

# Mandarin Oriental Hotel Group Spa Division



*“Spas in Hotels: How to Decide the Right Ownership/  
Management Arrangement”*



*Moderator:* **Andrew Gibson**, Group Director of Spa,  
Mandarin Oriental Hotel Group, Hong  
Kong



*Panelists*

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1. **Jeff Matthews**  
President & COO, Mandara Spa, Bali
  2. **Anne McCall Wilson**  
Vice President Spas, Fairmont Raffles Hotels International,  
Inc., Canada
  3. **Heather Blankinship**  
Manager of Spas, Sir Rocco Forte & Family Luxury Hotels,  
German
  4. **Ahmos Netanel**  
President, Lucrative Wellness, CA
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*How to be Original  
and maintain  
Individuality...*



*whilst maintaining  
Corporate Brand Integrity*



## Spa brands demanding uniformity hold their brand together using:

- Exact design requirements for facilities
- Furnishings supplied by brand
- Equipment supplied by brand
- Products supplied by brand
- Staff supplied by brand



## Spa brands allowing individuality hold their brand together using:


- Guiding principles on an ethical level
- Guiding principles on choice of building material
- Guiding principles on type of products
- Guiding principles on Staff qualifications and training

 Elizabeth Arden  
red door salon & spa

  
WILLOW STREAM  
THE SPAS AT FAIRMONT

ESPA

  
MANDARA  
— SPA —

  
SIX SENSES SPAS

  
Chi  
THE SPA AT SHANGRI-LA

MSPA  
INTERNATIONAL

  
GOLDEN DOOR®

  
THE SPA  
AT  
MANDARIN ORIENTAL

  
Spa  
GIVENCHY

  
SPACHAKRA™

  
BANYAN TREE SPA



## Core Values picked from the spa industry:

- Commitment to **ethics and fairness** in all dealings
- Commitment to using **earth friendly** products
- **Wellness** in all we do, professionally and personally
- Providing experiences that are **authentically local**
- Commitment to **supporting the local community**
- We really **enjoy ourselves**

# Originality In Spa Product range



# Originality In Spa theme



# BRING IN THE EXPERTS



Do it  
yourself



## Product driven Spa consultants

ESPA



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## Brand driven Spa consultants



## Independent Spa consultants





**Thank You.**

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**Global Spa Summit**  
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