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SPA *australasia*



Set against the shimmering Shanghai skyline, Turning Point's 5th annual Spa Seminar was also China's first International Spa forum. Tailored towards the leaders, movers and shakers of our Spa community, speakers were the crème de la crème. Together they presented a united front in the need to all of us to start tackling some of the most important issues of our time including environment and sustainability.

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"We are on the brink of global consciousness transformation"

Jamie Waring, Managing Director of Six Senses



Turning Point Trends

INSIGHTS FROM THE SPA SEMINAR SHANGHAI BY THE TURNING POINT

We are living in a changing world that brings both exciting prospects and new challenges and Spa is a reflection of this. For example, the no. 1 course at Harvard University is now 'Wellness 101' that demonstrates perfectly where our global culture is headed and the opportunities for Spas to capture some of the wellness wallet share are many. As many of the speakers mentioned, the Spa consumer is far savvier than a year ago and we must lift our standards in all areas if we want to flourish.

Turning Point's three-day hot-zones are recommended for anyone who wants to be at the cutting edge of Spa, an opportunity to soak up knowledge from the best. What made this event unique was the perfect balance be-

tween business and pleasure, creativity and finance, growth and sustainability and not to mention a host of forthcoming trends and interesting statistics.

As Jaime Waring, Managing Director of Six Senses vocalised: "We are on the brink of global consciousness transformation."

Branding and Sustainability

'What will people remember when they leave your Spa?' asked Richard Dusseau, President and Managing Partner of Spa Strategy Inc. who has over 20 years experience in the luxury hotel business. He explained that the market place is fast changing and consumers now want a Spa brand that they can trust. During his inspiring presentation, 'Defining the



Richard Dusseau

Brand Experience', he asked the audience to consider how their Spa can create a lasting impression. He said for Spas to move forward they need to cultivate a unique brand that stands out from the rest.

"Today's customers are very different. They have emotional responses to brands and are driven by brand alliances," saying that "...a brand is so much more than a logo or a name. It's your essence or DNA."

Richard presented a host of interesting statistics including:

- ◆ Spas are a 9.8 billion dollar industry in the US and this figure is increasing at 18% each year.
- ◆ The market for consumer products focused on improving health increased by 96% between 2001 and 2006.
- ◆ US consumer packaged wellness products are now worth \$91 billion.
- ◆ The global skincare market increased by 80% between 2002-2006 and global dietary supplements increased by 50% between the same periods.
- ◆ According to the World Health Organization (WHO), Eco-tourism and environmental tourism has increased three-fold over the past few years.
- ◆ Over 75% of people believe that visits to a Spa should not damage the environment and over 38% are prepared to pay a premium price for this.
- ◆ 80% of the world now uses alternative medicine (70% in the USA, 70% in Australia and 45% in Germany).
- ◆ 71% of Italians purchase organic food.
- ◆ Yoga is the sleeping giant being worth over \$30 billion and increasing by 43% between 2002-2005.

Design Inspiration

"Guests are now seeking transformation and we must understand and respond to that desire," said Bob Henry during his 'Design for Desire – International Spa Design Trends' presentation. Bob is the Founder/Principal of Robert D Henry Architects whose portfolio includes the Spa at the Mar-a-Lago Club in Palm Beach in Florida for Donald Trump and the new Wynn Resort & Spa in Las Vegas. He is also the co-author of Spa: The Sensuous Experiences. He explained that Spas becoming more plentiful will create challenges ahead. For example, how will the general public be able to differentiate between Spas if they all have the same facilities? Bob urged the audience to consider design and ambience as a way to distinguish their Spa from others.

We need to create environments where we can enhance sensuality and intimacy,' added Clodagh, CEO of Clodagh Design International in New York. During 'Living the Spa Experience in a Changing World', she presented fresh perspectives on treatments, rituals and future trends. "Let's go back to the energy of dancing. Let's create treatments where we can dance to the rhythm of the country we are visiting."

TCM concepts of infinity, flow, transformation, balance, growth and decay can be applied to the wellbeing of a business, as well as the wellbeing of an individual



Clodagh

"In our cities, people will pay to be left alone to sleep and rest,' she added. "Colour therapy also needs to be further explored, we need much more than chromo-therapy steam rooms." She reported

that future trends will include more tailor-made and personal experiences such as a 'dial-up your own fragrance and the color of your treatment room service' before you arrive at the Spa. Clodagh is also the author of the best selling book, Total Design (the photography by her husband Daniel Aubry is beautiful). She was named one of the world's leading interior designers by Architectural Digest and inducted into the Interior Designer Hall of Fame. Her current projects include the Miraval Resort Spa and Villas in Arizona.

Retail, Retail

Mark Wuttke, Principal of the Wuttke Group, presented a grounded presentation on 'What Spas can do to Capture Maximum Retail Income' that was helpful to many. Mark heads up a



Mark Wuttke

world-class development team that focuses on sustainable and organic luxury retail and has over 20 years experience in operations, marketing and sales. Mark believes that retail is a powerful way for our industry to grow in a sustainable way. "The retail industry is worth billions and we need to ask ourselves if we want to capture even a small part of this, as we as an industry can be far more profitable than it is now. How many people are walking into your retail area but are walking out again without anything?" He explained that in a Department store they have just thirty seconds to

sell their retail product to you, whereas in a Spa we have at least an hour to fully immerse the guest into the unique DNA of your Spa brand and products.

Mark presented several ways Spas could enhance their retail turnover including taking note of what the big boys such as Ralph Lauren do to create environments where customers are inspired to buy. "Everything should be touchable. Too often products are locked up behind glass cabinets without price tags. We need to excite and empower guests to try something new," he said. "Look at every guest in your Spa as a guest in your own home. Aren't we really in hospitality? People are lonely and want to connect. Start listening to them. Be interested. Be sincere. Be focused. People deserve to have organically human experiences in every moment." He also touched on staff issues. "Your staff reflect your product to the world.' he said. 'See each person's light. There's no such thing as a bad team member only bad leaders and bad management.'

"Imagine what we could do if we were more successful. We could better position ourselves to do many more good things that really mean something and count to us with the additional resources. Where we put our energy we get results," he said.

The Internet

"Five years ago when Peter and I got into Spa Finder we had to convince many Spas to have a website. Today it is very different,' announced Susie Ellis at the start of her presentation on 'Strategies for Internet Promotion in a World of Spas'.



Susie Ellis

Susie revealed global internet usage statistics that demonstrated that Asia is the number one market for internet users in the world and yet only 11% of people are actually on-line.



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"Imagine when this figure increases to 60 or 70%," she said. Susie also pointed out that while we can spend lots of money on marketing, advertising and publicity, there's little point to this if Spas don't train their staff to answer the phone properly. "Spas need to know more than how customers heard about them. They need to start asking how did you get to our internet site?" "Check out what the big boys are doing and follow their lead," she advised. "They spend millions of dollars researching what works and what doesn't." For instance, big brands like The Four Seasons Resorts and Ritz Carlton now have family-style images on their home pages that create a warmer and more nurturing feel. "People now want to see more than turquoise waters," she said.

Internet trends from Susie included email marketing and blogs as being increasingly important. "Consumers trust other consumers," she said. "Honest consumer reviews also help Spas improve their business. Get in the game," Susie urged. "Make your site fabulous. Freshen your website every two years. Consumers are much more savvy than Spas right now and want value in your site experience."

Sustainability

"There was a time when business and giving were separate but we no longer have this luxury," said Carroll Dunham during her presentation 'The Road Less Traveled: Spas and Sustainability.'



Carroll Dunham

Carroll is the founder of the Nepal Spa Association and is well regarded for her continual passion for educating the industry on indigenous knowledge, Fair Trade, therapist care, water and the environment. She sees Spas and treatments not only as a potential form of cultural preservation but also a way out of poverty.

"With some scientists arguing that we only have fifty years of oil left then Global Warming is forcing business to conform like never before," she said she hopes that the Spa sector can also look for more pro-active solutions to some of the issues surrounding global workers and international contracts, and become a leader in creating a greener, more sustainable future and way of living on earth. "I hope to see more visionaries from other industries and disciplines looking at the Spa industry with fresh eyes and cross-fertilization. I also hope to see more humor, laughter and dance integrated into Spas."

Spa Success

Heather Stuart from Spa Consultants International presented a great talk on 'Creating Day Spa Success'. She said that many consumers who have visited Spas say that they enjoyed it, but did not find it that amazing. "You need to create something really different and always exceed the guest's expectations. Be careful not to make your guest feel stupid or intimidated, rather guide and support them." She said that a strong Spa concept is one that differentiates in a meaningful and compelling way. Her advice? "Less is often more when offering treatment choices. I would recommend that Spas do not feel pressurised to offer many different types of base treatments such as lots of different body wraps, but to play up to their strengths. Following their own vision and passion."



Heather Stuart

INSPIRATIONAL QUOTES

"Success means different things to different people and its not just about money. In fact, many successful companies and leaders are giving away money to those in need." *Heather Stuart, Spa Consultants International.*

"Spas are so much more than treatments. We are in a privileged position of being able to touch people deeply. We are bringing people back to the now – waking them up." *Jaime Waring, Six Senses Spas.*

"Our ability to create attractive work environments will attract good staff and sustain our businesses." *Richard Dusseau, Spa Strategy Inc.*

"The signature shot and image of your Spa should be at the forefront of your mind," *Daniel Aubry, photographer.*



Jaime Waring

TCM Business principles

Professor Marc Cohen, President of the Australasian Integrative Medicine Association and Professor of Complementary Medicine at RMIT University, gave a fresh perspective on how to look at one's business in 'Applying the Principles of TCM to Business Wellness'.

Professor Cohen suggested that the prin-

HOT NEW SPA TRENDS TO WATCH

"Sleep is the big new story" Susie Ellis, Spa Finder. "Think sleep pods and quiet spaces for consumers to take time out – therapist-free."

"Treatment-wise – therapist-free treatments such as sleep pods" Trent Munday, Mandara Spas

"Market segmentation – we will see more Spas targeted to specific persons and markets." Richard Dusseau, Spa Strategy Inc.

"Looking after our environment is the key," Jaime Waring

"Spa Living – people want to live the wellness life beyond the one hour treatments" Ian Brewis, Shangri-La Hotels & Resorts.

"Products that are benefit driven." Geraldine Howard, Aromatherapy Associates.



Metronaps Sleeping Pod



Prof. Marc Cohen

principles of TCM that include the concepts of infinity, flow, transformation, balance, growth and decay can be applied just as effectively to the wellbeing of a business, as to the wellbeing of an individual.

He said that if a business has a clear vision and values, optimises the flow of elements such as information, people and money, and achieves balance in transforming these things then the business will flourish.

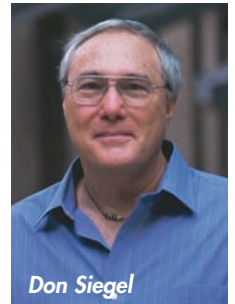
He further called for quintuple bottom line reporting whereby a business would report on

on ethics, social justice, environmental sustainability, a focus on wellbeing and commercial opportunities," he said. "We are raising consciousness."

Other notable speakers included: Ian Brewis from Shangri-La Hotels & Resorts, Bija Bennett from 'Yoga Away', Guy Tulloh from 'DRP Architects', Anna Bjurstan from 'Raison d Etre', Bernadette Lai from Shangri-La Hotels & Resorts and Carina Chatland from 'Body Bistro'. Melinda Yon, MD of '360 Spa Solutions' made an excellent Master of Ceremonies.

Highlights included a Kungfu demonstration by the Shaolin Monks, daily Tai Chi with David Schneider from 'Waving Clouds', not to mention the CHI Spa treatments at the Pudong Shangri-La (who hosted the event) were

Don Siegel has remained steady with his purpose for the Turning Point Spa Seminars to help businesses grow and move forward. They are very much targeted to Spa Operators and Directors but also provide a great source of information and knowledge for anyone in the industry. 🌿



Don Siegel

we can create a global Spa culture based on ethics, social justice, environmental sustainability, wellbeing and commercial opportunities

outcomes in all areas of its operation including the 5 Ps of Planning, People, Planet, Product and Profit. "The Spa industry is helping to create a global Spa culture that is based

just the ticket to keep one in a good headspace throughout the three days. Delegates hailed from 25 countries and over a third were returnees.

By Judy Chapman

Judy is author of several books on aromatherapy, bathing and Spa. For the past five years she has been living in and exploring Spas and Retreats of South East Asia, with pilgrimages through Ayurveda centres in India and the hot springs of Japan. She is the previous Editor-in-Chief for Spa Asia magazine. Her 4th book, Ultimate Spa, a book that explores the origins of Asian modalities including yoga and ayurveda, has recently been released.

