

spa opportunities

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Miraval CEO Tompkins reveals global expansion plans

Quoted exclusively in the latest edition of *Spa Business* – the sister magazine of *Spa Opportunities* – Michael Tompkins, CEO of Miraval and newly appointed chair of ISPA, said the company will expand its resort spa concept globally, with sites already under consideration outside the US.

“I’ve been assigned by the board of Revolution Ventures (the company behind Miraval) and chair, Philippe Bourguignon, to find five new locations in the US,” he said. “At the same time, we’re evaluating a number of projects outside the US – we’d love to have a Miraval in Europe, for example, and are working on this now.”

Tompkins said growing international awareness of Miraval is in part due to its successful partnership with Clarins, which has leveraged



Tompkins – seen here taking the chair of ISPA – revealed international ambitions for Miraval

its international press contacts to raise the profile of the Tucson-based resort. “Miraval wasn’t known outside the US,” said Tompkins, “but we now have a growing profile and our proportion of international visitors, although small, is

increasing. We were just nominated for a World Spa Award in Spain – something which would never have happened before we joined forces with Clarins in 2012.”

A second US site will open in 2015 at Natirar in New Jersey, an hour outside New York City, putting Miraval on the doorstep of the European and East-coast US markets and opening up opportunities for the brand to go global. Tompkins said an announcement about a third US site is imminent and is likely to be made early in 2014.

- [Click here to turn to the back cover for more details about Miraval at Natirar.](#)
- [For more on Miraval’s global development plans click here to read Spa Business](#)
- [In print, go to Spa Business, Q4, 2013, page 38](#)

Hilton expands in Turkey with DoubleTree Izmir

Hilton is to expand its presence in Turkey with the opening of the DoubleTree by Hilton Izmir – Alsancak.

The property was formerly the 4-star Yildizhan Hotel and will adopt its new branding during 2014 following the completion of an ongoing US\$11m (£610,000, €734,000) refurbishment.

Located close to an existing Hilton hotel, it will offer 115 guest rooms; a restaurant and bar and 800sq m (8,600sq ft) of meeting space.

The health club includes a fitness centre and spa with a swimming pool, tennis and squash courts, a sauna, steam-room and multiple treatment rooms. *Details: <http://lei.sr?a=n2m4H>*

SpaFinder ventures into TV advertising

The European division of Spafinder Wellness 365 cranked up the festive cheer, reporting a 100 per cent increase in search engine traffic and sales volume of its gift cards – both in-store and online – thanks to a TV ad campaign in the lead up to Christmas.

The company is one of the first in the sector to invest in TV promotion. “TV advertising isn’t cheap,” John Bevan, CEO Europe for Spafinder, told *Spa Opportunities*, “but it’s effective and allows close measurement of the ROI.”

Running from 2-24 December 2013, Spafinder’s advert featured on Channel 4 Digital and some Sky channels, such as Sky Living, with media planning by agencies within the OMG Group. It ran in conjunction with localised versions of the campaign in the US and Canada.



Bevan: promoting gifting and Spafinder search

Targeting men and women aged 25-55 in the lucrative festive season, the advert also promoted Spafinder’s search engine, which drives consumers to spas within the Spafinder network.

Bevan revealed the company will definitely repeat the TV venture, but remained tight-lipped over when that would be. *Details: <http://lei.sr?a=S2y5q>*

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Growth in natural personal care market

The natural personal care market continues to show strong growth, posting a 10.6 per cent increase globally to reach US\$29.5bn (£18bn, €21.4bn) at the manufacturers' level for 2013.

Natural Personal Care: Global Market Brief, carried out by consulting and research firm Kline, analyses industry trends and development, market size and growth, product trends, major brand synopses and competitive forces within the natural personal care market.

The leading brands differ based on country, with Aveeno and Bare Escentuals leading in the United States, L'Occitane and Saishunkan in Japan, Chando and Inoherb in China and Yves Rocher and Oriflame in Europe.

Due to high manufacturing costs and limitations of natural preservatives, naturally-inspired products are the in-product for many manufacturers, which is reflected by their market domination. Furthermore, encouraged by growing consumer awareness and improved



Naturally-inspired products are the in-product for many manufacturers

technology, several manufacturers are seeking to reformulate their existing lines to remove synthetic ingredients altogether.

Brazil and particularly China are the fastest-growing natural personal care markets, with sales in China increasing by nearly 24 per cent in 2013 while growth within mature markets have seen by a 7 per cent increase over the year in the United States and 6 per cent in Europe. Details: <http://lei.sr?a=G6M3n>

Maori tribe reveals hot pools and spa plans

Plans are in the works for a NZ\$25m (£12.6m, US\$20.6m, €15m) hot pools and spa complex in Queenstown, New Zealand which could draw more than 300,000 customers annually.

Ngai Tahu Tourism is in talks with the Queenstown Lakeview Holiday Park to lease 0.75 hectares of land to facilitate the new site. The proposed development would include 12 large public hot pools, four smaller private hot pools, changing facilities, a health spa, reception and retail building and a café-restaurant.

The Lakeview site is also being pushed by Queenstown Lakes District Council as the preferred home for a NZ\$50m (£25.2m, US\$41.2m, €30m) convention centre proposal, possibly linked to a casino-hotel complex to be built by SkyCity Entertainment Group.

The Ngai Tahu Maori tribe already operates Glacier Hot Pools at Franz Josef on the west coast of New Zealand which features three public pools, three private pools and a spaas



Ngai Tahu already operates a similar facility on the west coast of New Zealand

well as Queenstown's Shotover Jet, Dart River Jet and Hollyford Track Guided Walks. Its current property portfolio includes Queenstown's courthouse and police station, plus the large Post Office Precinct complex in the heart of the CBD of Queenstown.

Ngai Tahu Tourism regional boss David Kennedy says "ongoing negotiations would centre around working in with the convention centre site". Details: <http://lei.sr?a=v7z2V>



Royal Palm Marrakech opening in 2014

Luxury hotel operator Beachcomber Hotels has added another site to its collection. The Royal Palm Marrakech is set to open in spring 2014.

The company owns and manages eight hotels in Mauritius and the Seychelles. The Marrakech site is its first to be located away from the Indian Ocean.

Beachcomber was encouraged to develop the property by King Hassan II of Morocco, after former French President, Jacques Chirac, extolled the virtues of the Royal Palm Mauritius to him.

The five star, 135-suite hotel is set within a 231 hectare estate and features the first Clarins spa in Morocco, opening on 1 March 2014 and will include women-only areas, hammams, 12 massage cabins, Balneotherapy cabins for bathing therapies and a yoga pavilion.

Haircare specialists Leonor Greyl will also be supplying three hairspa rooms.



Royal Palm Marrakech will feature Morocco's first Clarins spa

Tennis courts and a squash court are included in the fully equipped sports centre, which also features a gym with a cardio room, pilates room, kinesis room and a 25 metre heated pool.

A golf course designed by the established golf architect Cabell B. Robinson and four restaurants, headed by Michelin starred chef will also feature. *Details: <http://lei.sr?a=q6a7d>*

Resort offers catered wellbeing menus to guests

Renowned two Michelin star chef Andoni Luis Aduriz has entered into an agreement to design a progressive gastronomic programme at the new five-star Healthouse health resort due to open in Málaga, Spain in spring 2014.

Aduriz, of the Mugaritz restaurant in the Basque region of the country, will work with Kiluva Group, the owners of both the Naturhouse franchise network and Healthouse, to create menus for guests' specific treatment programmes.

Aduriz will be working to develop cuisine that blends nutritive and dietetic food with aspects of luxury dining, in order to promote wellbeing at the resort.

Upon arrival, each guest will sign up for a personalised health programme, with all treatments and cuisine tailored to meet the goals of their chosen course.

The special menus will be adapted to the different treatment programmes, which will cover areas of weight-reduction, anti-stress, anti-aging and detoxification.



Menus will be created for guests on specific treatment programmes

Aduriz's work with the Kiluva Group follows the chef's previous work that saw him increase the nutritional profile of the menu at the Mugaritz, while the chef has also taken part in research with both AZTI-Tecnalia and Senifood.

When it opens later this year, Healthouse will be located on the site of the former Las Dunas Beach Hotel and Spa along the Costa del Sol, overlooking the Mediterranean. *Details: <http://lei.sr?a=7v8h4>*

China Fleet Country Club opens new Aqua Spa

The China Fleet Country Club in Cornwall, UK has unveiled the addition of its new Aqua Spa, following a £500,000 renovation of its water facilities.

China Fleet now offers guests the use of leading thermal technologies, including a laconium.

The spa also features salt and aroma steamrooms, with its salt steamroom using an injection system to create air reminiscent of tropical beaches.

An ice chute experience, where ice flakes are used to help stimulate circulation, is on offer as well as tropical and cold experience showers, a relaxation area, a tepidarium, foot spas and a spa pool.

The Aqua Spa joins the club's existing Barn Spa, which offers guests the use of six treatment rooms, providing a range of beauty and skincare therapies.

Details: <http://lei.sr?a=E4q3A>



The programme aims to give women confidence

Retreat set to teach women to become more sensual

Shhglobal has launched a retreat programme which promises to help women boost their confidence and sensuality, as well as release old traumas.

The four to seven day retreats are being held at a private 18th century manor house in Dorset and a hilltop villa in northern Ibiza.

Guests will learn how to build confidence, release anxiety, overcome trauma and explore their sensual potential, through treatments and group workshops.

"We want to shift the taboo around women's sensuality and sexual awareness," says co-founder, Lucy Arrowsmith. "Shh... retreats offer women the chance to experience, appreciate and celebrate their femininity through developing an understanding of the relationship between sensuality and self-confidence, creativity and the effects this has on living a full and

Automated customer loyalty program for SpaBooker

Cloud-based software provider SpaBooker has launched a new product to help spas simplify customer loyalty and encourage repeat custom.

Promote is an email program which sends incentives based on each customer's last visit to get them to rebook appointments.

Pricing starts at US\$25 (€18, £15) a month and the program runs automatically and integrates with existing accounts.

Josh McCarter, CEO of Booker, the company behind SpaBooker, says: "We conducted early market testing with a select group of businesses, all of which saw significant increases in customer retention and in new bookings. In the first three months, we found that Promote generated an average of a 10x return on investment – it's exciting to see how a single tool can make a business much more successful."

Details: <http://lei.sr?a=M6c3F>



The spa is part of the Ritz-Carlton Key Biscayne

Key Biscayne spa in Miami, Florida gets US\$2m makeover

Ritz-Carlton's luxury spa in Key Biscayne, just outside of Miami, Florida, US, has been unveiled following a US\$2m (£1.2m, €1.5m) complete makeover.

Led by design firm Gettys, the redeveloped 20,000sq ft (1,858sq m) spa now features a mosaic waterfall, modern gold fixtures and contemporary art displays.

New spa facilities include a revamped wet area with spa pool, sauna and steamroom; an expanded relaxation area and a refurbished salon and treatment rooms.

The facility's fitness centre has also been expanded to include a reception area, new cv and weight equipment and a core action station for gym users.

The spa menu has also undergone a complete revamp to cater to men, women and expectant mothers. Signature treatments include the Tropical Paradise Hydrating Wrap, Pina Colada Body Polisher and Island Escape package.

Details: <http://lei.sr?a=B9S2B>

Aro Ha promises 'wellness adventure'

Aro Ha, a purpose built luxury health and wellness centre, overlooking Lake Wakatipu near Queenstown in New Zealand is set to open on 12 January, offering an "all-inclusive wellness adventure."

Aro Ha's purpose is to "create a place that supports self-awareness, physical fitness and connection with true nature." The aim is to combine multiple aspects of wellness into one condensed experience with the programme looking to help lift depression, improve learning, increase self-esteem, lose weight and improve general body image.

The "wellness adventure", is a programme based on Vinyasa Yoga, sub-alpine hiking, functional strength training, meditation, therapeutic massage and detoxifying vegetarian cuisine.

Facilities at Aro Ha include a multi-functional communal building, lounge, dining room, guest and staff accommodation. A spa with treatment rooms, spa pool, cold plunge



The wellness adventure incorporates a number of disciplines, including yoga

pool, Finnish sauna, Infrared sauna and a cooling bed is also included.

Located in the region's Southern Alps, the 21-acre retreat sits in the Wyuna Preserve.

The development is completely self-sustainable, incorporating off-grid power.

The facility can hold 32 guests and offers three- to-seven day retreats. It can also cater for up to 80 guests for a one-day event.

Details: <http://lei.sr?a=u4d7S>

Hilton launches new resort in the Seychelles

Hilton has opened its third resort in the Seychelles with the launch of the DoubleTree by Hilton Seychelles-Allamanda Resort & Spa.

The 30-bedroom resort, located in the south of Mahé, offers a fully equipped business centre, private beach and spa facilities.

The 120sq m (1,291sq ft) Duniye Spa offers three double treatment rooms with ocean front views, a pool and fitness centre.

Referring to the original meaning of Duniye (Universe) the spa offers a universal, holistic approach to health and wellbeing. It has been inspired by traditional and modern therapies from around the world with an emphasis on regional healing traditions from both Asia and Africa.

Selected natural products are the foundation of the spa's services, which offers products from Pure, Comfort Zone and Healing Earth.

Signature treatments include the Sense of Touch – a massage treatment which includes a footbath, followed by a vanilla and whipped



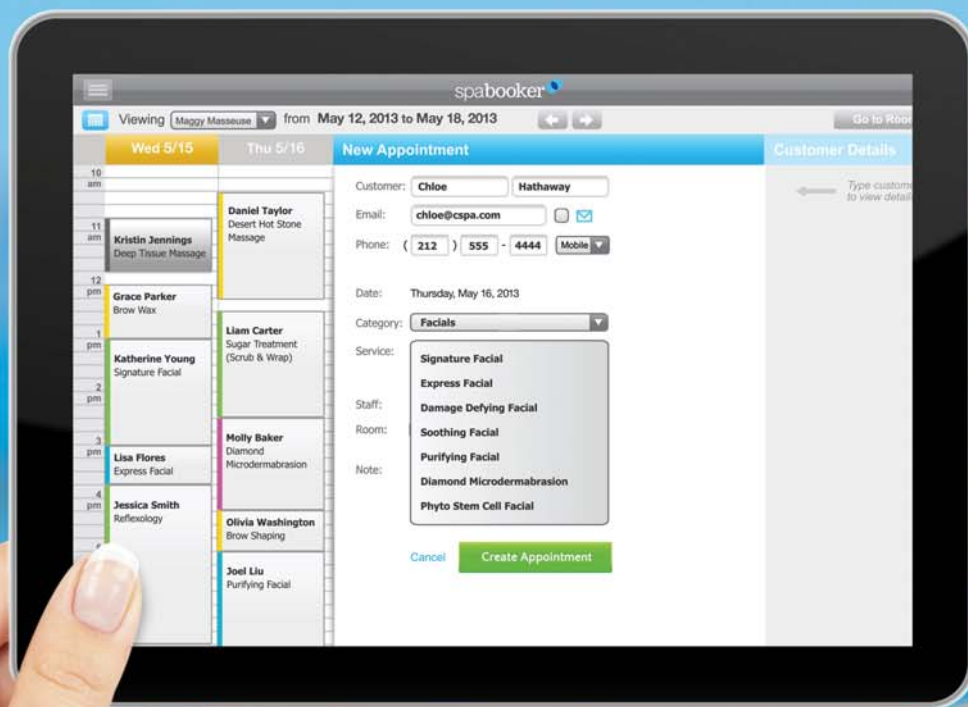
The new DoubleTree by Hilton resort is located in the south of Mahé

cocoa full-body massage – and the Seychelles Island Paradise – a treatment which uses a foot bath, Balinese or oriental massage using coconut oil, coconut hair mask, body polish and body lotion to give shiny hair and soft skin.

John Greenleaf, global head of DoubleTree by Hilton, said: "We are confident the hotel's stunning paradise setting along with the offer of ultimate seclusion, comfort and overall wellbeing will prove a tantalising combination for travellers." Details: <http://lei.sr?a=R2y3p>

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Sheraton opens new hotel in Langfang City, China

Starwood Hotels has announced the opening of the Sheraton Langfang Chaobai River Hotel in northern China's Hebei province.

The 302-bedroom hotel is the second Starwood hotel to open in the region and houses the first Elegant Spa club in Langfang City with a variety of wellness programmes. The Shine Spa's signature treatments are influenced by Chinese methods and are designed to relax and soothe.

The opening marks Starwood's continued expansion in secondary and tertiary cities across China, with more than 120 hotels in operation and a further 100 in the pipeline.

The hotel also offers a Sheraton Club, Sheraton Fitness by Core Performance and an indoor heated pool as well as two restaurants and 3,000sq m (32,291sq ft) of meeting space.



Rival bids have been made for a Massachusetts casino

Bids made for billion dollar casino and resort plan in US

Two competing proposals have been submitted for a new billion dollar casino and resort in Massachusetts, US.

Mohegan Sun has submitted plans for a US\$1.3bn (£790m, €950m) resort/casino on the grounds of the Suffolk Downs racetrack in Revere, which would see 170,000sq ft (15,793sq m) of casino floor space, a casino hotel and boutique hotel with a combined 500 bedrooms and a 10,000sq ft (929sq m) spa all built to LEED Gold building standards for environmentally friendly design.

A rival bid from Las Vegas casino titan Steve Wynn in nearby Everett, would include a 350-500 room luxury hotel, restaurants and a terrace overlooking the Mystic River on the former Monsanto industrial site, and a 150,000 sq ft (1,393sq m) casino with thousands of slots and up to 150 table games.

The Massachusetts Gaming Commission will only issue one licence to operate a resort casino in the Greater Boston area and expects to do so in May. *Details: <http://lei.sr?a=Z3X3p>*

Hotel planned for Margaritaville

Margaritaville Casino & Restaurant in Biloxi, Mississippi, US has announced plans for a new hotel resort including time-share properties, a spa and 250 bedrooms.

Ground will be broken during Q1 of 2014 with an estimated completion date of Q1 2015.

The 250-bedroom hotel will cost around US\$60m (£36.3m, €43.9m) to build and will feature an expanded and renovated casino floor, which will see the addition of a spa, pool and meeting space.

Margaritaville Biloxi will also make improvements to its marina to provide more secure overnight docking accommodation, as well as develop a bay-front resort pool and pool bar with outdoor gambling.

Cuningham Group has been selected as the designer and architect for the new project while New Orleans-based The McDonnell Group has been chosen as general contractor.



The 250-bedroom hotel will cost around US\$60m to build

"Margaritaville Biloxi will be making a considerable investment in creating a resort destination the likes of which Biloxi has never seen," said Doug Shipley, president & CEO of Margaritaville. "The addition of time-shares to our hotel will attract a whole new type of customer; one that's not currently visiting the Biloxi area. It truly is an exciting opportunity for our city." *Details: <http://lei.sr?a=K7k3e>*

Spa Handbook identifies upcoming market trends

Trends and opportunities in emerging wellness markets have been identified by global foresight firm The Futures Company for the year ahead.

The firm says that holistic approaches to wellbeing have become mainstream and that there is a growing openness to eastern approaches to health in western markets. Spas will maintain their momentum among international visitors who are resilient to current economic troubles although spa operators should not overlook the rising potential in catering for domestic and regional visitors as emerging economies expand.

Vera Kiss from The Futures Company also identified the drivers behind consumer demand, noting that alongside growing incomes, local spa tourism will be driven by rising health awareness as lifestyle diseases such as obesity and diabetes are set to increase in emerging markets. Also as a result of growing stress, levels of emotional wellbeing have been dropping in key markets, with reported levels of satisfaction between 2009 and 2012 dropping



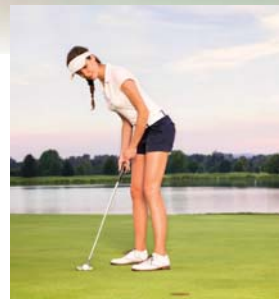
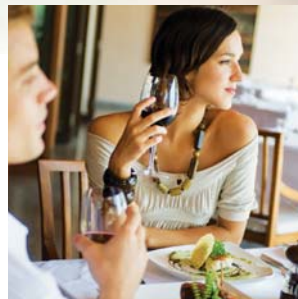
An holistic approach to wellness has entered the mainstream

from 63 per cent to 55 per cent in Brazil and 72 per cent to 64 per cent in China.

Kiss also highlights the importance of tailored offerings to the sector. Public bathing culture, for example, has been traditionally associated with European spas and is likely to clash with notions around modesty held by consumers in some Asian markets.

The full trends report can be read in the current edition of the *Spa Handbook* available in print here: <http://lei.sr?a=A907e> and online here: <http://lei.sr?a=P3l4j>

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DIARY DATES

1-3 Feb 2014

Cosmobelleza & Wellness

The Cosmobelleza & Wellness international beauty trade show will provide a platform for those working within the hairdressing, aesthetics and wellness sectors to meet and talk business.

Tel +34 93 241 46 90

www.feriacosmobelleza.com

02-04 Feb 2014

Spatex 2014**Ricoh Arena**

SPATEX 2014 is a UK's dedicated pool and spa trade event. Now in its 18th year, SPATEX is the number one premier Show where those involved in the wet leisure industry either exhibits or visits. The Show include a wide range of sectors in the industry such as pools, spas, saunas or hydrotherapy. Wet leisure, in both the domestic and commercial sectors is represented.

Tel +44 1264 358558

www.spatex.co.uk

23-24 Feb 2014

Professional Beauty London**London ExCeL**

Professional Beauty is the event to attend where the new wave of trends are announced. Focused on strategy and business issues, the two day event will host the Professional Spa & Wellness Convention. It aims to give a platform to spa owners and senior managers to share their experiences of operating a successful spa. Running alongside Professional Beauty, the 2014 agenda will see a variety of topics including spa as a business, financial management, tourism as a revenue driver for spas, design and architecture vs practicality.

Tel +44 2073510536

www.professionalbeauty.co.uk

2-3 March 2014

Esthetique Spa International Las Vegas Conference**The Venetian Sands Expo, Las Vegas, Nevada, USA**

ESI is a trade show aimed at aesthetics, spa and medical spa professionals, providing an opportunity to network with hundreds of leading companies.

Tel: +1 866 772 7469

<http://spashowusa.com>

SPATEC Europe takes place between 7-10 May 2013 at the Sheraton Rhodes Resort in Rhodes, Greece

9-14 March 2014

International Esthetics, Cosmetics & Spa Conference New York**Javits Convention Center, New York, USA**

New York's IECSC in 2014 is set to feature exhibitors from the skincare, wellness and equipment sectors.

Tel: +1 203 383 0516

www.iecsc.com/ny

21-23 March 2014

Beauty Dusseldorf**Dusseldorf, Germany**

A trade fair for cosmetics, beauty and wellness professionals, attracting 50,000 trade visitors and 1,250 exhibitors.

Tel: +49 211 4560 7602

www.beauty.de

15-17 April 2014

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

A meeting place for major suppliers of medical and health services, travel industry representatives not only from Ukraine.

Tel +380 44 526-90-25

www.lmt.kiev.ua

7-10 May 2014

SPATEC Europe**Sheraton Rhodes Resort, in Rhodes, Greece**

The event will bring together Europe's spa operators of medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key domestic and international suppliers to participate in a series of one-on-one meetings. Throughout the event, attendees

meet spa owners, operators, directors and suppliers during planned networking activities.

Tel +356 99 45 8305

www.spateceu.com

10-12 Jun 2014

HBA Global Expo**Javits Convention Center 655 W 34th St, New York, United States**

HBA is a B2B event that provides personal care and beauty manufacturers with a spectrum of new ingredients, solutions, supplier resources and education to help bring innovate concepts to market.

Tel: +1 609 759 4700

www.ubmlive.com

12-13 Jun 2014

SPAMEETING ASIA**Sheraton Saigon Hotel & Towers, Hồ Chí Minh-Ville, Vietnam**

The event will gather key buyers from Asia and worldwid suppliers from the spa industry. They will hold one-to-one business meetings for buyers and suppliers.

Tel: +33 (0)1 44 69 95 66

www.itec-france.net

19 Jun 2014

Forum HOTEL&SPA**Four Seasons Hotel George V, Paris, France**

International event for news and information regarding the spa and hotel industry. Represents opportunity to be in contact with industry leaders, developers, Spa managers, hotel owners and directors and journalists from all over Europe.

Tel: +33 1 42 40 90 77

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Spa Dreams



Come True

References: Hotel Hyatt Regency, Düsseldorf, Germany // Ritz Carlton, Wolfsburg, Germany // Burj al Arab, Dubai, UAE // Rosewood Hotel, Abu Dhabi, UAE // Ocean Reef Club Resort, Key Largo, Florida // Four Seasons Hotel Los Angeles at Beverly Hills, California // The Dolder Grand, Zurich, Switzerland // Mövenpick Hotel Gammarth Tunis Hotel, Tunisia // The Westin, Costa Navarino, Greece // Grand Hotel Kempinski, Slovakia // Hôtel de Paris Saint-Tropez, France // InterContinental Marseille, France // Hotel Union, Geiranger, Norway // And many more...

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Poor call handling costs spas bookings

According to a survey by Leisure-net Solutions, only six per cent of spas ask potential clients making a telephone enquiry what benefits they want from a treatment and only 13 per cent ask if they want to make a booking.

The *Spa call-Focus™* survey, which assesses and scores all aspects of a spas' telephone enquiry services against industry standards, tested a sample of 15 UK day spas by calling them three times over a seven-day period.

Although no one asked the researchers if they had visited the spa before, 65 per cent answered the phone within five rings or less, eight out of 10 used the name of the spa in the greeting and almost two thirds showed interest in the caller.

More than half scored under 60 and the average score was 52 per cent, based on specific spa service criteria.

Lesley Aitken, founder of sales and training consultancy, Nurturing Skills, which has a focus on spas, said: "Picking up the phone to call a spa is a big deal for prospects. Research



The average score was 52 per cent based on specific spa service criteria

shows that the vast majority of people only contact one or two spas before deciding which one to visit, so the impression staff make on the phone is vital.

"We checked the quality of day spas' call handling and found there's still a lot of work to be done. Only six per cent focused on the callers' needs and wants, many showed a lack of interest and enthusiasm, directing callers to a brochure instead of communicating directly on the phone, and there was a general lack of encouragement to book. Details: <http://lei.sr?a=Q3R7C>

Mintel tips Mixologiste as top trend for 2014

Mixologiste, or multi-functional beauty products, are set to be a key trend in 2014, according to new research from Mintel Beauty & Personal Care.

BB (blemish balm) creams which can moisturise, give SPF protection, sheer coverage and provide soothing and healing properties, have kicked off the growing trend.

"The huge success of BB creams has led manufacturers to think about how they can build on their portfolios

and add excitement to saturated sectors," says Jane Henderson, global president of Mintel's Beauty and Personal Care Division.

Mintel research shows that up to 70 per cent of US female consumers are interested in multifunctional lip products and 65 per cent in multifunctional facial coverage products – for example a foundation and concealer hybrid.

In China, 46 per cent of make-up users say they like trying new multifunctional products, such as eyeshadow and blusher.



Multi-functional products have been tipped as a top trend for 2014

Currently, the UK lags behind in this area, with just 25 per cent of women saying they are interested in a product which also has cosmetic benefits.

As well as skincare products, it is likely we will also see more multifunctional hair products and fragrances. French women have expressed an interest in skincare products which contain their favourite fragrance, while Italian women would like fragrances for clothes. Details: <http://lei.sr?a=t6J9D>

AHA releases new guidelines for keeping a healthy heart

New guidelines from the American Heart Association (AHA) show specific ways to eat and exercise for a healthier heart and to reduce the risk of developing heart disease.

The guidelines, published in *Circulation* and the *Journal of the American College of Cardiology*, were made after an AHA committee made up of doctors and medical experts looked at more than 10 years of research to decide on the recommendations.

The committee said diet should consist mainly of vegetables, fruits, whole grains with low-fat dairy, poultry, fish and legumes. It also recommended reducing calories consumed from saturated and trans fats.

People with high cholesterol or high blood pressure are also recommended to undertake moderate to vigorous exercise three to four times a week. Details: <http://lei.sr?a=X6e7t>



The US spa industry has shown growth in 2013

US spas return to pre-recession levels of growth during 2013

2013 saw the US spa industry record its strongest year on record since 2007, according to the International Spa Association's (ISPA) 2013 *US Spa Industry Study*.

The report indicated that across five key areas – visits, spending per visit, revenues, staffing levels and number of spas – there has been growth.

A continuation of a 2012 report, the large-scale survey of 14,000 spa operators showed total spa revenue is up 4.7 per cent (US\$14bn, €10.1bn, £8.7bn) while revenue-per-visit figures show customers are spending US\$87.20 (€63, £53) on average – an increase of 1.8 per cent.

Spa numbers continue to slowly increase with 19,960 sites open across the US – a 0.5 per cent increase since 2011 – which bodes well when compared with 2009-2010 when spa closures outpaced openings.

Spa visits are up 2.8 per cent, rising from 156 million to 160 million, while total employees has also increase by 1.2 per cent to 343,600. Details: <http://lei.sr?a=N8q3w>



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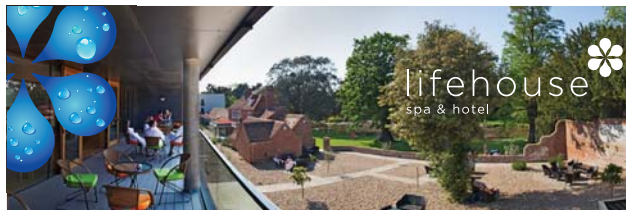
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Miraval at Natirar to have Rockwell spa

Continued from front cover

The new Miraval at Natirar is the second site for the brand and will be built in and around an existing operation, which is owned and run by founders Bob and Kim Wojtowicz.

The stunning house, set in 400 acres, was the former home of the King of Morocco and already boasts a high-end farm to table restaurant called Ninety Acres, a cooking school, farm and membership club. Miraval replaced previous shareholder, Virgin's Sir Richard Branson, as a partner in the project in 2012.

The wooded site has a 60-mile unobstructed view into Pennsylvania: "All you see is rolling hills and trees," says Miraval CEO, Michael Tompkins. "The property is set on a hill and from the other side you can see Manhattan." Natirar is an hour by car from the city and 25 minutes from Newark International airport.

Under the scheme, the existing mansion will be converted and a second building constructed, said Tompkins: "The new-build will have the same architecture and brick. There'll be 66 keys and an underground tunnel to the new spa."



Miraval at Natirar will open its doors in 2015 and will have a Rockwell spa

Rockwell Group's design for the spa is a dramatic, grass-roofed, minimalist glass building with a waterfall cascading from the roof.

As part of the development, Natirar's fitness centre will be expanded by 6,000sq ft (557sq m) and its stables used for Miraval's famous Equine Experience. In addition to hiking and biking trails, there's also a lake on the property. "We'll organise paddle board yoga," says Tompkins. "We'll also do snow shoeing in the winter and will be open year round."

For more, see *Spa Business*, Q4, 2013, page 38

Ritz-Carlton launches first Israel-based hotel

Ritz-Carlton has unveiled its first luxury hotel in Israel with the opening of The Ritz-Carlton, Herzliya.

Located on the Tel Aviv seafront, the new 197-bedroom hotel is one of the first global luxury brands in the country.

The hotel was designed by a collection of designers, with Rani Ziss Architects designing the 12-storey property, while New York-based design firm Studio Gaia created the interiors and Israeli studio Gad Halperin produced the lobby and restaurant.

The 197-room property includes a Ritz-Carlton Spa which offers an outdoor terrace for relaxation, six treatment rooms, a Swedish sauna and a hammam. A full range of beauty and body therapies are on offer, including Ritz-Carlton signature therapies and Shiseido treatments created exclusively for the hotel.



The Ritz-Carlton Spa at the hotel offers an outdoor terrace for relaxation

Also included is a rooftop pool, in addition to The Ritz-Carlton Spa and Fitness Centre, which will boast Mediterranean views and outdoor relaxation terraces.

Other facilities included at the hotel are 4,500sq ft (418sq m) of meeting space and a restaurant. Details: <http://lei.sr?a=Q7W3r>

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