

spa opportunities

09 MAY - 23 MAY 2014 ISSUE 189

Daily news & jobs: www.spaopportunities.com

GWTC outlines key wellness tourism growth strategies

The Global Wellness Tourism Congress (GWTC) held its first roundtable in London to plan the growth of the US\$439bn (€317bn, £261bn) global wellness travel market.

A gathering of 24 tourism board, travel and health leaders took part in a Q&A session at the Dorchester hotel in April – the first of three meetings – moderated by GWTC executives Anni Hood and Susie Ellis. The group discussed the different language codes necessary to promote wellness tourism to consumers and governments.

The umbrella term of “wellness tourism” doesn’t resonate with consumers, who need to know exactly what they can expect from a specific, tangible service – said James Berresford, the chief executive of VisitEngland.



Wellness leaders gathered in London for the first of three roundtables on growth plans

Diane Bouzebiba, managing director of Amadeus UK and Ireland, argued that the wellness tourism industry must standardise its classifications of sub-products – such as hot springs, yoga retreats and weight loss resorts

– so that consumers can use technology to efficiently search through clear categories.

“We live in an age of extreme consumer search where travellers want agencies and websites to manage every aspect of their trip” she said.

Additionally, participants found that telling consumers they should embrace healthier travel options because of the perception that it will do them good is a strategy that often backfires. “Few people are interested in that. Talk about having fun and making wellness tourism a core part of

an enjoyable, aspirational lifestyle,” said Filipe Silva, director of Portuguese Tourism.

The next two roundtables, set for the first half of 2014, take place in New York City and Washington DC. *Continued on back cover*

Giant Octave resort in China to launch in 2017

The Octave Living Destination Retreat – one of China’s first wellness communities – is now under construction just outside Shanghai on the shores of Yangcheng Lake in Suzhou.

A project by IMC Octave – the hospitality arm of Singapore-based IMC Group – the retreat has been designed by New York City-based firm Tsao and McKown Architects.

GOCO Hospitality is the master consultant for the project, doing the feasibility and business planning. It will also oversee design and technical services, with sister firm Horwath on market research and feasibility. *Continued on back cover*

Nic Ronco’s YeloSpa trials member scheme

YeloSpa, the fast-growing spa franchise, is trialling a new membership programme at its New York site – the Alive, Beautiful Club – to engage customers and develop robust revenue streams. The aim is for membership income to cover fixed costs and boost business model profitability.

Nic Ronco, founder and CEO told *Spa Opportunities*. “This is a major evolution in our business – my intention has always been for YeloSpa to become a lifestyle company incorporating wellness into our customers’ lives”.

For US\$99 (€72, £59) a month, members get their choice of a 60-minute massage or skincare treatment, plus 20 per cent off additional services or gift cards and 10 per cent retail discount.

“We listened to our customers for two years and asked them what would motivate them to



Founder Nic Ronco is delighted with initial uptake

come once a month to our spa. They said a membership. It’s an attractive offer – US\$99 is a big discount, as a massage costs US\$144 (€104, £86) and a facial US\$150 (€108, £89),” said Ronco. The membership is unusual as unused services can be rolled over indefinitely or gifted to others. Members can also cancel at any time. *Details: <http://lei.sr?a=z3E7D>*

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Organic diet slashes pesticides: study

Pesticide exposure in adults can be reduced by almost 90 per cent by eating a mainly organic diet for just seven days, according to a study from Australian RMIT University's School of Health Sciences.

Supervised by Marc Cohen, professor of complementary medicine at RMIT, the research is the first to compare the differences in pesticide residues in adults who consume both organic and conventional food.

Published in *Environmental Research*, the study found that organophosphate pesticide levels in urine were reduced by 89 per cent after eating a diet of mostly organic food for one week.

"Conventional food production commonly uses organophosphate pesticides, which are neurotoxins that affect the human nervous system by blocking an important enzyme," said Dr Liza Oates, the project's lead investigator.

"Pesticide exposure in Australian adults is mainly through their diets, but there are other sources of exposure. We wanted to find out the difference going organic could make."



The study found an organic diet is key to cutting pesticide exposure

"Our results show that an organic diet has a key role to play in a precautionary approach to reducing pesticide exposure," Dr Oates said.

Professor Marc Cohen told *Spa Opportunities* that the spa industry has a key leadership role to play in reducing toxicity and educating consumers about the benefits of detox. This study is one of more than 20 that Cohen is involved in, as he aims to resolve the current lack of evidence supporting the effectiveness of detox.
Details: <http://lei.sr?a=t2u3B>

Great Barrier Reef spa set for July opening

The Sheraton New Caledonia Deva Resort & Spa is expected to open in July 2014 in the south west Pacific Ocean, facing the UNESCO World Heritage Great Barrier Reef.

Built on stilts, the resort's eco-friendly 700sq m (7,534sq ft) spa features five open-air treatment rooms which look out onto the beach. There are three single rooms and a double room – each surrounded by trees – plus an affusion room and body scrub room.

Products used in treatments will be provided by skincare company Algotharm, a marine based product line from France that utilises seaweed extracts and other marine ingredients to support revitalisation and nourishment of the skin.

Dr Philippe Benech, the renowned French biotechnology research director, has identified four species of algae proven to enhance the skin's genetic composition. Their presence in seaweed and seawater has potent anti-ageing and antioxidant benefits that can help to



The resort's eco-friendly 700sq m (7,534sq ft) spa is built on stilts

maintain the vital functions of human cells.

Deep Nature spas, such as the upcoming Varua spa at The Brando, also use products by Cinq Mondes and Argan oil-based brand Naturelle d'Orient in their treatments.

The Deep Nature Deva Spa, designed by Lonsdale Western Architects, also features a whirlpool and terrace as well as a sauna, hammam, foot bath and relaxation room.

Details: <http://lei.sr?a=p9G3K>



Former Soviet hotel set for relaunch

Four Seasons Moscow – the hotel operator's second Russian site after its Four Seasons Hotel Lions Palace St Petersburg – will open in August in a prime location adjacent to landmarks Red Square and the Kremlin.

On the fifth floor of the 15-storey building, there is a 3,000sq m (33,000sq ft) spa featuring 14 treatment rooms, including two couples' suites, plus a hair salon and nail bar. The hotel will also feature a 24-hour fitness centre.

One of the main attractions will be a glass-roofed lap pool in the 41-suite, 180-bedroom hotel's central courtyard as well as an adjacent whirlpool and café.

Originally named Hotel Moskva when it opened in 1935, the Soviet hotel was designed by architect Alexey Shchusev featuring an eye-catching central portico and a row of classical columns and two asymmetrical wings.

Historians suspect that Stalin approved two plans for the hotel, not realising they were alternatives – therefore both constructivist and Stalinist-style wings were built.



The renovated hotel will contain a glass-roofed lap pool

The Hotel Moskva's distinctive silhouette is immortalised in a line drawing on the label of Russia's famous Stolichnaya vodka.

The hotel closed in 2002 for reconstruction and was demolished in 2013. Now, the totally rebuilt property replicates the original exterior architecture in accordance with local government regulations – allowing natural light into all public areas – including 1,405sq m (15,123sq ft) of function space. The complex also includes residences, a shopping centre and a cultural centre. *Details: <http://lei.sr?a=w6R4B>*

Study underlines the clinical benefits of massage therapy

The clinical value of massage therapy and its circulatory benefits have been established by a study published in the journal *Archives of Physical Medicine and Rehabilitation*.

Researchers at the University of Illinois in Chicago studied the impact of Swedish massage received by 15 out of a test group of 25 healthy adults – all of whom exercised on a leg press until their limbs became sore.

The 15 who received massages reported no more pain an hour and a half after the therapy took place – but those who did not receive a massage said they still felt sore a day after the exercise session.

Researcher Nina Cherie Franklin said in a statement: "Our study validates the value of massage in exercise and injury, which has been previously recognised but based on minimal data. It also suggests the value of massage outside the context of exercise."

Details: <http://lei.sr?a=w6R4B>



Navasana Spa features 7 regular treatment rooms

Rare Florida new-build announced in Key Largo

The latest addition to Marriott's Autograph Collection and first new hotel build in Florida's Key Largo for 20 years – Playa Largo Resort & Spa – remains on course to open in Q3 2015.

Development and construction experts Prime Hospitality, plus Shaner Hotels – owner-operators with experience in franchising – will co-manage this resort. The duo currently manage a total of seven hotels across the state of Florida but this will be their first large-scale full service project. The resort, located on the largest island in Florida's archipelago, broke ground in March 2014.

Situated on 14 secluded beachfront acres, with sweeping views of Florida Bay, the resort's WTS International-operated spa boasts five treatment rooms – including a room for couples. The 5,200sq ft (483sq m) facility also has separate sex steamrooms, plus a spa pool.

Product lines for spa treatments have not been decided but there will be a complete spa



The hotel will feature 144 bedrooms and suites, plus 10 private bungalows

and salon menu of massages, facials, body treatments, manicures, pedicures and waxing.

While the spa concept is being designed by WTS International, the Playa Largo resort was designed by Prime Design Associates and The Gettys Group is in charge of interior design. The resort will have an Ameri-Caribbean ambience using a colour palette of neutral browns, splashes of turquoise, coral and cream.

Details: <http://lei.sr?a=m7c9r>

Outrigger's US\$10m Mauritius Resort and Spa opens doors

As part of plans to expand globally, Outrigger's Mauritius Resort and Spa – estimated to have cost around US\$10m (€7.2m, £5.9m) – has officially been launched.

The renovated 181-bedroom beachfront resort, located in Bel Ombre on the south-west shore of Mauritius, opened mid-April.

"With the opening of our Mauritius property we hope to benefit the greater Hawaii visitor industry by lending visibility to the unique brand that is Hawaii," president and CEO, David Carey told local media.

"In the next five years, Outrigger will continue to grow our global profile and expand operations beyond Hawaii's shores to new international markets," Carey said.

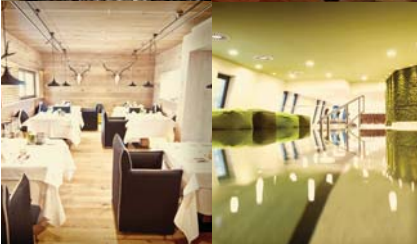
Situated 1,200 miles (1,931km) off the southeast coast of Africa, the 1,800sq m (19,375sq ft) Navasana Spa features seven regular treatment rooms and six rooms dedicated to providing water treatments.

Details: <http://lei.sr?a=z6E8c>

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Donald Trump to convert landmark

Business magnate Donald Trump has announced the closure of The Old Post Office building in Washington DC as the property undergoes a US\$200m (€144.4m, £119m) redevelopment – from offices into a luxury hotel and spa.

The estimated completion date of the 270ft (85m) tall post office's transformation is late 2015. The Trump International Hotel, The Old Post Office is expected to comprise 270-bedrooms.

The hotel will feature a 4,000sq ft (372sq m) Mar-a-Lago Spa by Ivanka Trump, Donald's daughter. The Mar-a-Lago boutique spa brand is named after the company's 1927 Palm Beach property – The Mar-a-Lago Club – which boasts 20 acres of landscaped gardens with ocean views.

The 114-year-old DC building's pavilion and clock tower attract tourists for the 360-degree perspective of the city from the observation deck – but the attraction will close for approximately two years for construction from 1 May.

“The building itself, which is totally irreplaceable, is going to be brought back to far



The clock tower will remain publicly accessible when the hotel reopens

beyond its original grandeur,” said Donald Trump in a recently-issued statement.

Architects Beyer Blinder Belle, interior design consultants Hirsch Bedner Associates and historic advisor and preservation specialists John Cullinane & Associates will retain Romanesque elements of the property's current structure. The hotel also intends to pursue LEED green building certification, which provides the framework for the construction and operation of sustainable hotels.

Details: <http://lei.sr?a=T9t8U>

Chedi Andermatt's GHM-operated spa debuts

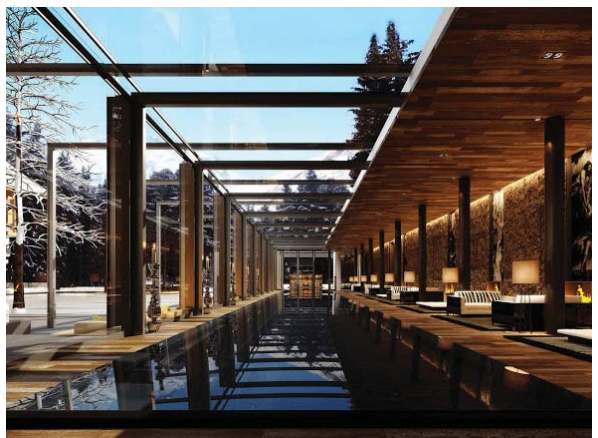
Beneath the renowned Gemstock peak of the Useren valley, the Chedi Andermatt resort – owned by Andermatt Swiss Alps AG – is now open.

The Swiss resort's 25,833sq ft (2,399sq m) spa is being operated by GHM and its 10 treatment rooms are used for a range of offerings using products by Alpienne, ila, Ren and SpaRitual. The spa can accommodate 35-40 guests daily.

Thermal facilities available at the resort include a bio sauna, finnish sauna and steambath, plus an outdoor lap pool and indoor 35m (115ft) swimming pool.

Jean-Michel Gathy, of Malaysia-based company Denniston International Architects, designed the conventional alpine resort and its interior using traditional materials.

The resort has been built to MINERGIE Swiss Quality standards, which require the use of materials and labour from the local area to ensure minimal environmental impact while establishing economic benefits for the region.



The new eco-spa has been built using local labour and materials

Developed by Orascom Development Holding AG, on 1.4 million sq m (345 acres) of land, the resort features its own golf course, newly constructed indoor and outdoor sports centres and half a dozen four to five-star hotels, plus 490 spacious apartments.

Andermatt sits within close proximity of major Swiss Alpine transit routes, reachable from Stuttgart or Munich in four hours.

Details: <http://lei.sr?a=d7U4C>

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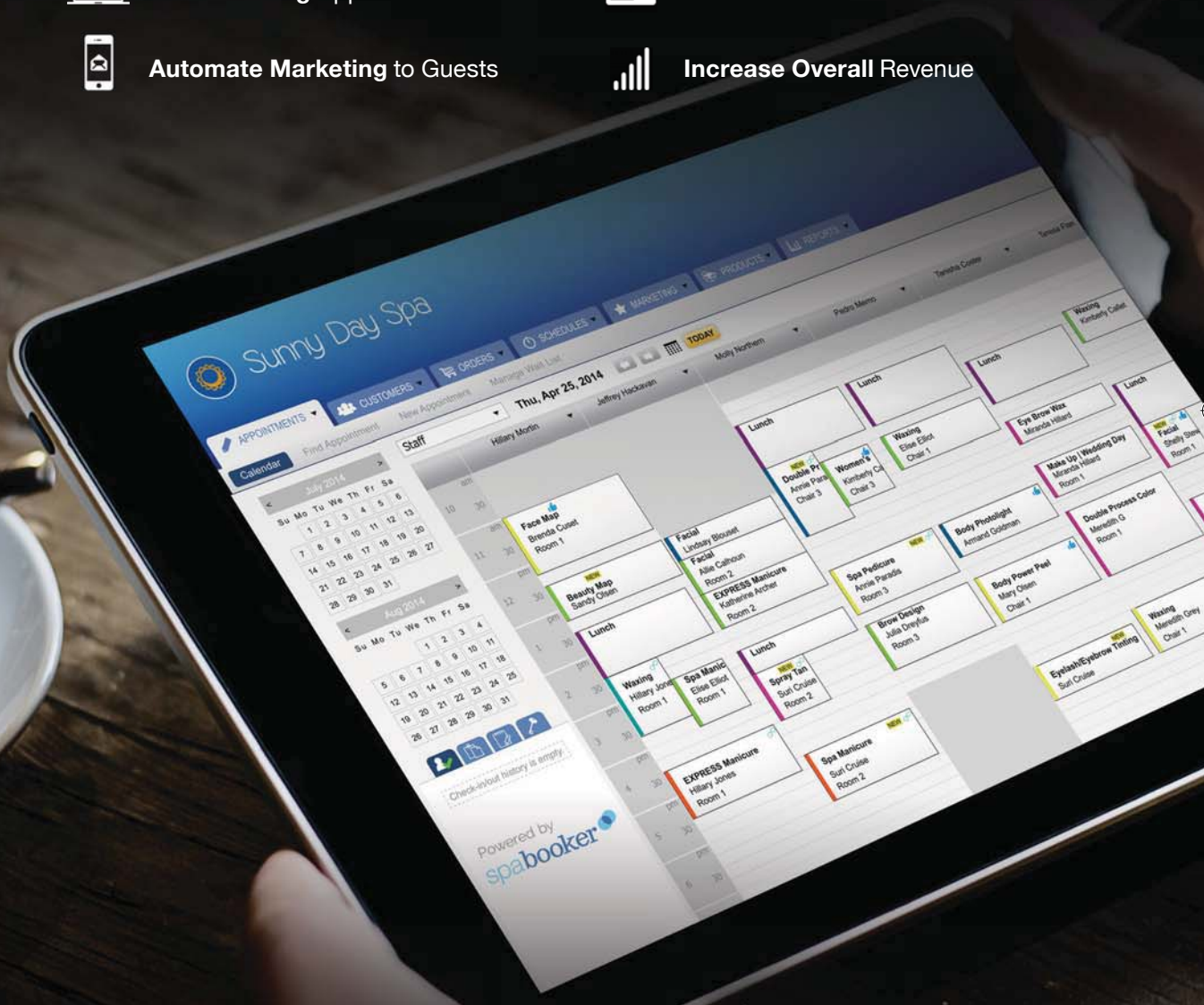
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New spa unveiled in Chicago's O'Hare Airport terminal revamp

Chicago's US\$26m (£15.4m, €18.8m) overhaul of O'Hare Airport's international terminal, unveiled last month, now features a number of new facilities including a spa.

It's the first redevelopment of the airport's Terminal 5 since its construction in 1993 and features a sleek interior-design upgrade that aims to give the terminal the feel of a comfy lounge or high-end nightclub.

The Terminal's XpresSpa is tailored towards the traveller and offers an extensive treatment menu, special travel skincare line and signature massage loungers to provide travellers with wellness on the go.

Launched in 2003 by founders Marisol and Moreton Binn at New York's John F. Kennedy airport, XpresSpa specialises in air spa offerings and has expanded to 46 locations in more than 20 major airports, with 10 new locations on the horizon. *Details: <http://lei.sr?a=A6c5W>*



The hotel is designed by Chao Tse Ann & Partners
Himalayan Shangri-La Hotel opens with high hopes in Lhasa

The Shangri-La Hotel, Lhasa has opened in the administrative centre of Tibet, located on a plateau which is 3,650m (11,975ft) above sea level in the Himalayas.

Encircled by mountains, glaciers and desert-like landscape, the 262-bedroom and 17-suite hotel features a 1,213sq m (13,056sq ft) CHI spa with 10 treatment rooms.

The spa's skincare products come from German company Biodroga, Pranarom of France and locally-sourced products are also used to enhance the spa experience.

The high altitude of the spa means that, for safety reasons, thermal facilities do not include a sauna - but there is a steamroom, whirlpool and 25m indoor swimming pool.

Elsewhere, a glass-walled oxygen lounge allows visitors to become acclimatised to the altitude. They can breathe comfortably in this lounge and then head over to the reflexology pavillion for therapies. *Details: <http://lei.sr?a=5X7z5>*

Four Seasons nears S Africa debut

The Four Seasons Hotel Westcliff Johannesburg, the global operator's first in South Africa, is set to open late in the second quarter of 2014.

The original luxury Westcliff Hotel was built in 1997, but closed in June last year to undergo renovations and new constructions after the owners signed up to a long-term management agreement with Four Seasons.

The brand new Spa at Four Seasons will feature nine treatment rooms – one of which is a couple's suite – two swimming pools, plus separate changing rooms, steamrooms and saunas for men and women. The spa's 24.9m (82ft) outdoor infinity lap pool includes a water feature and a bubble bed – which provides a gentle underwater massage.

Four Seasons has retained the original architects of the hotel – Johannesburg-based RSL Architects – and interior design firm JACKET.

The spa complex also includes a 24-hour fitness centre, plus on and off-site jogging trails.

The hotel will feature 117 guest rooms, including 12 suites, located in nine low-rise



The spa complex also includes a 24-hour fitness centre

residential buildings. All bedrooms will open onto a garden terrace or balcony with views of gardens, courtyards, the city's dense tree canopy or the neighbouring Johannesburg Zoo.

Located in the city's affluent area known as The Parks, the Johannesburg Zoo is situated within walking distance, 36 of the country's top 100 golf courses are within one hour's drive and the resort is also close to the renowned UNESCO World Heritage Site – commonly known as the Cradle of Humankind. *Details: <http://lei.sr?a=x9M4T>*

Centara continues Middle East push in Muscat

Centara Hotels & Resorts, Thailand's largest operator of hotels, is continuing its expansion into the Middle East with the opening of a new property in Oman's capital, Muscat.

The Centara Muscat Hotel, owned by Irfan International Hotel, is scheduled to open in June 2015. This will be the second property in the Middle East to be managed by Centara – the first is in Qatar.

The 154-bedroom hotel will feature a Spa Cenvaree – Centara Hotels and Resorts' five-star spa brand. Details of the spa's exact layout are to be finalised, but

healing rituals will incorporate wet areas, relaxation zones and local elements like hammam.

"We're really excited to expand the Cenvaree philosophy to Oman and want to showcase the fusion of Thai-hospitality and innovative spa therapies," Centara's group director of spa, Tara Hanrahan told *Spa Opportunities*.

"We are one of Asia's fastest growing spa chains and Muscat is a great location," she said.



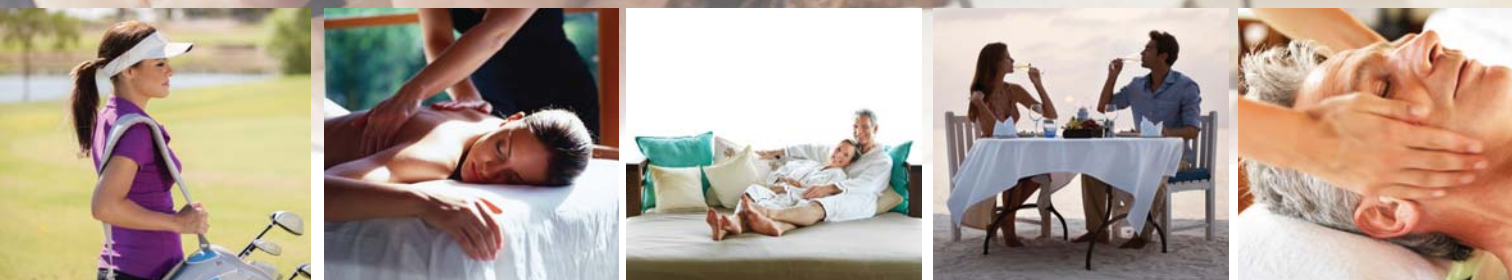
Spa Cenvaree specialises in Thai massage and has a private product line

House products for Spa Cenvaree include brands such as Jurlique and Thémaé. Spa Cenvaree also has its own private line of massage oils, body scrubs and essential oils.

"We have a strong marketing organisation within the Middle East, along with a very large customer base, so having a hotel in Oman is a strategic advantage for us," said Chris Bailey, sales and marketing senior vp at Centara. *Details: <http://lei.sr?a=j2Q8P>*

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Hotel Vejlefjord, Denmark

the European Spas Association comes together in Denmark for its annual congress. A number of researchers, spa professionals and marketing professionals will be on hand to speak about Thalasso, AquaMeditation, Nordic Trends & Inspirations, Spa Care as a Means for Health Prevention and Customer Relations/Brand Reputation

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19 Jun 2014

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Four Seasons Hotel George
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10-12 Sept 2014

Global Spa & Wellness Summit

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Spameeting Asia brings suppliers to meet with the Hotel Spa, Day Spa and Medispa project holders

12-13 Jun 2014

SPAMEETING ASIA

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to help guide and shape the future of the spa and wellness industries in the years to come. Sessions include panel-led discussions, general sessions, small group breakout sessions, and hosted dining conversations.

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Hotel Investment Conference Europe (Hot.E) sessions focus on two things, the capital markets (debt and equity) and where the investment opportunities across the length and breadth of Europe are today.

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18-20 Sep 2014

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Bangkok, Thailand

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For more information, please contact

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Aspen Club & Spa in US\$65m revamp

The redevelopment of the Aspen Club and Spa in Colorado, including the addition of 20 timeshare condos, will break ground in Q3 2014.

First proposed in 2005, the US\$65m (€47m, £38.6m) project to drill geothermal wells in the area of the existing tennis courts – where the new condos will be – won approval in 2010.

The club's owner and managing director, Michael Fox, told local media that the company had been trying to find the right kind of investors. He mentioned that a well-respected regional bank has stepped up to provide most of the financing for the project but declined to name the institution.

"Laying out a working sewer system on the site has been a much greater challenge than I ever could have imagined," Fox said.

"With the help of the Aspen Sanitation District, we have figured out a configuration that will work for everyone involved."

The Aspen Club's SpaAspen currently has 34 treatment rooms and a wide assortment of



The club will stay open throughout renovations, says owner Michael Fox

spa services and signature body treatments.

Later this year, focus will shift towards inside the club, to rebuild the spa and physical therapy areas of the club. The current entrance to the club will be stripped down to its foundations and rebuilt, while a second storey – housing six condos – will also be added.

Originally built in 1976, the facility was taken over by Fox in 1996 and remodelled on five acres of land next to Colorado's Roaring Fork River.

Details: <http://lei.sr?a=P7j5Z>

US\$1,000 beauty school scholarships for spa students

Four students deeply committed to the skincare industry at beauty schools across the US will be awarded an educational grant of up to \$1,000 (€723, £597).

This funding is to promote the advanced training required to become an aesthetician.

Supplier of microdermabrasion equipment and professional skincare – DermaMed Solutions – is putting up to \$1,000 (€723, £597) to accredited aesthetic educational programmes for four students a year.

A sum of \$500 (€361, £298) will be awarded each quarter, with an additional bonus of another \$500 provided the qualifying student attends one of DermaMed Solutions' Aesthetic Partner Schools.

"We believe that creating relationships is the key to success in our industry, which is why we are offering the opportunity for aesthetic schools to partner with us in order to help fund education for students," said DermaMed Solutions' Tracey Coleman.

Details: <http://lei.sr?a=M8q7u>

Six Senses starts global spa yoga programmes

Six Senses is launching a series of yogic programmes at all of its spa resorts and select partner spas using the skills of in-house yoga masters.

Dorelal Singh, a practitioner trained at the Bihar School of Yoga in India, is responsible for enhancing yoga techniques and practices across all the Six Senses spas.

"Due to the high quality of yoga master talent we have throughout Six Senses, we have been able to roll out this initiative on a global basis and personalise each programme through private sessions of yoga, breathing and meditation," said Anna Bjurstam, who is the vice president of Six Senses Spa.

Discover Yoga and Yogic Detox are two in a series of three yoga programmes offered by Six Senses. A selection of Six Senses signature massages are incorporated into certain sessions.

Discover Yoga is aimed at novices – focusing on stress-release and improved flexibility – whereas Yogic Detox is for more experienced



Six Senses signature massages are incorporated into yoga sessions

yoga practitioners, drawing upon cleansing techniques such as sat kriya which involves forceful exhalation and meditation.

These two programmes are based on the principles of hatha yoga. Launching later this year, Yogic Sleep is the third programme in the Six Senses series and will feature yoga nidra – intended to induce full body relaxation and a deep meditative state of consciousness for improved sleep. *Details: <http://lei.sr?a=J5h6d>*



The spa now includes three relaxation lounges

Lake Winnepesaukee spa reopens after expansion

The Cascade Spa, set within Mill Falls at the Lake Resort in Meredith, New Hampshire has reopened following renovations.

Situated on the shores of Lake Winnepesaukee, the Cascade Spa originally opened its doors in July 2004, but within a couple of years the space was no longer large enough to meet demand.

"The idea for an expanded spa has been on the radar for about four years," said Michelle Brown, who is the marketing director for Mill Falls at the Lake.

The spa now features a range of steam facilities, two couples' treatment rooms, four single treatment rooms, four pedicure seats, three manicure stations, three hair studios and three relaxation lounges.

Samyn-D'Elia Architects worked on the US\$1m (€0.7m, £0.6m) project.

Details: <http://lei.sr?a=y6t8N>



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Our vision is to empower people, customers and employees, through beauty.

House of Enspa is a leading light in the UAE beauty industry. Formed in 2013 as a holding company for two grooming concepts and a retail distribution and training company, House of Enspa operates 11 spas and salons comprising 20,000 sq. ft. retail and operating space. The award-winning House of Enspa collection comprises more than 350 members of staff, each dedicated to offering a flawless, consistent and holistic customer experience; a true differentiator in a competitive market.



Spa Manager

Job description

If you are a dedicated, enthusiastic and experienced beauty industry professional in a Management role and believe in the power of motivating others and putting clients first, we want to hear from you.

We are looking for an energetic and passionate person with a results focus, with a high level of attention to detail and willing to work with a flexible schedule.

Will be required to:

- Maximize revenue in both service and retail sales, based on targets given
- Optimize staff utilisation
- Develop and maintain excellent relationships with all clients and members
- Maintain high standards within the spa and oversee the staff to ensure smooth running of operations

Desired Skills and Experience

- Female candidate with Bachelor Degree and qualified to NVQ 3 level 3 beauty or equivalent
- Minimum 5 to 7 years working experience in managing large multi cultural teams with handling at least 50-75 customers daily
- Revenue Management and P&L responsibility
- Pre-opening experience will be an advantage
- Hands on experience on the concepts of missed opportunities and therapist productivity
- Experienced in Sales & Promotion, Loyalty & Membership programmes and Marketing/PR Management
- Experienced in booking software, inventory management and report writing using MS Excel



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- Must be a Bio Sculpture qualified trainer /educator
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- Sales experience will be an added advantage
- Knowledge of current industry trends, standards and operations
- Must possess a thorough understanding of nail care
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Will be required to:

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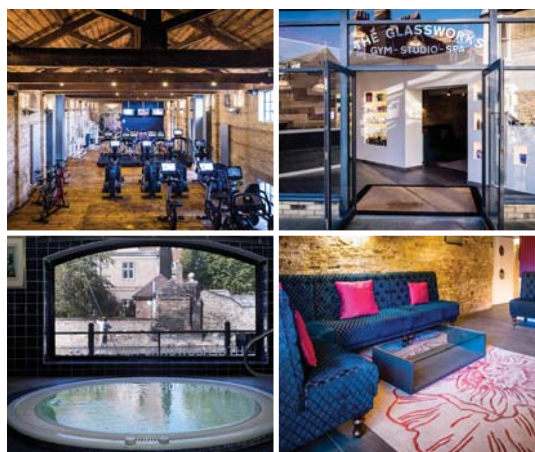
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Duty reception manager

at The Glassworks health Club

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Starting Salary between 14,000 to 16,000 – with additional commission structure added after trial period.

40 hours per week

Please email your CV to: james@theglassworkshealthclub.co.uk, detailing any relevant, customer facing experience.



China destination retreat set for 2017

Continued from cover

The Octave development is being built in five phases, with three already underway and the opening scheduled for 2017.

The 85,000sq m (914,932sq ft) retreat will have an 8,500sqm (91,493sq ft) destination spa with 69-treatment rooms, 104 private villas, 100 serviced apartments and a 50-bed boutique hotel.

There will also be a commercial village and lakefront real estate with retail, F&B, art and entertainment facilities and a learning centre.

The spa will include two aquatonic pools – one indoor, one outdoor – with both featuring therapeutic hydro-massage stations.

A thermal area, to be designed by Hong Kong-based Deckelmann Wellness, will offer male and female areas, as well as a unisex zone comprised of five thermal experiences.

“GOCO Hospitality saw a clear opportunity to create wellness communities in China, because they’ve existed successfully in Europe and the US for centuries,” GOCO group design director Josephine Leung told *Spa Opportunities*.



The 18.8ha development is targeting nearby Shanghai’s professionals

“The wellness facility will offer comprehensive health programmes – which will be combining western and traditional treatments together with expert advice in order to improve our guests’ lifestyles,” Leung added.

“This is ultimately going to be the place where generations are able to meet and interact in an urban resort setting – all the while discovering, sharing and learning together.”

The Octave Living Destination Retreat will target professionals in their mid-30s to 50s. *Details: <http://lei.sr?a=V2J8W>*

GWTC roundtable discusses wellness growth

Continued from cover

The roundtable highlighted the key aspects of concern to cover when motivating governments to push for wellness tourism growth – the impact on local economies and jobs. “You have to give governments the empirical evidence for its value, but you have to get it down to their language – and the wellness tourism industry needs to get together and message the same things,” said Helen Marano, who is the vice president of Government and Industry Affairs at WTTC.

Participants concurred that data from the “Global Wellness Tourism Economy” report – released in October 2013 – gives stakeholders substantial evidence in their case for industry growth. For example, the sector provides a world economic impact of US\$1.3tn (€962bn, £809bn) and 12m jobs worldwide.

The congress attendees also said that there are not enough well-trained people to fill positions opening up in wellness tourism, calling



All Being Well’s Graham Wason called for a ‘back to basics’ approach

for education infrastructure to be developed to meet demand. “Governments need to understand that tourism cannot be automated and a wellness sector cannot be automated,” said Ruiz de Lera of Spain Tourism.

Tourism directors said unique national wellness resources were key, with All Being Well co-founder Graham Wason, saying: “You need to build on what you’re known for, and not pioneer too much.” *Details: <http://lei.sr?a=n9K5f>*

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