

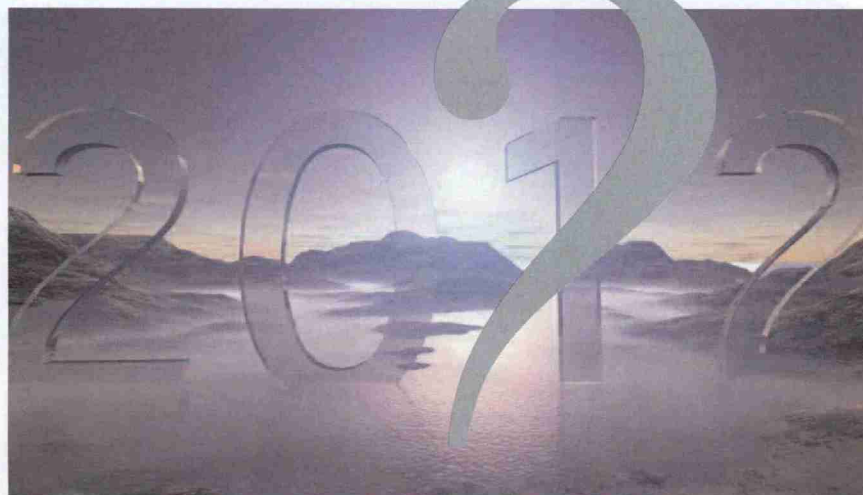
PEOPLE & PLACES

TRACKING SPA TRENDS

SPA MANAGEMENT

SpaFinder Top 10 Trends for 2012

TRENDS PREDICTIONS



By **Susie Ellis**

1. Healthy Feet Treatments

Counteracting damage from high heels, women find relief at "foot fitness" bootcamps like New York's Yamuna where they assess how you walk, improve posture, and apply a host of therapies.

Going to the new, comprehensive "Healthy Feet" program at Canyon Ranch SpaClub in Las Vegas at The Venetian can include treatments performed in zero-gravity chairs, with names like "Foot Rescue!" and "Healthy in Heels." Ellis cites Podiatrist-overseen "medi-pedi" by British



ABOUT THE AUTHOR

As president of SpaFinder, Inc., Susie Ellis is one of the most respected analysts and commentators on the global spa industry.

In Susie's Spa Blog you will find information about spa news and spa trends from the spa industry prospective. Susie Ellis, Blog Author and President of SpaFinder is recognized worldwide as a leading authority on the spa industry, the evolving spa consumer, and spa-related health, wellness, beauty, fitness and lifestyle trends.

She also leads the company's charitable and community-facing ventures, including SpaFinder's initiative to raise awareness of, and help prevent, melanoma skin cancer.
blog.spafinder.com

www.spamanagement.com

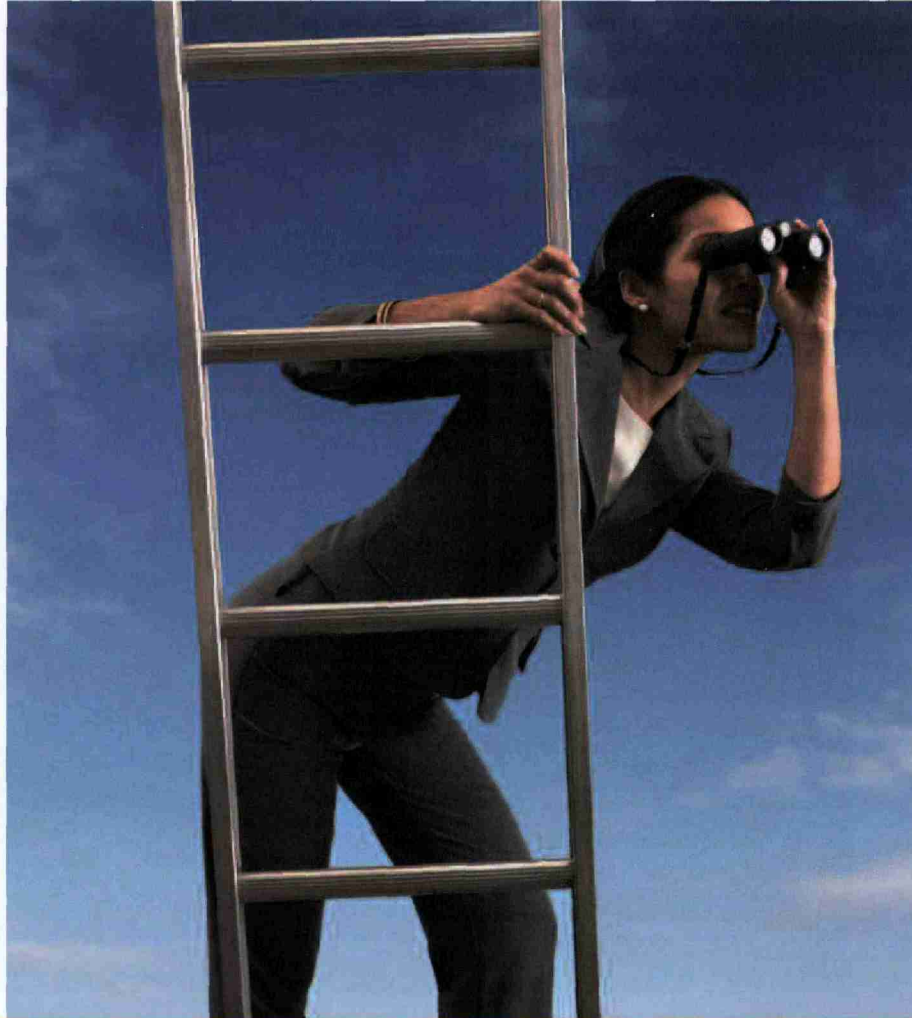
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HOW WELLNESS REPLACED PAMPERING



Look for: Skincare with specialty foot products.

celebrity foot doc Margaret Dabbs at London Liberty store; French foot doctor Bastien Gonzalez' signature "*Le Soin de Pieds*" in London, Dubai, now incorporated as the "Pedi:Mani:Cure" at One&Only resorts Reethi Rah (Maldives) and Palmilla (Mexico).

Special feet/calf massages complement the "High Heeler" treatment at New York's Mohonk

Mountain House, Spa Montage locations in California and Utah, while the ultimate men's pedicure by Samuel So at the Mandarin Oriental Hotel in Hong Kong involves ten razor-sharp metal blades.

Look for: Skincare with specialty foot products. Germany's 100-year-old Gehwol line powers Canyon Ranch's new "Healthy Feet" program.



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SPA MANAGEMENT

ON THE MENU OF TOP HEALTH RESORTS

Emerging concepts that will

shape the world of spa

range from beauty coaching

to online wellness gaming,

predicts SpaFinder

President Susie Ellis in her

ninth annual trend forecast.

2. Cold and Ice Are Hot

Cold/ice applications have been used to reduce pain and inflammation in muscles and joints since the Romans built a "frigidarium" into their bath circuit. At every ESPA around the world you can now scoop ice crystals out of fabulous ice fountains for bracing rubdowns after saunas. In Las Vegas, snow falls enhance

Qua Baths & Spa at Caesars Palace and Canyon Ranch SpaClub. The Ritz-Carlton in Vail, Colorado, recommends a roll in the snow after your Jacuzzi and sauna time.

Brave the ice chamber trend at places like the new Sparkling Hill Resort and Spa (Canada) or Champneys Tring (UK). The first dedicated "cold therapy clinic" — the 4,300-square-foot U.S. Cryotherapy Center — just opened in California with its new, full-body cold therapy experience poised to franchise to numerous other U.S. locations.

Look for: Cold-rock massages and contrasting hot/cold versions, facials featuring cold jade and spoon usage, ice masks. Thermarium's innovative "snow shower" lets you tap a digital touchscreen for "light snowfall," "moderate snowfall" or "blizzard." Cool!

3. Wellness and Beauty Coaching

Integrative medicine leader Dr. Kenneth Pelletier recently noted that the spa industry is in a better position (than the medical establishment) to deliver preventive "healthcare," i.e., to provide an environment and offerings that can actually help people make long-lasting lifestyle changes — the number-one medically proven path to disease prevention and optimal health. Arizona's Mii amo resort recently integrated coaching with its "guided journey packages," including follow-up with your onsite coach. Arizona's Miraval Resort & Spa offers an "Integrative Wellness Program" with a medical specialist, back-home consultations, lectures by Dr. Andrew Weil.

San Francisco's Cavallo Point resort has "Life Enhancement Coaching" where guests can opt for unlimited follow-up sessions. Canyon Ranch



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THE MERGER OF MEDICAL SPAS & LIFESTYLE COACHING

health resorts' (two U.S. locations) "Follow Up at Home" program involves 30- to 50-minute phone, email, and Skype sessions with doctors, nutritionists, "life management therapists," even Traditional Chinese Medicine experts and spiritual counselors. And Rancho La Puerta in Mexico teamed up with technology company, SelfOptima (creators of the www.spaevidence.com website), to adopt its brand-new "Wello" guest engagement platform (featuring health assessments, progress charting, ways to stay in touch with the spa's experts and peer social networking) designed to keep people connected to both the spa and their health regime.

Look for: Companies like Wellpeople.com (U.S.) to offer certified on-site or virtual wellness coaches for spas, hospitals, and businesses. Australia-based The Cosgrove Group pioneered wellness coaching-certification programs at home and in Europe, expects to certify 1,000 American wellness coaches this year

4. Online Wellness Gaming

While hundreds of fitness/health games (like Nintendo's "Let's Yoga!") have been around for years, wellness gaming concepts are suddenly getting far more serious and complex. The leader in this movement is the U.S.-based "Games for Health" project which brings medical professionals and game developers together to study how cutting-edge games (i.e., exergaming, physical therapy, biofeedback, nutrition, emotional health, games, etc.) can improve people's health and governments' healthcare policies. World-renowned medical institutions like the Mayo Clinic are now holding conferences like "Games as Life-Changers." Insurance giants are betting on gaming: Aetna partnered with wellness game developer

MindBloom to launch "Life Game," designed to make it fun, rewarding, and social for members to achieve wellbeing goals, whether drinking more water or planting a tree and helping people meditate. Mind-body guru Dr. Deepak Chopra has a brand-new meditation game, "Leela," that uses 43 interactive exercises, focusing on the body's seven energy centers, to help people relieve stress. Chopra spent three years designing "Leela," and has explained that it was the addictive nature of video games that attracted him, allowing his philosophies to reach and engage far more people.

Look for: "SuperBetter" from Social Chocolate, a digital "serious games" company recently launched by gaming guru, Jane McGonigal "to turn everyday folks into superheroes for health."

HealthyWage.com allows dieters to bet their money (and profit nicely) if they lose weight. Nike+ and FitBit (and a whole host of other GPS- and bio-based fitness tracking apps) allow exercisers worldwide to do things like archive their workouts and compete in challenges thrown down to their online network. "Skimble," a mobile fitness platform that schedules short workouts into a busy day, shares people's progress socially on Facebook, Twitter, etc. "OptumizeMe" lets users dish out/accept physical challenges. Soon-to-launch, tween-focused "Zamzee" uses hip-worn sensors to reward kids for all physical activity, awarding "points" that can be redeemed for shopping, etc.

5. Pairing Fine Dining and Spa-ing

Culinary events revolving around choosing, preparing and feasting on healthy food. Australia's Gwinganna Lifestyle Retreat hosts "Feast and "Nourish" getaways with nutrition education/cooking/exercise. San Francisco's



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SPA MANAGEMENT

SETS THE PACE FOR THIS YEAR

Once upon a time, conformity helped the budding spa-goer know what to expect when stepping into the spa realm; now new “aha” experiences are in. Jaw-dropping design at the “bubble spa,” in the Boscolo Milano hotel in Italy has LED-illuminated mirror bubbles rise to the top of the interiors of the treatment rooms, sauna and baths. St. Regis Bangkok's Elemis Spa provides a little mid-air pre-pampering, with its floating, nest-like relaxation pods. Ritz-Carlton Hong Kong's spa by ESPA is the world's highest spa (on the hotel's 116th floor), where incredible design elements include an infinity pool that makes you feel as if you're in an airplane, peering down on the city — and a stunning indoor pool with a ceiling-mounted LED screen. In London, ESPA's new flagship at the Cornelia hotel features a crystal rotunda.

Cavallo Point offers cooking/spa retreats designed around group expeditions to local farmers markets. A new take on healthy Mexican cuisine at Rancho La Puerta's La Cucina Que Canta includes selecting vegetables from the organic garden, and hands-on cooking. The Guerlain Spa at the Waldorf=Astoria New York just launched “in-spa lunches,” which are served pre- or post-treatment, in the grand-scale lounge.

Look for: Wine/food “pairings” explicitly “curated” to enhance treatments. In Napa Valley, California, Auberge du Soleil vinotherapy is paired with a tasting of local wine selected by the property's sommelier, who explains the logic behind the pairing and why it's the right “blend of sensory experiences.” At the Ritz-Carlton Denver, male clients sample local artisanal beers while they help make their own “beer-based” spa treatments.

6. Vibration, Sound, Music, Light and Color Therapies

Pick up good vibrations in multi-sensory environments. Arizona's Miraval Resort & Spa recently introduced “Taiz Sensorium” that integrates vibrational medicine, music therapy, gentle human touch and aromatic oils to “fully engage the senses.”

A Viennese artist named sha designed the “AlphaSphere” at Berlin's Mandala Hotel ONO Spa and Bulgaria's Kempinski Hotel's Zalez spa that encases you in blue light, sound and vibrations, while your body sways to the rhythms of your breathing. The Liquid Sound Temple at Germany's Toskana Therme designed by multimedia artist Micky Reimann lets you float in thermal water amid color and sound.

Look for: Light therapy for aging and damaged



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EMERGING CONCEPTS SHAPING THE WORLD OF SPA

skin. Acqualina by ESPA in Miami, and Mandarin Oriental spas around the world use red and blue LED technologies to repair/renew skin cells. Kate Somerville facials at Four Seasons spas incorporate intense light therapy.

7. The Glam Factor

"Old Hollywood" glamour is making a comeback. The just-opened Trump International Hotel & Tower in Toronto (Canada) takes champagne and caviar as its motif, positioning the spa experience as total immersion in old Hollywood glamour. French-influenced Guerlain at New York's Waldorf-Astoria has a social Grand Salon instead of locker rooms, offers clothes pressing, makeup counseling. Red Door spas channel the look of Elizabeth Arden.

Look for: Express services like "New York Minute" treatments at New York's new Setai Fifth Avenue hotel (30 minutes or less).

8. Spa Evidence: Showing the Science Behind Spa

With the new website SpaEvidence.com — the world's first portal to the aggregated medical studies for 21 common spa/wellness approaches — spagoers have access to databases that doctors use, allowing you to search spa modalities proven to work, and for which conditions.

Launched by the Global Spa Summit in mid-2011 (an advocacy group for the worldwide spa/wellness industries), and shaped by doctors with an expertise in integrative medicine, SpaEvidence was a big, courageous step towards transparency for the spa industry, as the site returns the clinical evidence behind therapies, whether it is positive, inconclusive,

or negative.

And it forged new, common ground between the medical and spa worlds by embracing the rigors of "evidence-based medicine." Big spa players like Rancho La Puerta, Fairmont's Willow Stream Spas (across Asia, Europe, North America) and SpaFinder.com have adopted a custom version of SpaEvidence.com; spas Gwinganna Lifestyle Retreat in Australia, Quantum Spa (South Africa) prominently link to the site; Jumeirah Resorts' Talise spas from Dubai to Shanghai have adopted the language of "evidence-based medicine" to describe their offerings.

Look for: Medicare to cover screening and counseling for obesity. Fashion icon Donna Karan's Urban Zen Integrative Therapy program expanding across major U.S. hospitals like UCLA Medical Center.

Frustrated by the lack of "eastern healing" approaches during her husband's cancer treatment, Karan designed the program to train medical professionals in yoga therapy, reiki, essential oil therapy, nutrition and contemplative care.

9. Spas Become a Family Affair

Aulani, Disney's new Hawaiian resort, may provide a glimpse of what is to come, with its Laniwai Spa welcoming and accommodating families in novel ways. In special family spa suites, youngsters can have massages with their parents, and babies can also accompany parents to treatments, where mom and dad (one at a time) learn the art of baby massage from a professional. The dedicated teen spa, "Painted Sky," has its own private entrance and offers traditional spa/salon treatments, as well as extras



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RANGE FROM BEAUTY COACHING TO ONLINE WELLNESS GAMING

like yogurt and perfume bars, “after hours” events, weekly wellness programming and “Painted Sky” fitness.

Youngsters can get their hair and nails bedazzled in the main salon, and get dressed up like a hula dancer — while the main adult areas welcome those aged 14-plus if they are with an adult.

Look for: Kiddie spas offering whimsical, sweet-sounding treatments like “ice cream pedicures served up on oversized banana split pedicure thrones,” or “Starfish Sparkle” manicures found at Keylime Cove in Florida, “Mini Me Massages” offered at Vermont’s Stowe Mountain Lodge’s “Chillax KidSpa.”

10. Spas Go for the “Wow”

Once upon a time, conformity helped the budding spa-goer know what to expect when stepping into the spa realm; now new “aha” experiences are in. Jaw-dropping design at the “bubble spa,” in the Boscolo Milano hotel in Italy has LED-illuminated mirror bubbles rise to the top of the interiors of the treatment rooms, sauna and baths.

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Canadian spa wows range from a Thai house of

healing at Echo Valley Ranch in British Columbia to Sparkling Hill Resort & Spa with “crystal architecture,” comprised of 3.5 million Swarovski crystals, to the Nordic-themed Scandinave day spa resorts, which offer fun circuits of saunas, steam rooms, waterfalls, plunges. And Bota Bota Spa-Sur-L’Eau (in the old port of Montreal), a floating, five-deck modern spa constructed on an old barge, featuring a cool water circuit and cocktail lounge. Singapore’s new Banyan Tree Spa at the Marina Bay Sands Hotel has a rooftop 4,000-square-foot tropical garden, where botanical treatments revolve around the brand’s “Tree of Life” concept. Germany’s Schloss Elmau blends spa and high culture, offering classical music and jazz concerts in the resort’s concert hall, artists and authors reading from books that fill the spa lounges.

Look for: Spa theme parks geared towards kids or accommodating parents and kids: Sealala Spa & Water Park in South Korea is kid-focused, while GyulaCastle Spa in Hungary (within Almasy Castle’s park) has a Wellness and Sauna Centre for adults and a huge aqua playground for the kids. New York’s five-story Spa Castle just expanded to two more U.S. locations; spa-goers buy tickets like a theme park for internationally themed sauna, steam bath, and swimming/hydro experiences.

It’s certainly not your mother’s spa.

For the complete SpaFinder 2012 trends report, go online:

http://www.spafinder.com/about/press_release.jsp?relId=240.

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