

# europaean Spa

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## TO THE MANOR BORN

The start of a brand new era at Eastwell Manor, Champneys, UK

## EXPERT GUIDE: HEAT

The best industry advice on hydro-thermal experiences

## FREEDOM OF CHOICE

A culture of individuality reigns at Schloss Elmau, Germany

# News

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## South Lodge spa design is inspired by South Downs landscape

Exclusive Hotels and Venues reveals details of comprehensive West Sussex hotel spa with interiors by Sparcstudio

**UK:** An expansive new £13 million (€14.8 million) spa will open in late summer 2018 as part of the South Lodge country house hotel in West Sussex.

Owned and managed by the luxury group Exclusive Hotels and Venues, which also owns Pennyhill Park in Surrey, UK, The Spa at South Lodge has been designed by Felce & Guy architects with interiors by Sparcstudio.

With a design inspired by the surrounding South Downs countryside, the spa will cover 3,250sqm and offer 14 treatment rooms, including one double suite with a private Rasul, a manicure and pedicure studio, a barbershop, and a thermal suite with a sauna, two types of steamroom and an outside vitality pool.

Alongside the spa facilities, a 200sqm gym will feature a terrace as well as a Spin studio, a 'holistic

studio' and a 22m x 10m infinity-edge indoor pool as well as a bar and a large restaurant.

Speaking to *European Spa* about the design concept, Sparcstudio co-director Beverley Bayes said: "The new spa at South Lodge is set into the natural contours of the landscape. The spa design brings the outside in and the infinity-end



**"The design is intended to extend the spa experience out beyond the walls into the countryside."**

**Danny Pecorelli** Managing director, Exclusive Hotels and Venues

swimming pool visually and seamlessly connects the internal spa experience with the extensive landscape, terraced sun decks, large outside natural swimming pond and hydrotherapy pool."

Speaking exclusively to *European Spa*, Danny Pecorelli, managing director of Exclusive Hotels and Venues, affirmed that "the design is intended to extend the spa experience out beyond the walls into the countryside itself."

The spa's product partnerships and suppliers are yet to be finalised but The Spa at South Lodge will have its own range of products created in conjunction with the Natural Spa Factory.

Situated in 93 acres of Sussex downland, the South Lodge hotel features 84 individually designed guest rooms and a separate six-bedroom Bothy Cottage. [www.exclusive.co.uk](http://www.exclusive.co.uk)



## Acquisition of ESPA marks start of a new era



**UK:** Luxury spa and skincare brand ESPA has been acquired by The Hut Group for an undisclosed sum.

Founded in 1993 by Sue Harmsworth, MBE, ESPA products and treatments are sold in more than 700 spas across 60 countries; in 2016, ESPA-trained therapists performed over five million treatments globally.

Speaking exclusively to *European Spa*, Harmsworth (above), who will remain as the figurehead of ESPA, said: "We've never been to market before and there was overwhelming interest, so we went through a long due diligence process and are absolutely thrilled that we've been acquired by The Hut Group.

"There is a lot of synergy between the two companies and a huge potential for growth. I'm truly confident that The Hut Group has the passion and expertise to extend ESPA's holistic philosophy,

which has been at the heart of our products, spas and treatments for 25 years. I'm delighted with this acquisition, which paves the way to an exciting next chapter in our journey."

The acquisition represents a strategic investment for The Hut Group, which is one of the world's largest online health and beauty retailers and brand owners.

"Spa and wellness is a very attractive and important sector for us and, due to its global growth, fits in with our ambition of being the number one health and beauty retailer in 2018," said Paul Gedman, CEO of the Prestige Division at The Hut Group.

"ESPA was a hugely attractive brand for us and enhancing its current positioning – especially within luxury spas – is our most important priority."

[www.thehutgroup.com](http://www.thehutgroup.com) | [www.espaskincare.com](http://www.espaskincare.com)

## News in brief

### Adler Thermae extends spa facilities with new saunas

**ITALY:** The Adler Thermae Spa & Wellness Resort in Bagno Vignoni has renovated its spa facilities, creating two new saunas. The Finnish sauna has panoramic views over the Tuscan hills, while a bio-sauna is located in the middle of the spa's lake, which is set within a disused Travertine limestone quarry.

[www.adler-thermae.com](http://www.adler-thermae.com)

### Adare Manor to debut Crème de La Mer spa

**IRELAND:** Adare Manor in Co. Limerick is to complete its restoration and expansion and reopen in November 2017 with the addition of a Crème de La Mer spa, the only one of its kind in the UK and Ireland.

Paul Heery has become general manager of the luxury hotel and golf resort. He brings more than 20 years of experience in the hospitality industry, most recently at the celebrated Gleneagles Hotel in Scotland.

[www.adaremanor.com](http://www.adaremanor.com)

### CityLux unveils new partnership with Thalgo

**UK:** On demand, mobile spa service CityLux has announced a new partnership with luxury marine spa brand Thalgo. CityLux will now be able to offer clients an extended range of treatments, including Thalgo Men therapies created specifically for the service, as well as the Thalgo Marine Well-being Massage.

[www.cityluxmassage.co.uk](http://www.cityluxmassage.co.uk)

## 'Quintessentially British' Cliveden Spa reflects property's 350-year history

**UK:** Marking the completion of a multi-million pound restoration of Cliveden House in Berkshire, the revamp and re-opening of The Cliveden Spa is said to honour the 350-year history of the iconic house.

Owned by the National Trust, Cliveden House operates as a luxury hotel under a long-lease arrangement with Iconic Luxury Hotels, which also owns Chewton Glen.

Screened by brick walls covered with scented roses and lavender, the garden spa offers 'quintessentially British' treatments through partnerships with award-winning facialist Sarah Chapman and OSKIA, alongside its own Cliveden body collection and nail polish ranges.

Facilities include seven treatment rooms, an indoor heated swimming pool, a spa restaurant and outdoor hot tubs. The centrepiece of the spa is the listed outdoor swimming pool, where the infamous 1960s relationship between Christine Keeler and John Profumo first began.

A brand new building has also been built within the walled garden to link the house to the spa.

[www.clivedenhouse.co.uk](http://www.clivedenhouse.co.uk)



## Exhale breathes life into Hyatt's wellness plan



**US:** As part of its ongoing plans to engage with guests 'beyond the boundaries of traditional hotel stays', Hyatt has revealed further details of its wellbeing strategy following the recent acquisitions of boutique fitness and spa brand Exhale, and Miraval Wellness Spas.

With wellness of increasing importance to guests, Hyatt plans to offer Exhale locations and programming as part of its 'World of Hyatt' platform, bringing new experiences for its loyalty programme members. The Exhale brand will also be positioned for 'thoughtful global expansion', including new free-standing locations and among

existing Hyatt hotels, where suitable.

"Our desire to improve the value proposition for our World of Hyatt community has led us to expand in the wellness space," said Hyatt's global head of capital strategy, franchising and select service, Steve Haggerty. "For us, wellness is an integrated strategy and we believe we can differentiate our company this way.

"Exhale builds on our existing wellness offerings and Miraval's innovative mindfulness programming by extending support for guests' wellness journeys every day – in free-standing locations and in hotels." [www.hyatt.com](http://www.hyatt.com)

## SPATEC Europe 2018 to be held in Marrakech



**EUROPE:** Organisers have announced that for the first time, SPATEC Europe will next year be held outside of Europe, at the Mövenpick Hotel Mansour Eddahbi in Marrakech.

"We anticipate that the 2018 event will host nearly 1,000 one-to-one pre-scheduled meetings between buyers and suppliers across three evenings and two full days," said event director Stephen Pace-Bonello.

"It's an extremely successful event formula and we're delighted that *European Spa* magazine will be our partner for our 12th edition, which promises to be the best yet."

The 12th annual Questex-McLean event will take place from June 20-23, 2018.

Prior to that, the fourth SPATEC Middle East will be held from October 28-31, 2017 at The Ritz-Carlton Abu Dhabi, UAE. With delegates from 19 countries expected at this year's show, a few supplier places are still available. For more information, visit: [www.spatecme.com](http://www.spatecme.com) [www.spateceu.com](http://www.spateceu.com)

## Lefay Resort and Spa announces 'carbon neutral' status in annual report

**ITALY:** The luxurious Lefay Resort and Spa, located in a 27-acre nature reserve overlooking Lake Garda, has released its 2016 Sustainability Report, detailing the property's economic and environmental sustainability advancements.

The third such annual report, *Lefay Total Green* is offered as a tool for managing, reporting and developing environmental, social and economic sustainability.

This year's publication reveals that the resort became fully carbon-neutral in 2016, with 100% of the CO<sub>2</sub> it emits being compensated by the purchase of CER (Certified Emission Reduction) credits in accordance with the Kyoto Protocol.

Lefay Resorts was the first Italian hospitality company to sign a voluntary agreement with the Italian Ministry of the Environment aimed at neutralising its CO<sub>2</sub> emissions.

"Lefay Resorts has always believed that personal wellness is intrinsically linked to the wellbeing of the environment," said Alcide Leali Jr, managing director of Lefay Resort & Spa. "We're proud to be acknowledged among the pioneers who choose ecological commitment as a motivation to determine our objectives and prerogatives."

Every year, the family-owned resort calculates its carbon footprint, monitoring its direct emissions and those of travelling guests, in order to complete the *Lefay Total Green* report. These are then offset through the purchase of CER credits, which are intended to reduce emissions in Italy and in developing countries.

[www.lefayresorts.com](http://www.lefayresorts.com)





## Bannatyne Group announces upgrades to its growing spa portfolio



Karen Wilkinson

**UK:** Bannatyne Spas has committed to a comprehensive investment in wellbeing and spas across its facilities within Bannatyne Group health clubs.

The group has undertaken recent acquisitions in Weybridge and Humberston and both sites will undergo extensive refurbishment within their spa and wellness areas. There has also been a focus on improving facilities at existing spas in its portfolio, including at Brindleyplace in Birmingham as well as locations in Barnsley and Mansfield, which are either being upgraded or increased in size.

Another notable investment has been at Kingsford Park, formerly Clarice House, in Colchester (pictured right), with the spa benefitting from £1 million of new and updated facilities.

“Our strategy for the remainder of 2017 and into 2018 will be on increasing our member engagement in all of the spas and improving the accessibility to wellness for every customer,” said Karen Wilkinson, group head of spa for The Bannatyne Group. “This is underpinned by having a varied and refreshed treatment offering, further staff training and new technology, making it easier to book at our spas.”

Bannatyne currently operates 40 spas and employs 580 staff members, with three more spas set to open by the end of 2017. [www.bannatyne.co.uk](http://www.bannatyne.co.uk)



## Hastings Hotels' £60m investment

**UK:** Hastings Hotels, one of Northern Ireland's leading collection of luxury hotels, has announced the continued investment of more than £60 million (€68.3 million) into its growing portfolio.

In addition to spending £53 million on a seventh hotel, the Grand Central Hotel, Belfast, which is due to open in 2018, it has also carried out a £10 million renovation programme of its six other luxury hotels, including a £4.8 million refurbishment of the Culloden Estate and Spa, Belfast.

Howard Hastings, managing director, said: “We continue to invest heavily in our properties and an important part of this investment goes into the two spas at the Culloden and Slieve Donard hotels.

“Spas are an important offering in our properties as they provide a wonderful additional offering for guests all year round and offer added bedroom revenue to our membership base already in place.”

[www.hastingshotels.com](http://www.hastingshotels.com)

## Aman Le Mélézin breaks new ground

**France:** A comprehensive new spa offering is to open in December 2017 at Aman Le Mélézin, in Courchevel 1850, to mark the resort's 25th anniversary.

Construction of the 767sqm Aman Spa, which will be set over two floors, required the entire building to be temporarily placed on stilts, an engineering endeavour that had never before been attempted in Courchevel.

In addition to five treatment rooms, including two double suites and one signature Thai massage suite, guests will be offered a menu of Turkish wellness experiences including hot stone massages in a hammam supplied by Hydralis, which also provided the treatment beds and experience showers.

A yoga studio will be created adjacent to the spa, while a wellness area will offer experiential showers, a cold plunge pool, a relaxation lounge, a Capri-stone hammam and a wooden sauna as well as a 14m lap pool. [www.aman.com](http://www.aman.com)





## Lava Cove subterranean spa is a ‘milestone’



**ICELAND:** A new underground spa, luxury hotel and restaurant are to open at the Blue Lagoon geothermal spa in Iceland later this year.

The development at the iconic site, which attracted 1.1 million visitors in 2016, intends to create a unique environment for experiences based on the mineral-rich geothermal seawater, for which the Blue Lagoon is famed.

Created by Blue Lagoon’s spa specialists in collaboration with Reykjavik-based Basalt Architects, led by Sigridur Sigthorsdóttir, the Lava Cove spa interiors will be by Design Group Italia.

Encompassing 15 experience areas and surrounded by geothermal seawater, its

contemporary, organic design was influenced by the volcanic landscape surrounding the property, and its colours, strata and textures are reflected throughout the spa.

Dagný Pétursdóttir, managing director of Blue Lagoon, said: “The opening of Lava Cove is an important milestone for us. We are evolving and expanding our horizons. Our foundation is the unique geothermal seawater, our stunning environment, and the commitment of our employees to create unforgettable memories erasing the boundaries between nature, wellness and hospitality.”

[www.bluelagoon.is](http://www.bluelagoon.is)

## Appointments

### Hepburn joins Boringdon Hall’s Gaia Spa



Shelley Hepburn

**UK:** Shelley Hepburn has become the new spa director at Gaia Spa, Boringdon Hall, in Devon. Having dedicated her career to the spa and wellness industry, Hepburn has previously worked at a number of prestigious destinations including The Grove, Pennyhill Park and, most recently, The Ned, Soho House.

[www.boringdonhall.co.uk](http://www.boringdonhall.co.uk)

### Four Seasons Trinity appoints Nicolas



Anjana Nicolas

**UK:** Anjana Nicolas has joined Four Seasons London at Ten Trinity Square as the new spa director. Prior to joining Four Seasons, Nicolas worked as a spa consultant for Svastha Spa Consultancy before becoming director of spa and wellbeing at Marrakech’s Palais Namaskar, part of the Oetker Collection.

[www.fourseasons.com](http://www.fourseasons.com)

### Spa and wellness strengthened by Stone



Alison Stone

**Thailand:** Dr Alison Stone has become the new director of spa and wellness at Amanpuri in Phuket. With a total of more than 20 years’ experience as a global wellness consultant, Stone’s role is a first for the resort and is intended to emphasise Aman’s ongoing commitment to wellness.

[www.aman.com](http://www.aman.com)

## Macdonald Hotels & Resorts paves a career pathway for therapists



Keith Pickard

**UK:** Independent hotel group Macdonald Hotels & Resorts has revealed details of a new careers initiative for its spa staff.

With 23 spa venues in the UK, Ireland and Portugal, the group’s ‘Your Spa Career Development Plan’ aims to inspire and encourage therapists working across its portfolio to pursue and fulfil their career aspirations.

Staff will benefit from a tailor-made careers programme created in cooperation with the Elemis Academy of Excellence, and each participant’s progress will be shaped, according to their talents, across six positions ranging from apprentice spa therapist to regional spa manager.

The initiative is said to form an integral part of the group’s overall growth strategy, part of which is to fuel a pipeline of senior spa staff and aid further development across its business.

Speaking exclusively to *European Spa*, Keith Pickard, group director of golf, leisure and spa at Macdonald Hotels, said: “We want to create a uniform standard of the highest level of service which is unique to our spas. We hope to nurture a complete spa team equipped with the skills to work their way up through the business. We’re committed to investing in our people to keep them engaged, boost the customer experience and attract new talent.”

[www.macdonaldhotels.co.uk](http://www.macdonaldhotels.co.uk)



## Six Senses' Swiss property set for 2020 opening



**Switzerland:** Six Senses Hotels Resorts Spas is to open its first resort in Switzerland, in 2020.

Operated under a long-term management agreement with one of the country's premier finance companies, 1875 Finance, the resort will be located in the prominent ski area of the Canton of Valais.

Comprising 47 guest bedrooms and suites, with 17 Six Senses residential units available for purchase, the resort's 2,000sqm spa will specialise in Alpine treatments and offer a gym, a fitness studio, a swimming pool and a suspended relaxation area.

Consistent with the group's focus on sustainability,

recycled local materials will be used in the manufacture of finishes including the flooring, millwork and fabrics. Efficient lighting, ozone protection and renewable energy sources will also be incorporated at the resort, and rainwater will be collected for use around the property.

"The spa design will capture the surrounding environment, reviving and enhancing our connection with nature and blending crafted and natural materials with a contemporary touch," said Anna Bjurstam, vice-president of Six Senses Spas. "With 2,000sqm of indoor and 1,000sqm of outdoor facilities, this will be a spectacular spa." [www.sixsenses.com](http://www.sixsenses.com)

## Diary dates

### Global Wellness Summit

October 9-11, 2017

The Breakers, Florida, US

The GWS returns to the US to unite leaders, influencers and visionaries to positively impact and shape the future of the global wellness industry with an empowering agenda that includes interactive sessions and panel-led discussions. [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)

### ISPA Conference & Expo

October 16-18, 2017

Las Vegas, US

The International Spa Association hosts global industry professionals for its annual event, with keynote presentations for business strategy and industry development as well as networking events and a product expo. [www.attendispa.com](http://www.attendispa.com)

### Independent Hotel Show

October 17-18, 2017

Olympia, London, UK

Billed as the UK's only show for the luxury, independent and boutique hotel sector, more than 300 innovative product and service providers will be attending. There's also a dedicated wellness and lifestyle stage offering a range of expert insights and multiple networking opportunities. [www.independenthotelshow.co.uk](http://www.independenthotelshow.co.uk)

### World Travel Market London

November 6-8, 2017

ExCeL, London, UK

A leading global event for the travel industry attended by 50,000 top-level international delegates, as a partner of the Global Wellness Institute it will offer an exclusive seminar session on the growing representation of the wellness tourism sector. [www.wtmlondon.com](http://www.wtmlondon.com)

### Spa Life International (UK)

November 14-15, 2017

Hilton Metropole Hotel, Birmingham, UK

Introducing spa professionals to new product innovations, shared insights, extensive networking, one-to-one meeting forums, interactive seminars, gala dinner and the Good Spa Guide Awards. [www.spa-life.international](http://www.spa-life.international)

## GWS makes Advisory Board appointments

**GLOBAL:** The Global Wellness Summit (GWS) has added three new strategic members to its 13-person Advisory Board.

Expanding its representation in Asia, Australia, Europe and the Middle East, the GWS Advisory Board has welcomed Omer K. Isvan, president of the Turkey-based Servotel Corporation, alongside the owner and founder of Australia's Gwinganna Lifestyle Retreat, Tony de Leede and Yoriko Soma, president and CEO of Japan-based Conceptasia.

According to Susie Ellis, chairman and CEO of the Global Wellness Summit, each appointment provides "powerful expertise and a crucial regional perspective on the sectors that make up the global wellness industry."

[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)



Omer K. Isvan



Tony de Leede



Yoriko Soma

## Luxurious Cotswolds spa has a contemporary look



**UK:** A luxury new spa has opened within The Lygon Arms boutique hotel in the Cotswolds.

Spearheaded by Spa Creators designer Alistair Johnson, the refurbished contemporary Lygon Spa has seven treatment rooms, including a couples treatment room, alongside a pedicure and manicure salon.

Ellisons provided all the treatment room furniture while spa product partners that have been welcomed include OSKIA, Jessica and Decl or.

As well as the refreshed Lygon Spa, the final part of a multi-million pound refurbishment of the former 16th century coaching inn also included 86 newly designed rooms and suites and two new restaurants. [www.lygonarmshotel.co.uk](http://www.lygonarmshotel.co.uk)

Share your appointments, announcements, launches and diary dates with Sarah Todd by calling +44 (0) 115 950 4748 or email [sarah.todd@spapublishing.com](mailto:sarah.todd@spapublishing.com)