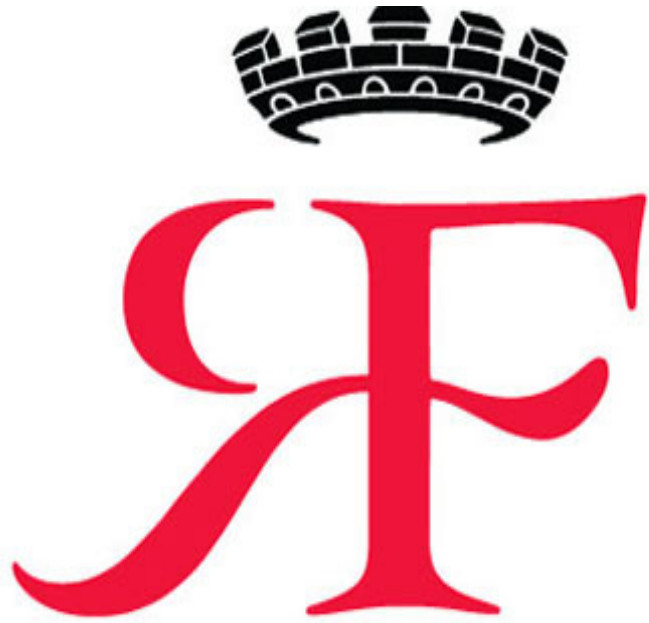


**Spas in Hotels:
How to decide the right
ownership / Management
agreement**

Heather M. Blankinship
Rocco Forte Hotels



ROCCO FORTE
HOTELS

The Collection

Balmoral Hotel - Edinburgh
Hotel Savoy - Florence
Hotel Astoria - St. Petersburg
The Lowry Hotel - Manchester
Browns Hotel - London
Hotel de Russie - Rome
Le Richemond - Geneva
Hotel Amigo - Brussels
Villa Kennedy - Frankfurt
Hotel de Rome - Berlin

Coming soon...

The Charles - Munich
Prague
The Vendura Golf & Spa Resort -
Sicily

- Rocco Forte Spas -

- **Past**
Product Brand Spa - for instance with ESPA,
Out-sourcing - for instance in Hotel de Russie
Internal Management Set-up
- **Present**
Presently we still have a wide variety of different types of management agreements.
- **Future**
As we brand the Rocco Forte Collection we will be defining a Urban Spa Brand, as well as a Resort Spa Brand.
Our Spas will be managed internally with the help of a Group Spa Director and a consulting company to develop the Spas.

Spa de Rome, Berlin



- 20m swimming pool with relaxation lounge chairs
- Finnish sauna with light and aromatherapy
- Aroma steam room
- Fully equipped fitness centre
- Six treatment rooms
- Products:
Eminence Organic Skin Care & Julisis

The Spa Balmoral - Edinburgh

- Luxury treatment rooms
- 15-metre Swimming Pool
 - Dry Finnish Sauna
 - Turkish Steam room
 - Relaxation Suite
- Fully-equipped fitness centre
 - Relaxation Suite
 - Finnish dry Sauna
- Poolside relaxation area
 - Products:
ESPA & Ystara



Le Richemond Fitness Centre - Geneva

- 3 individual treatments room
- 1 wet treatment room with Vichy shower
- 1 treatment room for couples
- Sauna
- Turkish steam bath
- Fully equipped fitness centre
- Relaxation area
- Products:
Shiesido & Sothys' Paris



Browns Health Club - London



- Fully equipped fitness centre
- 3 Treatment rooms, including a partner room
- Products:
Aromatherapy Associates,
Carita,
Chantecaille,
Dr. Sebagh &
Essie

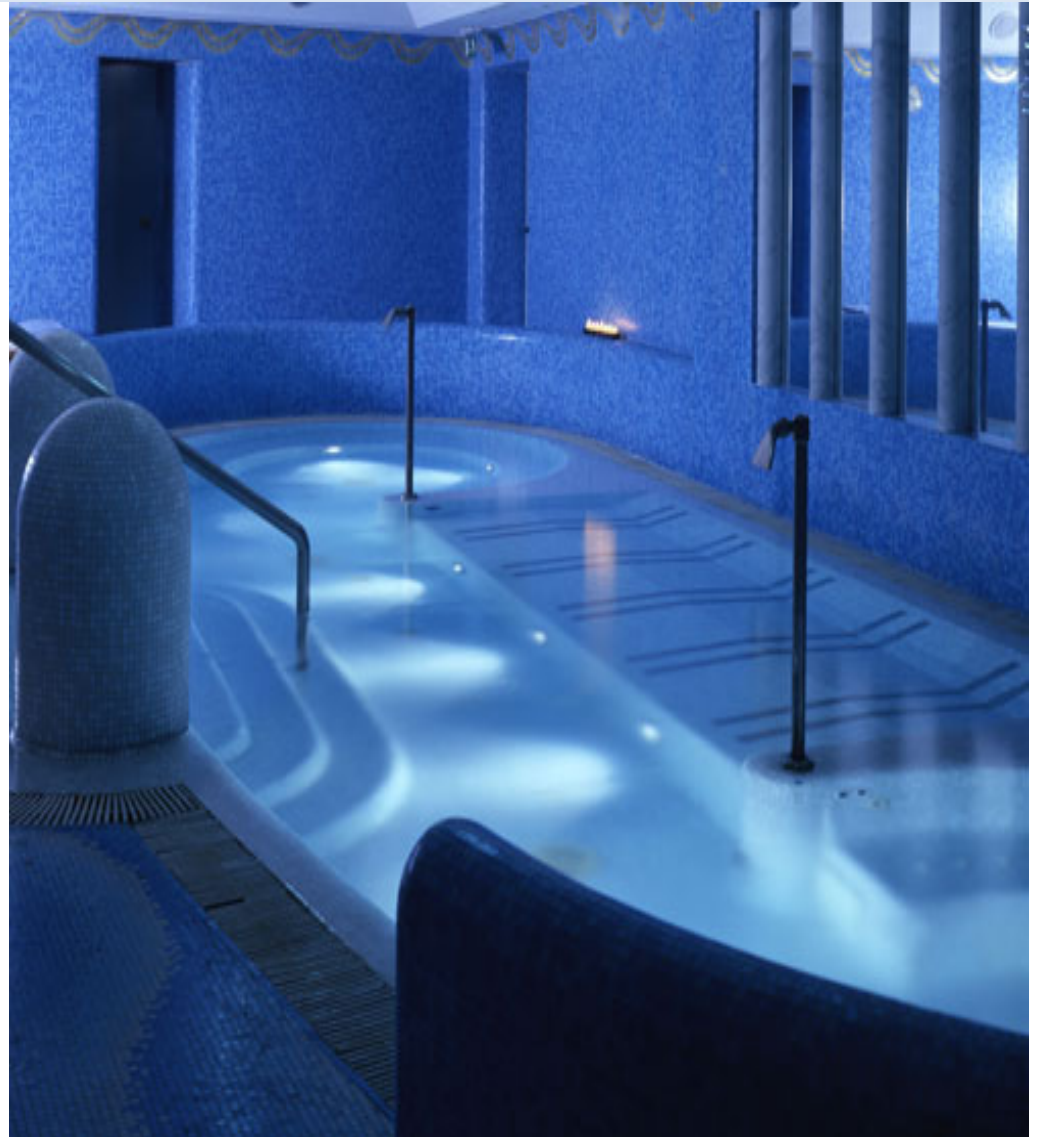
The Spa Lowry Hotel - Manchester

- Fully equipped fitness centre
- Six treatment rooms
- A health suite
- Ladies and gentlemen's relaxation rooms
- Sauna
- Products:
ESPA,
Ishi &
Carita



De Russie - Wellness Zone, Rome

- Fully equipped gym
- Finnish sauna
- Steam bath
- Saltwater whirlpool
- Beauty Center
- Products:
Carita & Décleor



Astoria Spa - St. Petersburg



- 4 treatment rooms
- Sauna & Turkish bath with adjoining relaxation rooms
- Fully equipped fitness centre, open 24 hours
- Products: Payot

The Villa Spa - Frankfurt



- 15m Swimming Pool and Jacuzzi
- Separate Finnish Saunas and Steam rooms for men and women
- Relaxation Lounge
- Fully equipped fitness centre
- Yoga & Pilates room
- Eight treatment rooms including one double room
- Products:
Eminence Organic Skin Care,
The Art of Shaving &
Jane Iredale Mineral Make-up

Vendura International Golf & Spa Resort - Spa Consultants, Raison d'Étre

