



spa business insider

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CLICK TO READ

Mubadala buys Pierre & Vacances

Abu Dhabi-based investment firm Mubadala Capital has made a binding, fully financed €1 billion offer to acquire Pierre and Vacances SA, the European holiday resort operator behind the continental European Center Parcs business.

There are 28 Center Parcs sites on the European continent, across the Netherlands, France, Germany, Belgium and Denmark. The majority of the destinations have spas with extensive thermal facilities. These include the European operation's signature Deep Nature Spas. The transaction does not include the privately-owned UK Center Parcs business and its Aqua Sana Forest Spas.

The cash offer has been unanimously recommended by the company's board, which has



PIERRE & VACANCES/ CENTER PARCS

■ There are 28 Center Parcs sites on the European continent across five countries



PIERRE & VACANCES/ CENTER PARCS

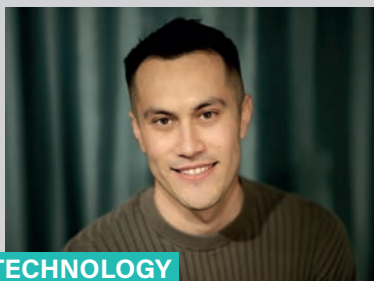
also entered into an exclusivity agreement with Mubadala Capital while the transaction progresses.

Pierre and Vacances SA operates more than 330 holiday destinations, residences, aparthotels and holiday villages across continental Europe.

MORE >>> [tp://lei.sr/u3R7U_B](http://lei.sr/u3R7U_B)

We welcome the interest of a leading investor with global reach

Georges Sampeur, chair, Pierre & Vacances



VANESSA VALENTINE

TECHNOLOGY

Steve Porter predicts the future of spa management

Spas will use AI technology in new ways

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SALLIS NIINIMÄKI/ SAUNA FROM FINLAND

SAUNA

World Sauna Forum 2026 reveals new insights

Community Sauna Baths' Polly Wilson attended

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WE WORK WELL

NETWORKING

W3Spa attendees forged new partnerships

The networking event took place in Portugal

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Jared Kushner and Ivanka Trump's luxury Albanian island resort project sparks protests

Mass protests recently broke out in Albania over the development of a luxury resort by Donald Trump's daughter Ivanka Trump and her husband Jared Kushner.

The country's capital city, Tirana, saw thousands of protesters demonstrating against the environmental damage that could take place as a result of the estimated US\$1.6 billion (€1.5 billion, £1.2 billion) project.

The site is being developed by Sazan Real Estate Development in partnership with Kushner's investment firm, Affinity Partners. Studio Genesis created renderings for the project. The plan is for a luxury resort that includes hotels,



SHUTTERSTOCK/LEVADIN

a marina, commercial spaces and more than 1,500 residences.

Ivanka Trump announced in an interview with podcaster Lex Fridman in 2024 that Aman will operate a luxury hotel at the resort, but it is not known if this arrangement ever came to fruition or is still in place and Aman has not commented.

Groundwork has begun in an area that is well known for being one of the Mediterranean's most environmentally sensitive.

The resort site is on Albania's only island, Sazan, which measures 1,400 hectare and is a military exclusion zone from the Cold War era. It also includes areas of the surrounding national marine national park.

MORE >>> http://lei.sr/W4X6D_B



We developed the opportunity to help realise its [the island's] potential

Ivanka Trump



HIDDENWELL



We're bringing together our portfolio under a shared purpose

Ed Law, CEO, Hiddenwell

Ed Law shares details of operator Barons Eden's rebrand to Hiddenwell

Barons Eden, the UK parent company that operates luxury destination properties in England, has rebranded to become Hiddenwell.

The change to the parent identity was carried out following research conducted to help the business strengthen its position in the UK's wellness and hospitality landscape.

The current portfolio comprises Hoar Cross Hall by Hiddenwell, a 104-key destination spa retreat in Staffordshire and Eden Hall by Hiddenwell – a countryside

day spa in Nottinghamshire.

Hiddenwell will add two further existing properties to the collection: Ardencote Manor in Warwickshire and Orsett Hall in Essex.

Ed Law, CEO at Hiddenwell, told *Spa Business*: "The rebrand is not about targeting a completely different guest; it is about creating greater clarity and relevance for both existing and future guests. People are increasingly seeking experiences that support their physical, mental and emotional wellbeing."

MORE >>> http://lei.sr/A8d3x_B



ALEX SANFORD



Wellness is increasingly becoming part of people's identities

Alex Sanford

Alex Sanford shares early McKinsey consumer insights

Eighty-four per cent of consumers now say wellness is a top priority in their lives, with this percentage increasing year on year, according to a presentation of trends indentified by McKinsey and Company, the outfit behind the *Future of Wellness* research report.

Jean-Guy de Gabriac, founder of World Wellness Weekend and CEO of Tip Touch International, recently facilitated an online discussion between McKinsey researchers Eric Falardeau and Alex Sanford. Falardeau is a partner at the company and Sanford has led the research for this annual report since 2020.

The report, which is usually released around this time of year, will be published in October this year, with the insight work already underway.

Sanford said: "When we ask consumers how wellness compares with other priorities, it's at the very top, alongside family relationships and above everything else we tested."

MORE >>> http://lei.sr/8u6Y8_B

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Cancer charity SATCC launches first five-day Living with Cancer and Beyond retreat

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Eminence Hospitality created the concept for the new Ansana Wellness and Spa facility

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RETREAT

SATCC announces first Living with Cancer and Beyond retreat

The Standards Authority for Touch in Cancer Care (SATCC) charity has announced its first five-day Living with Cancer and Beyond retreat, which will be held at Carden Park Hotel and Spa in Cheshire, UK, from 1 - 5 September.

Sue Harmsworth, founder and chair of the SATCC and Touch for Cancer Care, will lead the retreat with exercise oncology expert professor Anna Campbell, who is the director of cancer exercise training organisation CanRehab.

The aim of the retreat is to help attendees with experience of cancer reconnect with their body and

learn practical tools for living well, in the company of people with an understanding of their experience.

Harmsworth said: "Instead of focusing on limitations, the event explores what's possible through movement, exercise, wellbeing practices and shared insight. Participants will spend meaningful time with internationally recognised experts in a relaxed setting.

"What makes this event so unique is its focus on health and possibility rather than illness, encouraging individuals who have, or have had, cancer to challenge themselves."

MORE >>> http://lei.sr/K5D3F_B



■ Carden Park will host the retreat

CARDEN PARK HOTEL AND SPA



Participants will spend time with internationally recognised experts

Sue Harmsworth, founder and chair of the SATCC

FAMILIES

Palazzo di Varignana launches family longevity retreat



SIMONE NOCETTI

Habits formed in childhood deeply influence future wellbeing

Dr Annamaria Acquaviva

Palazzo di Varignana, in the Emilia Romagna region of Italy, has created a new tailored health programme designed specifically for families.

The two-night package takes place at the 650-hectare estate, located near Bologna, to experience a retreat designed by the resort's scientific director, Dr Annamaria Acquaviva.

A dietitian and expert in mindfulness and longevity science, Acquaviva has created the programme of cooking classes, music and play sessions to help children and teenagers



■ Guests will learn about nutrition and lifestyle

SIMONE NOCETTI

build healthy and lasting habits. Acquaviva told *Spa Business*: "Through experiential activities, playful moments, cooking classes and contact with nature, we guide families towards a healthier, more balanced and conscious lifestyle."

MORE >>> http://lei.sr/6V5S5_B

AWARDS

Good Spa Guide plans its own event

The UK spa review and discovery platform for consumers, the Good Spa Guide, has announced it will host the Good Spa Guide Awards 2026 during an event on 16 November at Sopwell House Hotel and Spa in St Albans, UK.

The awards were previously hosted during the gala evening at the annual industry event Spa Life UK.

The awards have evolved into a single annual ceremony, replacing the platform's previous format of consumer-voted and Good Spa Guide Regional Awards.



GOOD SPA GUIDE

These awards represent a new chapter for the spa industry

Lesley Bacon, spa and wellness director at the Good Spa Guide



This new model will incorporate both consumer voting and expert panel judging.

Research focusing on the habits of UK spa consumers will now be published at a later date.

MORE >>> http://lei.sr/6M6K5_B

NEW OPENING

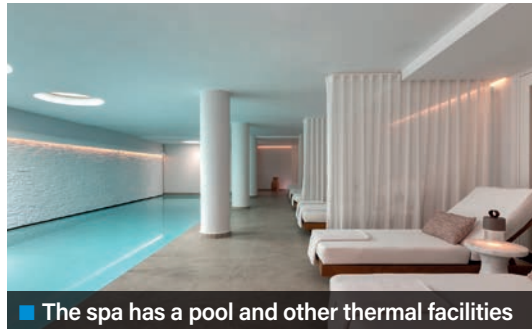
Ansana Wellness and Spa debuts at Patmos Aktis

Patmos Aktis, a Luxury Collection Resort and Spa, has opened in Greece, with a renovated and rebranded wellness offering called Ansana Wellness and Spa.

Grikos Bay, on the island of Patmos, is owned by the Greek investment fund SMERemediumCap (SMERC). The resort has completed a full renovation to reposition itself in the Luxury Collection brand category for Marriott International.

There are now 33 new suites, taking the total units of accommodation to 56.

Eminence Hospitality created the concept for Ansana Wellness



■ The spa has a pool and other thermal facilities

MARRIOTT INTERNATIONAL



EMINENCE HOSPITALITY

The concept connects the spirituality of the island to the guest experience

Stavros Mavridis, director of health and wellness for Eminence Hospitality



and Spa. The word 'Ansana' means 'breath' in Greek and has inspired the philosophy for the spa as a way to help guests return to balance.

MORE >>> http://lei.sr/4M9K8_B

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A photograph of three people practicing yoga in a studio. They are in a similar pose, with one leg raised and arms extended. The background features vertical wooden slats. The text is overlaid on the image.

Scale with yoga

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high-impact wellness solution.

LES MILLS
yoga

LES MILLS



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Clubs benefit from a consistent, high-quality yoga offering that's easy to integrate into existing timetables — without lengthy upskilling processes. For Instructors, the simplified teaching model ensures success from day one – reflected in member feedback: 94% of participants said they were satisfied with the quality of Instructor.

With the wellness economy booming, this is a powerful opportunity to expand your mind body offerings and welcome more members looking for balance and recovery.

Ready to bring yoga to your members, simply and seamlessly?

Get in touch today to explore how easily you can bring this new mind-body program to your members, and make it a seamless part of your offering.



Scan here to learn more



VANESSA VALENTINE

“

The human isn't removed from the picture; they become the strategist, the quality controller, the final green-button pusher

Steve Porter, co-founder, Trybe

Smart operations

Steve Porter explains how AI will revolutionise spa management

Here's a statement that will make some spa managers uncomfortable: within five years, the spas delivering the most exceptional guest

experiences and healthiest margins, will be run by artificial intelligence. Not assisted by it – run by it.

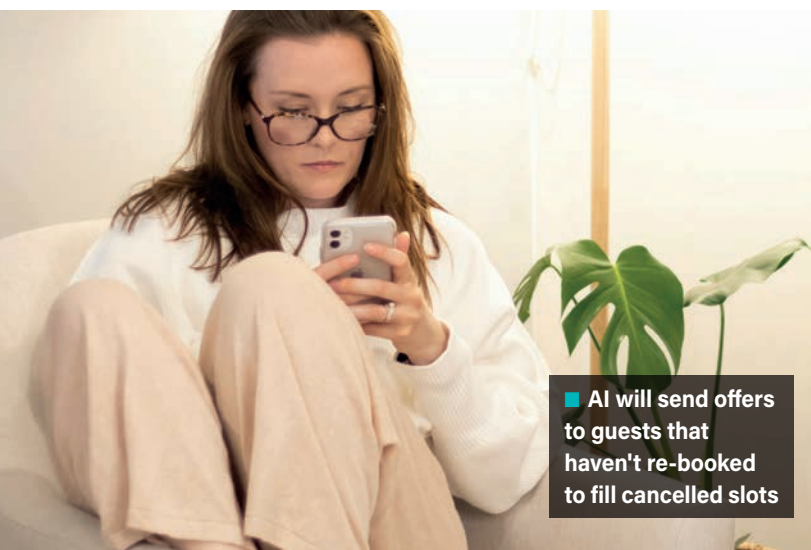
Before you dismiss that as tech-industry hyperbole, consider what's already happening. AI agents are no longer experimental curiosities. They are autonomous decision-makers capable of processing vast operational datasets in real time, identifying patterns no human team could spot,

and acting on them instantly. The spa industry is ripe for this revolution, and the operators who recognise it first will leave everyone else behind.

Re-writing spa management

Let me be specific about what this looks like. The spa manager's role as we know it is about to be fundamentally rewritten. The daily grind of scheduling, pricing, staffing, marketing, and guest communications won't be 'supported' by software; it will be executed by AI agents making thousands of micro-decisions every hour. Dynamic pricing that shifts with real-time utilisation and demand trends. Personalised guest outreach that drives upsells with a sophistication no manual CRM workflow can match. Therapist rotas optimised not just for coverage, but for revenue per room per hour. All of it happening autonomously, all of it data-driven, all of it relentless.

The human isn't removed from this picture. They become the strategist, the quality controller, the final green-button pusher. But the heavy lifting? That's delegated – and the results will be transformative.



GABRIELLE HENDERSON

■ AI will send offers to guests that haven't re-booked to fill cancelled slots

■ AI will automatically re-order rotas to avoid therapist underutilisation

SHUTTERSTOCK/ NDAB CREATIVITY

Software company evolution

The forward-thinking software companies powering this shift will look nothing like today's platforms. They'll evolve into consultative partners, not tools you log into. The goal will be system disengagement at a scale never seen before, operators spending less time clicking through dashboards and more time doing what they entered this industry to do: delivering extraordinary hospitality. Platforms will leverage their network data to define what "good" looks like across the industry, then proactively suggest the changes needed to get there. They won't wait to be asked.

The future

Imagine this: it's a Tuesday morning and your AI has already repriced your afternoon slots based on local weather data and a cancellation spike across your region. It's sent a tailored offer to fourteen guests who visited last quarter but haven't rebooked, each message crafted around their treatment history and

Within five years, the highest-performing spas will be run by artificial intelligence

preferences. It's flagged that your top therapist is underbooked on Fridays, restructured the rota, and projected the revenue impact. You arrive, review the summary over coffee, and approve. That's your management meeting. Done.

This isn't science fiction. The underlying technology exists today. The only question is how fast it gets packaged, refined, and deployed into our industry.

My prediction is five years for full maturity. But don't be surprised if it's here in half that time. The pace of change in AI isn't linear; it's exponential. The spas that wait to see proof will be the ones scrambling to catch up. ●

First published in *Spa Business* Issue 2 2026
[Read the full feature here](#)





■ The 22,000sq ft spa was designed in collaboration with consultant Christi Cano

“ An oli is a Hawaiian chant, and in Hawaiian culture it’s not ceremonial for show – it’s functional and sacred ”

Christi Cano, spa and wellness consultant, Get Spa Info

Authentic rituals

A new spa in Hawaii has found high-tech solutions to deliver authentic sacred chants to open and close its treatments

The Mauna Kea Beach Hotel, an Autograph Collection property in Hawaii, US, has opened its 22,000 sq ft indoor-outdoor Spa at Mauna Kea as the final step in the property’s overall renovation, which has cost more than US\$180 million (€166 million, £140 million) in total.

The 252-key property, located on the Kohala Coast, is inviting guests to experience its multi-million dollar spa, which has been designed to provide a deep sense of connection to the location and its culture.

Christi Cano, spa and wellness consultant at Get Spa Info, worked

with spa director Psalm Quinn, both of whom were raised in Hawaii.

Ho’ōla i Loko

The Hawaiian belief that healing begins within and radiates outward, known as Ho’ōla i Loko, is key to the spa’s philosophy, where wellness experiences are designed to nurture balance between body, mind and spirit. Therapies feature a traditional Hawaiian oli (chant) and plant-based healing rituals.

Quinn told *Spa Business*: “Our concept Ho’ola i Loko, healing begins within, can take on different interpretations, but my hope was always to create a genuine connection

to a place where our guests can come to reconnect with their inner being, completely relax and receive care.

“Every detail of the spa experience was thoughtfully designed to honour Hawaiian traditions, many of which were practised within my own family growing up and still to this day. From the pa’akai sea salt gathered in Kona at the exact place I spent many of my childhood weekends, to the oli that we send our guests off with, it’s deeply personal and given with Aloha.”

The facilities

The spa has 11 al-fresco treatment rooms, including a couples suite. Each one has a private lanai



■ The spa serves the 252-key hotel. It has 11 al-fresco treatment rooms, open-air pools and thermal facilities



■ Christi Cano (L) and Psalm Quinn (R) worked on the project together

BRITNEY EMBERNATE



ALL CREDITS UNLESS OTHERWISE STATED: MAUNALEA RESORT

(open-sided porch), an outdoor shower and a soaking tub.

The facilities include an open-air vitality pool, separate men’s and women’s Purification Gardens – each featuring a sauna, steamroom, cold plunge and soaking pools – and a mixed wellness deck. Additional amenities include a Mind and Body movement pavilion and a full-service salon.

The experience

Cano worked with Oakworks, which has provided the custom-designed treatment tables for the spa, to produce a vibroacoustic experience that combines the sacred

cultural ritual of the oli chant with a therapeutic full-body treatment.

Cano told Spa Business: “An oli is a Hawaiian chant, and in Hawaiian culture it’s not ceremonial for show – it’s functional and sacred. Traditionally, you wouldn’t enter or leave a space, or begin a significant event, without an oli. It’s how you announce your intention, ask for permission – and for lomilomi treatments – create an energetic agreement between

the practitioner and the guest. The oli is for everyone involved.

“For lomilomi specifically, the opening oli invites the healing to begin and the closing oli seals the work, offering gratitude and signalling that the session is complete. Without both, the treatment can feel unfinished to a traditional practitioner.

“But through research, we discovered that very few spas here actually begin and end their lomilomi traditionally – with an oli. ▶



■ There are separate male and female gardens and a mixed wellness deck

MAUNA KEA RESORT

► “When I spoke with spa directors and massage therapists, two things became clear. There was no consistent operational way to deliver it, and staff were hesitant. They didn’t want to be disrespectful by speaking or chanting in a language they didn’t personally have a connection to. For us to be able to incorporate the oli, we needed to find solutions to these barriers.

“Oakworks is the only manufacturer we found that allows for custom vibroacoustics, which means the oli are delivered through the table itself – performed perfectly every time by native Hawaiian speakers. You don’t only hear the oli – you feel the vibration of it resonating

“

Every detail of the spa experience was thoughtfully designed to honour Hawaiian traditions, many of which were practised within my own family growing up and still to this day

**Psalm Quinn, spa director,
Mauna Kea Beach Hotel**

throughout your body. The table removes operational obstacles and keeps the chants authentic.

“Woven into the opening oli is a cleansing ritual that is just as integral to the experience as the chant itself. In Hawaiian culture, the soul enters through the feet, so we begin there. While the oli plays, guests receive a traditional spiritual cleansing of the feet using Hawaiian salt sourced from the Kona Salt Farm on Hawaii Island, and an oil featuring la’au lapa’au plants, including ti leaf. It’s a grounding, sacred beginning – and with the oli, it sets an intention of authenticity for the entire spa experience.” ●

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SALLIS NIINIMÄKI/SAUNA FROM FINLAND

“

As sauna expands globally, how do we ensure it retains the qualities that made it meaningful?

Polly Wilson, social prescribing and outreach manager, Community Sauna Baths

The future of sauna

Polly Wilson reflects on lessons learned during World Sauna Forum 2026

Historically, saunas and public baths have been social equalisers: places where status, profession and background matter less than the shared experience of heat, water and human connection. One of the most striking aspects of World Sauna Forum 2026 was the extent to which this idea resurfaced throughout the programme.

Between 9-11 June, the global sauna community gathered in Jyväskylä for discussions about design, innovation, social impact, public health and cultural heritage. A central and timely

question emerged: as sauna expands globally, how do we ensure it retains the qualities that made it meaningful in the first place?

Löyly research

One answer came from Timo Harvia, CTO of Harvia, who challenged the common assumption that hotter is always better. Presenting new research on löyly, the steam created when water is thrown onto hot stones, he suggested that the sauna experience is shaped as much by humidity and sensation as by temperature itself.

The idea offered a metaphor for the wider sauna movement. Rather than expanding through ever greater intensity, perhaps sauna culture grows more sustainably through connection, care and shared experience, one wave of löyly at a time?

Cultural integrity

That emphasis on depth rather than intensity was echoed by Dalva Lamminmäki, folklorist and doctoral researcher at the University of Eastern Finland. Her work explores Finnish



■ 400 participants attended the event

JUHO JUURUSPOVI/SAUNA FROM FINLAND

■ The event celebrates traditional sauna healing therapies



JUHO JUURUSPOLVI_SAUNA FROM FINLAND

World Sauna Forum 2026 in figures

- 400 participants from 36 countries
- 34 exhibiting companies
- 15 pre- and post-tours completed
- 130 one-to-one meetings attended

sauna as living heritage. Rather than presenting tradition as frozen history, she showed how sauna knowledge is carried forward through repetition, relationship and care. Bringing traditional sauna healing practitioners onto the stage, she offered a rare glimpse into how women have long bathed, through singing and vihta.

Azar Eskandarpour, a humanitarian author and lecturer from Mexico, shared her perspective of bathing as a source of resilience, dignity and cultural continuity. Through her work with the Finnish Embassy in Mexico, and what has been called 'sauna diplomacy', she is helping build bridges between Finnish sauna traditions and Indigenous temazcal practices, demonstrating how cultural exchange can strengthen rather than dilute emerging sauna cultures.

Public health

The relationship between sauna and public health featured prominently throughout the forum. Freddie Mehigan, head of operations for Community Sauna Network (CSN), described the work of the network

The relationship between sauna and public health featured prominently throughout the forum



– a growing alliance of independent operators advocating for accessible public sauna culture across the UK and its value as a public health asset. That theme was echoed by the CSN's operational arm, Community Sauna Baths (CSB), which shared evidence from its Social Prescribing and Outreach Programme in London. The data demonstrated measurable improvements in wellbeing, stress, loneliness, anxiety and pain among participants.

The conference concluded with the launch drafted by global sauna advocate Becky Pelkonen on the *Public Sauna-Bathing Charter*, centred on access, cultural respect, environmental stewardship and public benefit. ●



ALL CREDITS: WE WORK WELL / JESUS A. FERNANDEZ

Nurturing networks

More than 110 buyers and suppliers gathered for We Work Well's spa event, W3Spa EMEA, in Cascais, Portugal, in June

W3Spa EMEA, the networking event organised by We Work Well, took place in Cascais, Portugal, between 9-12 June.

Forty-two supplier companies gathered with 44 buyer representatives, from a total of 23 countries to create new business connections.

Event programme

The 112 attendees participated in the We Work Well format, which comprises five pillars: to Meet Well, Grow Well, Move Well, Nourish Well, Rest Well and Give Well. To meet these objectives, the organisers set up face-to-face

meetings between attendees, education sessions led by industry expert Lisa Starr, plus workouts and mindful moments guided by the company's fitness director Cameron Close. The Hotel Cascais Miragem hosted the event and provided healthy meals. Attendees took part in a charity session hosted by the Salvador Association, which campaigns for the social inclusion of people with motor disabilities.

In addition to the networking possibilities provided during these activities, the company organised a treasure hunt challenge around Lisbon, which required teamwork and further collaboration. The business conversations continued at the

final black tie dinner, which had a James Bond *Casino Royale* theme.

Stephen Pace-Bonello, event director, W3Spa EMEA told *Spa Business*: "The positive energy throughout the event was incredible, whether during the pre-scheduled meetings or the time spent together outside the conference room. Seeing people from around the world come together through a shared passion for our industry is a reminder that the strongest business relationships are built through genuine human connection. This is what makes W3Spa so special."

Praise for the format

A range of suppliers and operators spoke to *Spa Business* about the event.



■ A group of 112 attendees gathered in Cascais, Portugal, to do business



ALL CREDITS: WE WORK WELL / JESUS A. FERNANDEZ



Magdy Abdelaty, EMEA area director of wellness for Rosewood Hotels and Resorts, said: “W3Spa is an essential industry gathering that brings together the right people for crucial networking and learning.”

Holly Mandall, global head of spa and education for Aromatherapy Associates, said: “I really enjoyed the W3Spa networking event – it brought together a fantastic group of people, sparked genuine conversations, and created opportunities to build meaningful professional collaborations.”

Lutfiye Ibrahim, sales and business development director of Opatra, said: “Amid a world of disconnect, W3Spa created a space for immersion, authentic



I found exactly what I came looking for. W3Spa is where collaborations begin

Eglė Rukšėnaitė, founder, E77 Wellness Hospitality

connections and genuine business interaction within the spa community.”

Amanda Schmiege, senior director of spa and wellness for Four Seasons, EMEA, said: “The quality of conversations, the openness of the

community and the thoughtfulness of the programming all stood out. I left feeling genuinely energised – with new ideas, valuable connections, and a renewed perspective.”

Benjamin Jansen, corporate spa director for H World International and Steigenberger, said: “W3Spa creates a focused environment for meaningful conversations, new ideas and real business opportunities.”

Orla Kenny, head of partnerships and education manager for skincare brand Seabody, said, “W3Spa was a memorable event for Seabody, bringing together a wonderful mix of people in a truly engaging and uplifting setting. It was a great opportunity to engage, share

Event review: W3Spa EMEA



■ In addition to meetings, We Work Well's events involve social networking, charity workshops and an education programme



and be part of such a vibrant gathering within the wellness community.”

Eglė Rukšėnaitė, founder, E77 Wellness Hospitality, said: “I found exactly what I came looking for: new solutions, trusted partners and products that will become part of our upcoming wellness and hospitality projects.”

Johnny Gorter, sales director of W3 diamond sponsor Gharieni Group, said: “The event was exceptionally well organised, the atmosphere was welcoming and professional and the quality of meetings exceeded our expectations.”

Nicole Fletcher, MD, Carol Joy London, said: “Stephen and the team do a fantastic job of ensuring every attendee is engaged and understands the importance of meaningful follow-up conversations. The networking is



The positive energy throughout the event was incredible

Stephen Pace-Bonello, event director, W3Spa EMEA

seamless and the social programme is always thoughtfully curated – creating a relaxed atmosphere that, more often than not, ends with a lively dance floor.”

We Work Well

We Work Well is led by Lucy Hugo and Monica Helmstetter. The company offers a range of networking conference

programmes for markets including spa (W3Spa), fitness (W3Fit) and hospitality (W3Hospitality). ●

Future events

The next EMEA edition of W3Spa will be held at Corinthia Budapest between 25-28 May 2027.

Before that, We Work Well's calendar includes:

- **W3Fit North America**, 21-24 September, The Langham, Pasadena, California
- **W3Hospitality EMEA**, 6-9 October, Hilton, Malta
- **W3Fit EMEA**, 13-16 October, Hilton, Malta
- **W3Spa North America**, 25-28 October, The Langham, Pasadena, California

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A man with glasses and a beard is smiling and looking towards a woman with blonde hair who is also smiling. They are sitting at a table with a white mug and a smartphone. The background is slightly blurred, showing what appears to be a meeting or networking event.

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SUPPLIER NEWS

Suppliers tell *Spa Business insider* about their latest product, design and technology launches

For the latest supplier news and company information, visit spa-kit.net

■ The device contains a chair that can be upright or fully reclined, within an oval, organic-shaped chamber



HPO TECH

HPO Tech introduces single-seat Oyster hyperbaric chamber

HPO Tech has created a single-seat hyperbaric chamber, called Oyster, with an acrylic domed lid that opens upwards like an oyster shell.

The device contains a chair that can be upright or fully reclined, within an oval, organic-shaped chamber for a more open and anti-claustrophobic experience.

Tolga Kabak, CTO and co-founder of HPO Tech, said: "Most hyperbaric chambers are still cylindrical steel structures. With Oyster, we set that history aside. The acrylic dome is the most visible expression of

that thinking, but the entire architecture follows from it."

The company's Built-In Breathing System delivers oxygen at 2.4 ATA medical-grade pressure. This system is managed by an integrated touchscreen console.

There is also an optional in-chamber entertainment screen for operators who want to offer their guests this kind of experience.

Other specifications operators can modify include the Oyster's exterior colour, interior leather options and logo integration.

Alexandru Harbuzaru, chief business development officer at HPO



HPO TECH

■ Tolga Kabak, CTO and co-founder, HPO Tech

Tech, said: "Oyster is positioned for operators who treat the chamber as part of the space, not as equipment to be tucked into a back room."

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<http://lei.sr/2D3y8>

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ELEMIS

* Results after 12 weeks compared to baseline (VISIA). ** After 3 treatments per week for 4 weeks.

SUPPLIER NEWS

Manduka debuts premium P/ROX hybrid fitness mat

Manduka, a leading manufacturer of premium yoga mats has launched its P/ROX hybrid fitness mat, crafted for athletes and functional fitness practitioners who move between yoga and fitness training.

An evolution of the company's PRO Series, the P/ROX mat is built

with a 2X-reinforced top layer, able to withstand footwear, weights and high-impact movement while maintaining stability and durability.

At 6mm thick with an oversized 76 cm x 200 cm (30" x 79") surface, the P/ROX provides generous space and superior cushioning for high-intensity workouts, recovery sessions and mobility training. Meanwhile, its closed-cell construction resists sweat and moisture absorption for hygiene and easy cleaning.

"We've always believed your mat should meet you where you move. Today's athletes aren't choosing between yoga and fitness, they're doing both, and deserve equipment built for that," said James Appleby,



MANDUKA

■ The P/ROX mat has more space and cushioning for high intensity workouts

president of Manduka. "The P/ROX brings the same uncompromising quality our community has trusted for nearly 30 years into the broader world of hybrid training."

MORE ON spa-kit.net
<http://lei.sr/2c7R7>



■ James Appleby,
president, Manduka

Rebalance Tech offers data-driven recovery

Consumer desire for overall wellbeing is driving demand for Impulse, a multisensory bed by Rebalance Tech, according to distributor Spa Vision.

Originally developed to help elite athletes recover, the device is now being snapped up by brands such as Mount Med Resort in Austria, Revivo Wellness in Bali, Accor and Hilton to help guests with stress management, sleep, and emotional support.

Impulse's 30-minute sessions combine sound therapy, breathing exercises, mindfulness training and guided mental imagery. They also offer Sychromotherapy, a patented light protocol using targeted wavelengths, pulses and iris patterns.



■ Corinne Klucik



MOUNT MED AND DAVID INNERHOFER

■ The device uses a patented light protocol

"Rebalance Impulse is part of the wellness tech evolution, as spas move beyond relaxation into data-driven recovery, biofeedback and health optimisation," says Rebalance COO and co-founder Corinne Klucik.

MORE ON spa-kit.net <http://lei.sr/3R4r4>

Pharmos Natur shares Lunar Skin Ritual and nocturnal products

Pharmos Natur has launched a Night Elixir and Night Cream to be used in its latest therapy, the Lunar Skin Ritual.

The brand's new formulations use lipophilic botanical actives that are said to have healing and rejuvenating effects that specifically take place at night.

These ingredients provide a signalling effect to skin cells that mimics the way melatonin tells the rest of the body it is nighttime, according to the company. This active is extracted from the Nordic rosehip species of plant. The brand says the effect is limited to the skin and has no influence on a user's sleep-wake cycle.

The Night Cream uses a base of aloe vera juice, and the Night Elixir's base is precious black sesame oil. Both products feature plus bakuchiol (a plant-based alternative to retinol), evening primrose oil, tsubaki oil, Arctic wing kelp, squalane, coenzyme Q10, marshmallow root and liquorice root.



PHARMOS NATUR

■ Margot Esser



PHARMOS NATUR

■ The two products are used in the Lunar Skin Ritual

The Lunar Skin Ritual uses the Night Elixir first and the Night Cream is applied afterwards.

Margot Esser, founder, Pharmos Natur, said: "When night falls, the regeneration process begins in the skin and body, while the soul also finds its balance."

■ **MORE ON** spa-kit.net <http://lei.sr/9m9D9>

Voya develops Resurge Hair and Scalp Elixir plus treatments

Organic seaweed spa brand Voya has developed a lightweight scalp serum called Resurge Hair and Scalp Elixir.

The product is designed to target signs of hair ageing using a formula that includes proprietary plant cell technology and zinc. Other

ingredients include a concentrated blend of nutrient-rich botanicals, such as rosemary oil and argan oil, to restore softness and shine as well as refresh the scalp.

The product is said to create the optimal environment for fuller, healthier-looking and more radiant hair.

Voya has developed two professional treatments that integrate the new elixir. Both the Voya Resurge Scalp Treatment and the Voya Head Spa Scalp Ritual cleanse the scalp and feature the elixir.



ANNA THEOFANOUS

■ Anna Theofanous, global head of spa partnerships and business development, Voya

■ **MORE ON** spa-kit.net <http://lei.sr/3S6Z2>



VOYA

■ The elixir absorbs quickly and is designed for daily use on a clean scalp

Contrast bathing can strengthen resilience, enabling people to thrive



Myrtha Wellness is innovating to redefine the modern spa experience, says **Stefano Cattaneo**



MYRTHA WELLNESS

The language of wellness is evolving and where spas were once centred on relaxation, today they're becoming destinations for regeneration, prevention and long-term health.

At Myrtha Wellness, this shift is reflected in an approach grounded in premium design, technical precision and the science-backed benefits of thermal contrast.

Focus on resilience

Contrast bathing is far from a passing trend. Alternating between heat and cold exposure is one of the most widely studied protocols in preventive wellness, stimulating circulation, supporting recovery, reducing inflammation and encouraging cellular regeneration.

Practised consistently, it can help strengthen what longevity experts describe as physiological resilience – the body's ability to recover, adapt and thrive over time.

Myrtha Wellness has developed an integrated response to this growing demand through two complementary product families. Its plunge pools, available in hot and cold

configurations, form the foundation of the contrast bathing journey.

Built using Myrtha's patented modular technology, they combine precise temperature control, high hygiene standards and ergonomic comfort within a calm, refined environment.

"The next-generation spa brings together holistic thinking and longevity, evolving from a place of relaxation into a space that supports long-term health, prevention and quality of life," says Stefano Cattaneo, director of Myrtha Wellness.

The plunge pools are designed to work in synergy with Wellgate, the company's thermal cabin collection, which includes Finnish saunas, herbal and salt saunas, steam baths and ice rooms. Conceived as immersive sensory environments, the spaces combine generous glazing, tactile materials and atmospheric lighting to create experiences that are both emotional and restorative.

The result is an intuitive wellness circuit: heat opens and relaxes the body, cold re-activates and energises, while repeated exposure helps

"Next-generation spa brings together holistic thinking and longevity to support quality of life"

Stefano Cattaneo

consolidate the benefits. In Myrtha Wellness' vision, this is more than a thermal journey – it's a longevity ritual designed for modern wellbeing.

The Myrtha vision

Founded in Italy in 1961, Myrtha Wellness works with leading hospitality and wellness brands including Six Senses, Mandarin Oriental, Rosewood and Four Seasons, integrating aquatic engineering, spa planning and thermal design into a single specialist offering.

Because the future of wellness is not simply about relaxation – it is about living better, for longer. ●

More: www.myrthawellness.com

spa-kit.net keyword:
Myrtha Wellness

WEB ADDRESS BOOK

Connect with spa organisations from around the world.
We welcome your entries - write to spateam@leisuremedia.com

African Wellness Initiative by the Global Wellness Institute

■ Africanwellnessinitiative@gmail.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australian Hot and Mineral Springs Alliance

■ www.bathing.org

Bali Spa and Wellness Association

■ www.balispaaandwellnessassociation.id

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Day Spa Association

■ <https://dayspaassociation.com>

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.historicthermaltowns.eu

European Spas Association

■ www.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ <https://spa-a.org/>

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

Icelandic Spa Association

■ www.hlsi.is

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

JSSA - Japan Sauna & Spa Association

■ <https://sauna.or.jp/>

Latin American Spa Association

■ www.spalatinoamerica.com

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Norwegian Sauna Association

■ www.norgesbadstulaug.no/home-english

Portuguese Spa Association (APSPT)

■ www.associacaoportuguesadespas.pt

Portuguese Thermal Spa Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ <https://www.twspa.tw/>

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Touchless Wellness Association

■ www.touchlesswellnessassociation.com

Wellness Tourism Association

■ www.wellnesstourismassociation.org

Wellness World Global

■ www.wellnessworldglobal.com