

SPA BEAUTY

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IN BRIEF

■ **VIRGIN ATLANTIC** has teamed up with swimwear label Seafolly to offer female Upper Class passengers a complimentary bikini when they visit the **COWSHED SPA** at its Heathrow Clubhouse. The airline has increased the number of therapists working at the outlet with the aim of significantly expanding the number of treatments.

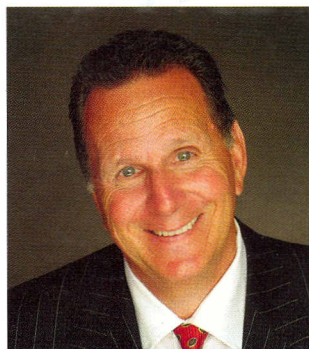
■ It is almost too silly to bear, but, according to press reports, a spa for teddies has opened in Beaulieu, Hampshire, offering luxury breaks for those in need of a stitch-up. For £80, your furry friend will have a check-up, and enjoy steam baths and donkey rides to restore them to their former glory.

US leads way in earnings

The global spa economy is estimated to be more than US\$250bn (£128.5bn), according to the *Global Spa Economy Report*. Prepared by worldwide independent research firm, SRI International, it was unveiled at the 2008 Global Spa Summit in New York.

The report's estimate, which looked at 2007, includes \$60.3bn in core spa industry revenues, such as spa facilities, capital investments, education, consulting, media, associations, and events, and \$194bn in spa-related hospitality, tourism and real estate.

When broader spa-related industries such as beauty, nutrition and fitness were factored into the equation, last year's global health and wellness market exceeded \$1trillion, says the report. It also



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found that 1.2 million workers were employed in more than 71,600 spas worldwide in 2007. During the same period, capital investment in spas approached \$13bn, with continued expansion on the horizon.

SpaFinder CEO Peter Ellis, who is also board chairman of the Global Spa Summit, said: "This report shows decision-makers – investors, policymakers, industry leaders – how big the industry is and how integral to the global economy."

Data collected from more than 210 countries, showed, in a breakdown of spa revenues by nation, the US emerging on top, with earnings of more than \$12bn, followed by Japan (\$5.7bn), Germany (\$3.8bn), France (\$2.3bn), Italy (\$2.2bn), the UK (\$1.7bn), and China (\$1.7bn). Details: research@globalspasummit.org ■ More than 220 industry leaders from around the world attended this year's Global Spa Summit. Further details available from: www.globalspasummit.org.



THE HURLINGHAM CLUB, SCENE OF THE SPABA CONFERENCE

Network in style

The Spa Business Association (SpaBA) is gearing up for its next networking event, to be held at the Hurlingham Club in Fulham, south-west London, on 2 July.

Flagged as the inaugural SpaBa luxury spa conference and garden party, it is hosted by Salon Privé (www.salonprivelondon.com), a three-day event (2-4 July) showcasing modern and vintage super cars and luxury goods.

Latest speaker line-up includes Jean Paul Blissett, director of Syntax, the Berkshire-based spa design company, and Crispin Reed, MD, Brand House.

With the morning devoted to

business, the afternoon is free for networking. To make a full day of it, you can attend the sportsman's evening dinner.

Tickets are: £75 (conference) and £125 (dinner), for SpaBa members. Prices include VAT. Details: 0808 100 2205.

■ The association is also planning this year's National Spa Week, set for Sunday 21 to Sunday 28 September.

SpaBa deputy chairman Andrew Hammond said: "We plan to build on 2007's success, when we achieved more than 155,000 hits on our website from consumers interested in National Spa Week."

Anantara wins gold award

Anantara Spa Emirates Palace in Abu Dhabi, UAE, has been recognised as one of the leading spas in the Middle East and North Africa at the fifth annual MENA Travel Awards 2008, winning gold in the best spa category.

The awards celebrate the skill, creativity, ingenuity and success of the Middle East, and North Africa's growing travel industry

and promote the talent and superior service in the industry to stimulate higher standards.

Vice-president of development of minor international spas, Michel van Der Hoeven, said: "Anantara Spas are dedicated to offering the ultimate in relaxation and rejuvenation and a spa menu that is created with the client in mind."

PEOPLE ON THE MOVE

■ **TODD LE PAGE** has been appointed spa director at **GRAYSHOTT SPA**, near Hindhead, Surrey. He has more than 20 years' experience in the spa industry, having worked in Canada, the UK, and Ireland, and, most recently, as spa manager at the Renaissance Chancery Court, in London.

■ **ANDREA MOLLOY** has joined Glasgow-based international spa design and consultancy specialists **SPA DEVELOPMENTS** as spa consultant. She joins the company from The Old Course Hotel, in St Andrews, Fife, and will use her 15 years' therapist and spa management experience to support the company's international consultancy projects.

■ **TAMMY HAWKINS** has joined **COMFORT ZONE** as an essential educator. Her spa industry experience includes Ragdale Hall, Cleopatra Spa in Dubai, and the Emerson Inn and Spa in New York.

