



Global Spa Summit

JOINING TOGETHER. SHAPING THE FUTURE.

Spa Associations Collaboration

Pre-Summit Collaborative Problem-Solving Session

Sunday, May 17th, 2009 4:30pm – 6:00pm

La Salle Davinet, Victoria-Jungfrau Grand Hotel & Spa, Interlaken, Switzerland

Chaired by Samantha Foster, Associations Liaison, Asia Pacific Spa & Wellness Coalition (APSWC), and Marion Schneider, Chair, British International Spa Association, United Kingdom

Scribe: Anna Belonogova (EHL)

Hearing from the Participants:

- Majda Berrada of the Moroccan Spa Association: Wants to bring IT and HR support for the spa industry to create healthy innovation
- Raul Andrews Sudre: is supporting Majda in the establishment of the Moroccan Spa Association
- Alfredo Carvajal of Universal Companies: Sponsors many organizations/associations such as LOHAS and ISPA
- Stu Garrow of Intelligent Spas: Consults and collects/analyzes spa data.
- Tomonori Maruyama: represents the Japanese government in analysing the industry and working with the spa associations in Japan
- Fifi Kao of Spa China magazine: is establishing a new association in China
- Guy Tabacchi: interested in promoting the development of the industry, and keen to lend his knowledge and experience from the development of ISPA
- Samantha Foster: wants to extend what APSWC is doing to a more global level so as to improve APSWC's effectiveness and promote consistency in the spa industry
- Marion Schneider: wants to create minimum standards for the spa industry and form a global spa network

In what areas can we collaborate?

- Establish basic minimum standards for therapist education
- Minimum service standards for the spa experience (requiring a definition of Spa)
- Communication: identify what is required in terms of basic language training
- Sharing of techniques and traditions from each country, to promote a better understanding of what is authentic, and help protect the traditions from exploitation. This would eventually lead to...
- Identification and certification of "authentic" therapies

- Competency grids – identifying minimum requirements for job roles, and recognising various levels of performance. The aim is to create a structure to help keep payroll costs in line with expertise and experience
- Define minimum standards in hygiene and therapy
- Conferences and exhibitions – promoting within the network
- Linking to each other- offering reciprocal memberships as any easy means to keeping in touch with what each association is up to.
- Use of webinars and videos for training – to facilitate global reach



Objectives

- Education of the industry
(information not regulation)
- Raise consumer awareness (act as a united voice of the industry)
- Professionalization (identify and promote best practices and standards)
- Business development (assisting spas to do better business)
- Positively influence government regulations, and/or facilitate self-regulation before damaging regulation is imposed
- People development
- Networking

The Current Challenge

There is no global consistency in the spa industry: no universally accepted definition of Spa; no globally recognized standards and practices; and no common understanding as to what various therapies and services we offer are. For example: Thai massage in Germany does not use the same techniques as officially recognized in Thailand. Ayurveda is used without appropriate consultation, to the detriment of this 5,000 year old tradition, and often to the detriment of the client. Some definition and standardization is required in order to protect the spa industry and the integrity of its services in the long term.

What does Spa mean? What are the expectations from the consumer and how can we meet these expectations?

A global standard to define and measure spas would be useful.

Solutions

- It was proposed to form a new hub organization to unite the international associations, in much as the same as APSWC is already doing in Asia-Pacific.
- From the experience of the participants in running associations, the barriers to doing this are:
 - Time: associations are usually run by volunteers, who are already flat out running their own businesses. This can make progress very slow.
 - Money: any association requires funding, for internal communications, to implement it's various activities, and to communicate these effectively to members and other beneficiaries
 - Recruiting active participation from those who have the appropriate expertise
 - Politics/competition: which often arise when an association starts to gain prominence.
- To be effective, it was agreed that the new hub organization would require some form of headquarters, and someone to act as coordinator.
- Global communications would need to be maintained electronically, with conference calls and use of WEBEX
- Alfredo expressed interest on behalf of Universal Companies in providing some initial sponsorship to get the association up and running. Sam and Marion to follow up.
- Volunteers to help found this new hub organization include:
 - Guy Tabbachi
 - Majda Berrada
 - Raul Andrews
 - Fifi Kao
 - Tomonori Maruyama
 - Alfredo Carvajal
 - Samantha Foster
 - Marion Schneider



The Global Spa Summit is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.