmingham's Hilton Metropole Hotel, next to the NEC, on November 14-15.

Speaking of the event's power to communicate with the spa industry, co-founder Andrew Hammond (right in pic far left) said: "The growth of the Spa Life brand has been amazing. The unique mix of networking and relationship building activities makes it an extremely efficient use of delegates' time and our partnership with *European Spa* magazine makes us both stronger, so we can continue to connect spa professionals across Europe and beyond." [www.spa-life.international](http://www.spa-life.international)

## Richmond Villages grows Wellness Spa portfolio



**UK:** Retirement accommodation specialist Richmond Villages is to launch two new Wellness Spas in 2017.

Part of the global healthcare company Bupa, Richmond Villages was a pioneer in bringing retirement villages to the UK and operates seven centres in Derbyshire, Cheshire, Gloucestershire, Oxfordshire, Northamptonshire and Warwickshire.

Both costing £1.5m (€1.72m), the new spas have been designed by Whichelo Design and will open at Richmond Witney in Oxfordshire and Richmond Aston-on-Trent in Derbyshire. Once fully operational, Richmond Villages anticipates around 220 residents will benefit from each spa.

Featuring heat experiences and swimming pools supplied by Cheshire Wellness, and treatment beds from the Carlton Beauty and Spa Group, the

two new facilities will have an exclusive over-50s membership policy and will offer free membership for Richmond Village residents.

Richmond Wellness Spas has also partnered with Temple Spa to create an exclusive range of restorative and feel-good treatments.

Temple Spa's head of training, Julie Morris, said: "We believe healthy ageing is feeling good about yourself – inside and out. Our guests will leave fully revitalised and radiant, feeling less weary and with a spring in their step – the perfect anti-ageing remedy."

Susie Oakley, director of Richmond Villages added: "Health, fitness and general wellbeing are essential for those aged 55 and over and a spa is seen as an appealing lifestyle feature within each Richmond Village." [www.richmond-villages.com](http://www.richmond-villages.com)

## [comfort zone] adds to senior UK team

**UK:** Sarah Shaw has been appointed as UK country sales manager for [comfort zone].

With a 25-year career in spa, retail and brand management, Shaw has been described as having 'the perfect experience and passion' to take the Italian skincare brand to its next phase of growth.

Responsible for overseeing the London branch office, Shaw will guide [comfort zone]'s national business development managers in implementing the company's sustainable approach to business.

Speaking exclusively to *European Spa*, Shaw said: "I'm very proud to have joined [comfort zone] and to be an ambassador for the brand's values and the high quality of its spa solutions, which have been so rigorously developed in Italy under the guidance of Dr. Davide Bollati, founder and president of the Davines Group."

She continued: "I have always admired Dr. Bollati's vision and his commitment to ethics and sustainability; the whole world needs it and the spa industry is the perfect arena to embrace these ideals and transform them into concrete mind/body solutions."

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



Sarah Shaw

## Ultima Spa by La Prairie debuts at iconic Swiss resort

**Switzerland:** A new Ultima Spa by La Prairie has opened at The Ultima Gstaad boutique hotel.

Covering 800sqm, the spa at the exclusive mountain resort in the heart of the village of Gstaad comprises six treatment rooms as well as a double room, with a hammam and a sauna supplied by Leader Spa. Further facilities include an indoor and outdoor whirlpool, a healthy juice bar and a 15m swimming pool.

Treatments will exclusively use Swiss brand La Prairie, known for its anti-ageing cellular therapy, and offer a range of tailored options to moisturise, cleanse and rejuvenate the skin. There will also be an Aesthetics Clinic within the spa, offering customised aesthetic medicine and detox programmes and operated by Geneva plastic and aesthetic specialist Dr. Xavier Tenorio.

The Ultima Gstaad is comprised of three large wooden chalets with 11 suites and six residences. Intended to offer guests 'tranquility, privacy and the feeling of being at home', all of the resort's rooms have either a terrace or balcony with views of Gstaad and the surrounding Bernese Alps. [www.aesthetics-ge.ch](http://www.aesthetics-ge.ch) | [www.ultimagstaad.com](http://www.ultimagstaad.com)



## Thalgo enters into exclusive partnership with Cary Arms



**UK:** Luxury French marine spa brand Thalgo has announced a new partnership with the Devon-based Cary Arms & Spa.

Described as a boutique inn on the beach set in Babbacombe Bay, the Cary Arms unveiled its glass-fronted spa in August 2016 as part of a wider £1.5m (€1.72m) expansion and will now use Thalgo as its exclusive brand for products and treatments.

Marian Harvey, managing director of Thalgo UK, said: "We are delighted to be partnering with the Cary Arms & Spa. The spa is beautiful and in a stunning location and there is an obvious, strong synergy between our two brands with a love of the sea and all the wellbeing benefits it has to offer."

Tom Hughes, general manager of Cary Arms & Spa, added: "We are thrilled to have Thalgo as the exclusive brand within the spa. Given our location, with the sea as our very own outdoor pool, it made perfect sense to go with a marine brand and Thalgo was the perfect choice, offering treatments that are both relaxing and results-focused. Clients can live and breathe the benefits of the sea while they enjoy Thalgo treatments for an all-round experience." [www.thalgo.co.uk](http://www.thalgo.co.uk) | [www.caryarms.co.uk](http://www.caryarms.co.uk)



## Newcombe chairs global spa taskforce



Michael Newcombe

**Global:** Four Seasons has appointed Michael Newcombe as chair of the company's Global Spa and Wellness Taskforce. He will support the success and development of the hotel and resort group's growing portfolio of 97

spas in locations around the world. Speaking about his strategic vision for the taskforce, Newcombe said:

"Authenticity and service have always been fundamental to Four Seasons spas and key to our global success. Our goal is to create highly personalised, holistic spa experiences for each of our guests, helping them regain balance and stay grounded, which is a vital part of any wellness experience."

Represented by Four Seasons spa

professionals from around the world, the task force guides the global spa strategy of the luxury hospitality company.

From the design of treatment rooms to the locally-sourced, chemical-free ingredients on many spa menus, each Four Seasons spa is intended to deliver an authentic experience that is deeply connected to the destination.

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



## Mallory Court reveals flagship £7m spa



**UK:** A £7m new Elan Spa is to open in April 2017 at Mallory Court Hotel in Warwickshire.

Located amid sheltered woodland just outside Royal Leamington Spa, the quintessential English country house hotel is part of the privately-owned Eden Hotel Collection.

Created by Alistair Johnson of Spa Creators in close collaboration with architects David Brain Partnership, the spa's design is intended to encapsulate 'countryside chic, glamour and decadence'. Facilities include seven treatment rooms with beds supplied by Living Earth Crafts, an outdoor vitality pool, a glazed outdoor sauna, and a 10m indoor hydro pool.

Face and body treatments by ESPA and ila will be offered as well as Orly for nails, with nature-inspired garden walking trails and wellbeing retreats available.

The hotel has also added 12 new spa bedrooms in addition to the existing 31 in the main hotel.

"We worked closely with the architects to create an environment with a luxury private members' club feel," said Alistair Johnson. "The design concept incorporates flourishes including Osborne & Little wallpaper, laser-cut stonework and an impressive spa terrace with a vitality pool that overlooks the grounds."

Mary Smith, group spa manager, Eden Hotel Collection, added: "Elan Spa at Mallory Court will continue our successful partnership with ESPA, while also offering an exclusive partnership with ila for the Warwickshire area. This will enable us to provide an exceptional choice of spa treatments for our guests."

[www.mallory.co.uk](http://www.mallory.co.uk)  
[www.spacreators.co.uk](http://www.spacreators.co.uk)

## Appointments

### Barry White launches White consultancy



Barry White

**Global:** Barry White has left his role as worldwide director of spa for the Langham Hospitality Group to form a new spa, wellness and fitness consultancy, White Living. The company will offer strategic advice from initial concept and operational best-practice to comprehensive planning and management solutions.

[www.whiteliving.org](http://www.whiteliving.org)

### Family footsteps at Parkschlösschen



Carina Preuss

**Germany:** Carina Preuss has taken over management of the Ayurveda Parkschlösschen health resort in Bad Wildstein from her mother, Brigitte, who remains on the board. Along with hotel director, Kay-Uwe Brehm and assistant manager, Jochen Blind, Preuss will lead the business into its 25th anniversary year in 2018.

[www.ayurveda-parkschloesschen.com](http://www.ayurveda-parkschloesschen.com)

### Roche to head Aman Wellness initiative



Nichola Roche

**Global:** Nichola Roche has become the new group director of spa at Aman. Joining the luxury resort group with more than 15 years of spa management and therapy experience, Roche will further develop the Aman Wellness initiative, which launched in 2016 and draws on ancient healing modalities.

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

## Ambassade de la Beauté from Biologique Recherche opens in Milan

**Italy:** Professional skincare expert Biologique Recherche has unveiled a new Ambassade de la Beauté in the heart of Milan.

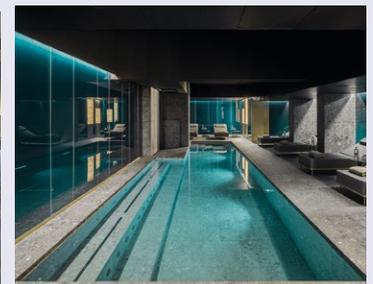
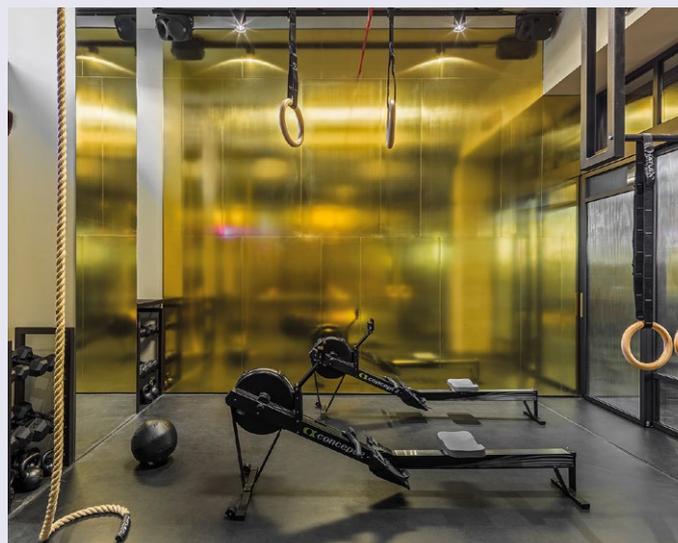
Located within the Ceresio 7 Gym & Spa at the headquarters of Dsquared2, the Ambassade de la Beauté follows a similar design template to its sister Parisian flagship, home to the global beauty brand.

Described as an innovative and welcoming space, Ceresio 7 has been designed in the spirit of an exclusive private club and combines four synergistic areas that focus on health and fitness; nutrition; medical and beauty and wellness.

The Biologique Recherche space within the beauty and wellness area includes four treatment rooms and a master room where a wide range of face, body and hair treatments can be performed.

Biologique Recherche specialises in highly concentrated, effective products developed to recondition the epidermis.

[www.ambassadedelabeaute.fr](http://www.ambassadedelabeaute.fr)  
[www.ceresio7gym-spa.com](http://www.ceresio7gym-spa.com)



# GWI releases Global Wellness Economy Monitor

New report positions spa industry at the heart of exponential growth in worldwide wellness economy

Global: The newly released 2017 *Global Wellness Economy Monitor* from the Global Wellness Institute provides some fascinating insight into the growth and opportunities that spas can tap into in the wider wellness economy.

Designed to map out an emerging wellness economy, the report aggregates several data sources to create a statistical picture of the exponential growth in wellness spend across several key segments and regions.

At the heart of this is growth in the burgeoning spa industry, which is shown to be most strongly connected to all other diverse industries that fall under this definition [see graphic below].

The ten industries identified as part of the global wellness economy, including spa, beauty, fitness and wellness tourism, were found to have experienced an impressive growth trajectory of 10.6% from 2013-2015, despite the global economy shrinking by 3.6%, making it one of the world's fastest-growing, most resilient markets.

Around the world, spa facilities are reported to have generated \$77.6bn (£63.04bn, €72.3bn) annually while the top three spa markets in 2015, based on annual revenues, were the US, followed by China, then Germany which had 6,488 locations and a \$5.95bn revenue.

The GWI report contains a wealth of

data on regional markets – from the top 20 nations for wellness travel, spa and workplace wellness to predicting how fast key markets will grow by 2020.

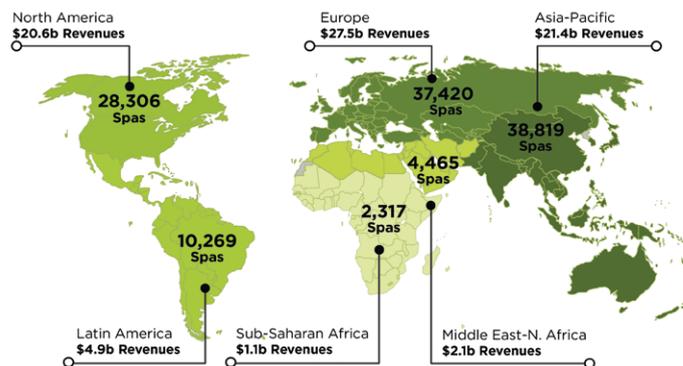
It is important to note that the modest global spa industry 2.3% annual revenue growth rate from 2013-2015 is largely due to the US dollar currency conversion from large spa markets across Europe and Asia. If global spa revenues were converted to the euro, then the market actually grew a robust 25%: from €56bn to €70.1bn and the European market in particular grew from €22.7bn in 2013 to €24.9bn in 2015 [see map right].

The top three European spa industry markets in terms of revenue for 2015 were Germany at \$5.9bn, France at \$2.9bn and the UK at \$2.7bn [see table].

Other report highlights include that China was found to drive the biggest recent gains in wellness tourism revenues (more than 300%) around the world while Sub-Saharan Africa was the fastest-growing spa market, experiencing a 40% spike in revenues. The US drove nearly four in every ten wellness travel dollars spent, generating 36%, or \$202.2bn of the annual \$563.2bn global market.

We have presented just a snapshot of the findings and research that make up this report, for greater detail, please visit: [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

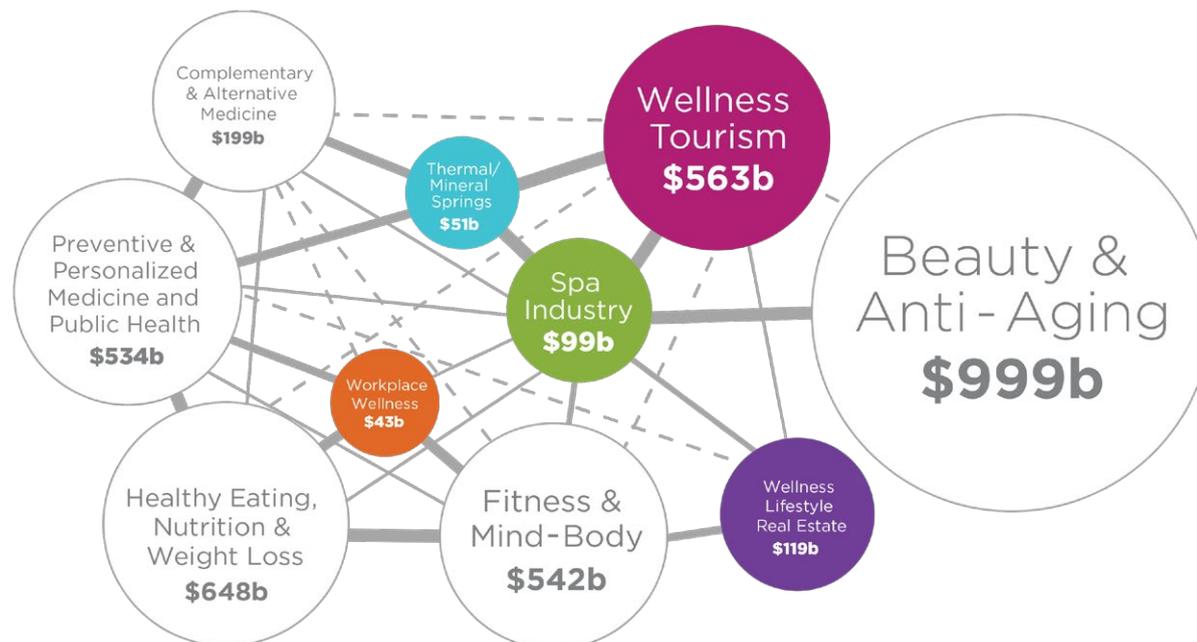
## 1 Spa facilities by region, 2015



## 2 Top ten spa industry markets in Europe

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
Germany	6,488	\$5,948.9	143,134
France	4,011	\$2,956.3	77,297
United Kingdom	3,185	\$2,753.7	55,342
Italy	3,023	\$2,457.9	66,441
Russia	3,010	\$1,908.6	105,461
Spain	2,672	\$1,903.4	48,756
Austria	1,354	\$1,597.3	30,477
Switzerland	783	\$1,152.4	19,438
Poland	1,209	\$635.3	20,574
Netherlands	768	\$551.3	13,363

## 3 Global wellness economy: \$3.72 trillion in 2015



“Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health”  
GWI Global Wellness Economy Monitor

1. The top three regional spa markets by revenue are Europe, Asia-Pacific and North America
2. Germany tops the European table of European spa industry markets for 2013-2015
3. The spa industry is at the centre of global wellness sector growth. The industry is defined as including facilities, capital investment, education, consultancy and media associations and events

## GWS 2017 to focus on 'Living a Well Life'



**GLOBAL:** Organisers of the Global Wellness Summit (GWS) have revealed that its theme this year will be 'Living a Well Life'.

Subjects such as mental wellness, wellness technology, workplace wellness and integrative approaches will figure prominently on the agenda, which has been shaped by the Summit's three co-chairs – integrative medical advisor Dr Gerry Bodeker; Maggie Hsu, an advisor at Zappos.com; and digital health and wellness expert Clare Martorana.

Taking place from October 9-11 at The Breakers, Palm Beach in Florida, US, the invitation-only event's host property will also be its lead sponsor.

Bringing together key figures from the \$3.72 trillion (€3.49 trillion, £3.04 trillion) global wellness industry, the 2017 GWS promises a vibrant lineup of speakers and topics, according to GWS chairman and CEO Susie Ellis.

"Bringing the Summit back to the US, whose last



Dr Gerry Bodeker



Maggie Hsu



Clare Martorana

gathering took place in collaboration with the Aspen Institute in Colorado, opens up great opportunities for a dynamic agenda that includes visionaries and entrepreneurs who make up one of the largest and most innovative wellness markets in the world," she said.  
[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)

## Diary dates

### Spa Life International, Germany

May 9-10, 2017

Toskana Therme, Bad Orb, Germany

Debuting last year, Spa Life International will be returning to the Hotel an der Therme (incorporating Toskana Therme) in Bad Orb for an event that will combine the Spa Life Forum, Conference, a SPA-RTY and a supplier showcase and expo.  
[www.spa-life.international](http://www.spa-life.international)

### Forum HOTEL & Spa

June 1, 2017

The Four Seasons Georges V Hotel, Paris, France

The tenth edition of this celebrated meeting point for Europe's leading influencers in spa, hospitality and wellbeing. Featuring knowledge sharing sessions on the best present and future practices as well as the Black Diamond Award.  
[www.forumhotspa.com](http://www.forumhotspa.com)

### SPATEC Europe

June 14-17, 2017

The Ritz-Carlton, Abama, Tenerife, Spain

European buyers with global business interests, leading hotel, resort, destination, medical and day spa operators and an exclusive selection of suppliers enjoy two days of face-to-face meetings and international speaker sessions.  
[www.spateceu.com](http://www.spateceu.com)

### Spa Life International, Ireland

June 19-20, 2017

The Osprey Hotel & Spa, Naas, Co. Kildare, Ireland

2017 sees the debut of Spa Life International in Ireland. Supported by Fáilte Ireland and Meet in Ireland, the event will combine a conference and meetings forum with networking opportunities.  
[www.spa-life.international](http://www.spa-life.international)

### Global Wellness Summit

October 9-11, 2017

The Breakers, Florida, US

The 11th GWS returns to the US to unite leaders, influencers and visionaries to positively impact and shape the future of the global wellness industry with interactive sessions and panel-led discussions.  
[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)

## Preflight pampering at Virgin Atlantic Clubhouse spa



**UK:** Virgin Atlantic has revitalised the spa offering within its new Clubhouse at the Gatwick North Terminal.

The airport spa area has double the amount of treatment rooms that the previous Clubhouse offered to enable more guests to enjoy some pre-flight pampering.

The Clubhouse's product partnerships will include Dr Hauschka and CND Shellac.

Commenting on the new spa debut, Rebecca Creer, manager of Virgin's Clubhouse spas and salons, said: "We are constantly evolving our spa offering in order to cater for our customers' needs and the ever-growing demand for spa services within an airport environment.

"Our new Gatwick spa gives guests the option of longer, relaxing treatments in private rooms or having beauty treatments such as manicures in the more sociable nail bar, so there's a little something for everyone."

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

Share your appointments, announcements, launches and diary dates with our News editor Sarah Todd. Call +44 (0) 115 950 4748 or email [sarah.todd@spapublishing.com](mailto:sarah.todd@spapublishing.com)