

# The spa industry

We live in evolutionary times. As allopathic, complimentary, holistic and traditional medicine merge, a new culture of wellness and oneness is being born. SPA is at the frontier of this transformation. The emergence of destination and resort spas around the world has led to a marriage between travel and health, offering new reasons to travel and more options for quality health experiences.



Beauty. Balance. Healthy ageing.

The spa growth phenomenon is largely consumer driven. It is related to the convergence of a number of parallel trends: first, the focus on wellness and the growing interest in complementary and alternative medicine; second, recognition of the fact that our environment and lifestyle are major determinants of our feelings of balance and good health; third, the fact that the vast majority of visits to medical doctors are generated by stress.



The higher costs of traditional healthcare, the expectation of a longer life and emphasis on

youthfulness at all ages, the determination by a growing segment of the populace to take more responsibility for their own health and the financial clout of the “baby boomers” ... all provide strong support for the industry’s growth.



Spa Industry Seminar 2006 features a line-up of expert speakers who are in step with, and influencing, industry trends. They are passionate and inspirational. Their insights are offered in the spirit of sharing, with the aim of ensuring a successful future for the spa industry.



Time	Schedule	Friday, 15 September
8:00 am	<b>Registration</b>	
9:00 am	<b>Announcements</b> Master of Ceremonies > Melinda Yon ( <i>360 Spa Solutions</i> )	
9:05 am	<b>Welcoming addresses</b> Don Siegel (Managing Director - The Turning Point) Hon. Joseph A Durano ( <i>Secretary - Dept. of Tourism, Philippines</i> )	
9:25 am	<b>Introduction of workshop &amp; focus group facilitators</b> Cathy, Mark, Anna, Guy, Dr Jaime Tan	
9:45 am	<b>2007 spa trends : opportunities and challenges on the horizon</b> Presenter > Susie Ellis ( <i>Spa Finder, Inc; Luxury SpaFinder Mag</i> )	
10:30 am	<b>Break</b>	
11:00 am	<b>Adding more mind and spirit into the spa experience</b> Presenter > Andrew Gibson ( <i>Raison d'Étre</i> )	
11:45 am	<b>Creating a new model for wellness : Case Study of the Duke Center for Integrative Medicine</b> Presenters > Joseph De Nucci ( <i>Miraval</i> ) & Nancy Nemer ( <i>Spa Strategy</i> )	
12:45 pm	<b>Lunch</b>	
2:15 pm	<b>Fashion show : spa wear</b> Presented by Asquith Ltd	
2:30 pm	<b>Holistic approach to resort &amp; spa design</b> Presenter > Bob Zimmer ( <i>Zimmer Associates International</i> )	
3:15 pm	<b>Sex and sensuality in spas</b> Presenter > Carroll Dunham ( <i>Wild Earth Nepal</i> )	
4:00 pm	<b>Break</b>	
4:30 pm	<b>Panel discussion (Q&amp;A)</b>	
7:30 pm	<b>Cocktails &amp; dinner / Entertainment</b>	

Time	Schedule	Saturday, 16 September
6:45 - 7:30 am	<b>Yoga session</b>	
8:50 am	<b>Announcements</b> Master of Ceremonies > Melinda Yon ( <i>360 Spa Solutions</i> )	
9:00 am	<b>How design reflects and drives spa trends</b> Presenter > Clodagh ( <i>Clodagh</i> )	
9:45 am	<b>Spa software programs : to have or not to have</b> Presenter > Anna Bjurstam ( <i>Raison d'Etre</i> )	
10:30 am	<b>Break</b>	
11:00 am	<b>Incorporating hydro and thermal areas to enhance guest experience and profitability in day spas</b> Presenters > Michael Quinn & Mary Elizabeth Bondu ( <i>Hydrotherm</i> )	
11:45 am	<b>Building a spa brand : understanding the options and balancing opportunity with investment</b> Presenter > Elaine Fenard ( <i>Spa Strategy</i> )	
12:30 pm	<b>Lunch</b>	
2:00 pm	<b>Fashion show : wellbeing clothing</b> Presented by Asquith Ltd	
2:15 pm	<b>The story of the journey : The new realities – how narrative and content are changing public relations and marketing</b> Presenter > Mary-Elizabeth Gifford ( <i>Jurlique International</i> )	
3:00 pm	<b>Strategies for capturing more "Wellness Wallet Share" dollars from your customers</b> Presenter > Mark Wuttke ( <i>Wuttke Group</i> )	
3:45 pm	<b>Break</b>	
4:15 pm	<b>Panel discussion (Q&amp;A)</b>	
5:30 pm	<b>Cocktails</b>	

Time

Schedule

Sunday, 17 September

6:45-  
7:30 am

**Yoga session**

Morning Session

Workshop

9 - 12 noon **Creating a service culture in your spa**

Facilitator > Cathy Brillantes-Turvill (*Spa Professionals*)

Interactive Focus Groups

9 - 10:30 **Marketing without money**

Facilitator > Mark Wuttke (*Wuttke Group*)

9 - 10:30 **Hilot – the traditional healing therapy of the Philippines**

Facilitator > Dr. Jaime Galvez Tan (*Health Futures Foundation*)

11 - 12:30 **Measuring performance in a spa**

Facilitator > Anna Bjurstam (*Raison d'Être*)

11 - 12:30 **Troubleshooting common spa design problems**

Facilitator > Guy Tulloh (*DRP Architects*)

Afternoon Session

Workshop

2 - 5:00 **Building a high performance team in your spa**

Facilitator > Cathy Brillantes-Turvill (*Spa Professionals*)

Individual Advisory Sessions (*FOC / sign up for appointment*)

2 - 4:00 **Spa Architecture & Design Consultation**

Facilitator > Guy Tulloh (*DRP Architects*)

## Topic descriptions & speaker CVs

- Seminar
- Workshops
- Interactive Focus Groups
- Other activities





**Melinda Yon**

Managing Director –  
360 Spa Solutions  
(HK)

### Master of Ceremonies

Inspired by her own desire to attain and maintain a healthy and well balanced lifestyle, Melinda's passion for spa and wellness began 15 years ago. She is the Managing Director of 360 Spa Solutions, a niche market player providing total spa and wellness solutions throughout Asia. The Company's comprehensive set of services includes full concept to implementation ... advisory services to marketing ... and daily management services.

As the Asian representative for SpaCareers – the region's largest recruitment and training company – 360 Spa Solutions also offers superior recruitment and training services.

As a spa advocate, Melinda's entry to the regional spa market began with promoting spas and their therapeutic values which led to her writing about all kinds of wonderful spa and wellness treatments and becoming a regular contributor for AsiaSpa magazine. A natural public speaker, Melinda has hosted and conducted various spa and wellbeing related events, conducted in-house marketing, sales and customer service training sessions, been a speaker at Cosmoprof, has been invited by skincare brands to educate their regional sales and marketing team on the spa market and trends, and has hosted the inaugural AsiaSpa Baccarat Awards 2005.



**Susie Ellis**

President – Spa Finder Inc,  
SpaFinder.com, Luxury  
SpaFinder Magazine  
(USA)

### 2007 spa trends : opportunities and challenges on the horizon

*Being aware of current trends in the spa industry can be informative and inspiring – and it can also translate into a competitive business advantage. Spa Finder has been at the forefront of spa trends since its inception in 1986 as the first travel agency in the world to focus solely on spa travel. Since then the company has continued to lead, grow and define the industry with a range of innovations that includes: the first spa consumer magazine, the first spa consumer website, the first spa TV show, the first spa gift certificate program, and the first dynamic online spa travel booking engine.*

*Today, with the largest global network of spa marketing partners and the largest spa consumer audience, Spa Finder is able to offer a uniquely broad perspective on the dynamic, diverse world of spa. Leveraging this perspective, the company's spa experts, led by company president Susie Ellis, annually publish "10 Spa Trends to Watch" in the year ahead, including changes in spa consumer behavior and spa culture, hot new spa offerings, and cutting-edge spa marketing strategies. During this session, Ellis will explore some of the industry's recent and current dynamics as a "spring-*

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*board” to forecast new spa trends in 2007 – and help attendees begin to think about unfolding opportunities, and potential pitfalls, beyond the current calendar year.*

With over 25 years of spa industry experience, Susie Ellis combines her authoritative knowledge of spas, health and wellness with her business acumen to keep Spa Finder at the heart of the exploding spa phenomenon. In addition to heading up industry development and communications for Spa Finder, she is also the driving force behind the company's expanded publishing division.

Author of the popular Ask Susie column in *Luxury SpaFinder Magazine*, Susie is recognized worldwide as the leading authority on the spa industry, the evolving spa consumer, and spa-related health, wellness, beauty, fitness and lifestyle trends. Each new year she publishes a listing of emerging global spa trends, which are regularly cited in media outlets worldwide.

As the company's primary media spokesperson and resident “spa expert,” Ellis has been featured as a spa industry authority on numerous television network and cable programs, and in the world's most prestigious publications. Her insight into the world of spa and late-breaking spa trends has recently been featured in *The New York Times*, *USA Today*, *Time* magazine, the *Associated Press*, *The Chicago Tribune* and dozens of metropolitan newspapers coast to coast.

Ellis began her career at the renowned Golden Door in Southern California, where she was responsible for implementing and maintaining one of the most influential and popular spa programs in the world. She later became the first spa director of the Greenhouse Spa at Donald Trump's Mar-a-Lago Club in Palm Beach, Florida, where she worked with Mr. Trump to develop virtually every aspect of this unique spa property. Ellis also helped design the Golden Door Spa-at-Sea Program aboard the QE2, the first dedicated spa program aboard a cruise liner. Prior to that, she spent several years as director of operations for the Fitness Institute, launching and operating twenty-four health clubs in California and Arizona, as well as consulting on the addition of spa components to numerous other property developments.

Ellis served for five years on the California Governor's Council on Physical Fitness and Sports, chaired by Arnold Schwarzenegger, and she has worked extensively with ISPA (the International Spa Association), serving in an advisory capacity to two of its former presidents. She holds an undergraduate degree in recreation administration from the University of Illinois and an MBA from UCLA.



**Andrew Gibson**

Partner –  
Raison d'Etire (Sweden)

### **Adding more mind and spirit into the spa experience**

*In this presentation Andrew Gibson will share his vision of the future of spas, and discuss how novel approaches that integrate body, mind and spirit therapies can create a successful niche market within the spa industry. He will offer his personal vision on how the spa industry can add more “mind and spirit” activities into their programs, and touch upon holistic approaches which he feels hold the greatest potential for growth.*

In early 2006 Andrew joined Sweden-based spa consultancy Raison d'Etire Spas as a partner, with the aim of applying his extensive international experience in operations and development to enhance that Company's core competencies and to define and lead its strategic growth.

Prior to joining Raison d'Etire, Andrew was Managing Director of Six Senses Spas, and over a period of three years he helped establish Six Senses as one of the world's leading spa management companies.

Andrew has many years of experience within the luxury leisure hospitality business and a wealth of experience that spans almost every aspect relating to the management, construction and development of health clubs and spas. He has been an owner, operator, developer and manager for many leisure and spa facilities, and boasts a unique combination of expertise in both finance (banking) and construction (specializing in health club and wet facility construction). He has contributed to projects all over the world, particularly in Asia, Europe and the Middle East. One of his first projects was a ladies-only spa created specifically for nationals of the Sultanate of Oman. He has also owned, designed and operated his own luxury 3000 sq.m. spa complete with 10,000 sq.m. of private gardens in an exclusive resort in Cyprus.



**Joseph De Nucci**

Senior Vice President of Wellness, Spa and Guest Program Development for Miraval, Life in Balance Resort and Spa.



**Nancy Nemer**

Partner - Dir. of Design, Spa Strategy Inc (USA)

## Creating a new model for wellness : Case Study of the Duke Center for Integrative Medicine

*Joseph A. De Nucci, immediate past COO of the Duke Center for Integrative Medicine in Durham, North Carolina, USA and Ms. Nancy Nemer of Spa Strategy, Inc. USA, the spa consultants on the project, will discuss the special programming needs related to executing this new facility model. Focus will be in the areas of exam/consult, spa, learning and support needs. The project brief will be presented first, followed by the solutions created by Spa Strategy.*

Mr. De Nucci has been actively involved in the health care and wellness industry for over 20 years. He is currently the President of De Nucci & Associates, a consulting company providing expertise in comprehensive strategic planning and business development specifically for clients with interests in merging conventional health and medicine with Complementary and Alternative Medicine, Integrative Medicine, Healthy Lifestyle and Wellness. He has consulted and developed projects for clients that include Duke University, Baptist/St. Vincent Health System, Medtronics, Tibet House-Manhattan, and Miraval, Life in Balance Resort and Spa.

Mr. De Nucci is co-founder and managing partner in Conscious Choices, Inc, which is a small venture concern that lends expertise and capital to startup companies providing alternative approaches to health and healing. Conscious Choices has provided investment and operational expertise for a therapeutic home for young men focusing on alternative education and holistic strategies for supporting these young men through college.

Mr. De Nucci is a partner in Triod, LLC which held the majority interest in Miraval, Life in Balance Resort and Spa until 2004, when the majority interest was sold to Steve Case, the founder of AOL and now Chairman of Revolution Inc. From 2004 to 2006 he served as the Senior Vice President of Wellness, Spa and Guest Program Development for Miraval, Life in Balance Resort and Spa. From May 2005 to the present he is also acting as the interim COO until a new CEO is placed by Mr. Case.

From 2002 to 2004, Mr. De Nucci served as the interim Chief Operating Officer for Duke University Health System/Campus for Living, reporting directly to the Chancellor and Chief Medical Officer. While in this position, Mr. De Nucci developed and implemented a comprehensive reorganization plan for the Duke Center for Living Campus, an internationally recognized campus providing programs in prevention, wellness and medically supervised fitness and weight management. Recently, Mr. De Nucci completed the business plan for the Duke Center for Health and Healing.

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## Creating a new model for wellness : Case Study of the Duke Center for Integrative Medicine *(continued)*

Nancy Nemer founded Spa Strategy, Inc. in 2002 with her business partner Richard Dusseau. In her capacity as Partner and Director of Design, she developed purposeful and creative spa programs and functional schematics for clients such as the Duke University Medical System, Ritz-Carlton, J.W. Marriott, Miraval and The Tibet House. As a retail designer, she has brought clients original presentation ideas that provided a competitive advantage and proven track record of increasing sales. As an interior designer, Nancy's skills in selecting unique materials for clients help to create environments that are both visually striking and functional. Always considering the guest experience, Nancy combines all of these functional areas into the best possible scenario for guest, staff, ownership and management.

A native of Canada, Ms. Nemer has worked on projects in Spain, Canada, the Caribbean and the United States. She speaks four languages and has a Bachelor of Science (Honors) in Interior Design from California State University, Northridge. Two of her personal milestones occurred while living in Spain. She was appointed the Logistics Coordinator for the Bi-Centennial Committee by the Consul General of the United States in Barcelona. Nancy also served as the President of the International Women's Club where during her tenure, she raised funds to support and retain the American Institute's library, one of only 2 American libraries in Europe.

In the United States, she holds membership with the American Society of Interior Designers, Network of Executive Women in Hospitality and The Institute of Store Planners.



**Bob Zimmer**  
Founder & Principal –  
Zimmer Associates  
International (USA)

### Holistic approach to resort and spa design

*Mr. Zimmer, a renowned hotelier and international designer, will address the critical issues, strategies and solutions for the international developer, hotelier, architect, and designer to create regenerative and sustainable qualities for hotels, resorts, and spas. This holistic approach is critical in the creation of those special places of the world where environs must be restored and preserved by the principles of integrative and whole system thinking.*

Robert D. Zimmer is co-founder of Zimmer Associates and is the primary interface with clients and development partners, ensuring that their vision is fully expressed within the manifestation of each project. Mr. Zimmer has over 30 years of executive experience in the global hospitality and real estate development industries and his past projects are ranked among the world's finest. He is a recognized

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leader in the field of sustainable development and design as well as in the expanding arena of eco-tourism. Mr. Zimmer employs a holistic approach to development that emphasizes the integration of each property with its natural environment and the interconnectedness of all disciplines in the planning process.

From 1979 to 1988, Mr. Zimmer was founder and CEO of Rosewood Hotels Inc, a hotel organization whose properties are described as extraordinarily innovative. His design legacy is evident in luxury properties around the world, including the Bel-Air in Los Angeles, the Machu Pichu Conservation Lodge in Peru and the Pebble Beach Spa and Tennis Club in California.

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**Carroll Dunham**  
Director – Wild Earth  
(Nepal)

### Sex and sensuality in spas

*What no staff member will ever tell you. Sex in the city spa, sex in the destination resort spa. Step back with anthropologist Carroll Dunham on a revealing romp exploring the history of sexuality and sensuality in Spas from Ancient Greece up to the present day. By examining the very different lens's applied to understanding sexuality throughout the ages and across cultures, the relationship of sexuality to health, well being beauty, vitality and longevity are explored --all critical issues for the spa industry. What is healthy sex and how do sexual attitudes impinge on the the spa experience? Exploring culturally different ideas about what constitutes healthy sex, what is appropriate touch and what is not. Legal issues are presented and anecdotal stories from different spas in different parts of the world and how they dealt with sensitive issues barely brought out in the open.*

Carroll Dunham is an Aryurvedic and Tibetan medical herbalist and anthropologist who has lived in the Himalayas for more than twenty years. She currently works in Nepal with a cooperative of rural women to produce natural herbal products, massage oils and essential oils for spas and yoga retreat centers ... offering her own brands as well as creating private label products for clients. She has worked with BBC, National Geographic and others on documentary films, written numerous magazine articles, and authored several books. During the course of a 10-year period working with the Body Shop, Carroll created several product ranges, including the Mamatoto and Aryurvedic ranges, and consulted on the yoga product range.



**Clodagh**

CEO – Clodagh (USA)

## How design reflects and drives spa trends

*With the global expansion of spas and their influence, never has spa brand and identity been more important. Clodagh will provide an overview of the industry, touching on subjects as diverse as Feng Shui, biogeometry, expectations of male and female spa-goers, how to address time and quality issues in day and destination spas, and how the spa environment must support the treatments offered in every way.*

A one-name wonder who started a fashion couture company in Ireland when she was 17, Clodagh has consistently and with visionary zeal conquered the world of design. Named after a picturesque waterway in Ireland and raised in Oscar Wilde's summer home, Clodagh has brought her trademark mix of spirituality, a passion for travel, and love of all things natural and edgy to her current role as high priestess of architectural and interior design. In her career she has garnered numerous awards including Interior Design's Top 100 Interior Designers in America. She was also named one of the world's leading interior designers by Architectural Digest and inducted into the Interior Design Hall of Fame. Her bestselling book "Total Design," a retrospective of her design work and design philosophy, is in its third printing. Today Clodagh Design International has expanded to include Clodagh Design, Clodagh Signature and Clodagh Collection.

Clodagh Design, the architectural and interior design studio, has completed major international commercial, residential, retail, office, salon, spa and hotel projects. In addition to current projects such as the W Fort Lauderdale Hotel and Residences, Clodagh Design is also redesigning a major resort in Orlando, Florida, as well as commercial and residential properties world-wide. Clodagh Design also completed the Elizabeth Arden Red Door Salon and Spas in the United States and Europe, the Sasanquo Spa at Kiawah Island, the Avan Villa Hotel in Armenia, Vibrato Restaurant in the Hollywood Hills, and the Namacolin Woodlands Spa in Pennsylvania, named one of the top 100 spas in the world.

Clodagh Signature, the licensing and product design division, designs furniture, lighting, bath accessories, hardware, textiles, and carpets. The division recently won a coveted ADEX gold award for the Noho torchiere, one of several lamps in the Noho Collection. Additional recent recognition includes two Good Design awards from the Chicago Athenaeum: Museum of Architecture and Design. Clodagh Signature also designs brand identity, packaging and graphics for a diverse range of major international companies.



**Anna Bjurstam**  
Managing Director –  
Raison d'Et're (Sweden)

### Spa software programs : to have or not to have?

*Do you really need to invest in a spa software program? What are the important factors to look for when you tender? What features should you ask for and how can you compare the various programs that are on the market today? Anna will address the key issues in selecting the right software programs for your business. Each year Raison d'Et're conducts an independent software study of the major companies in the industry. This will be an invaluable session for anyone who wants to learn how to maximize business through gathering correct information, as Anna presents their findings, comparing pricing and performance.*

Anna Bjurstam has always been dedicated to health and fitness and has worked in the business for over 15 years. As a Nike Elite Aerobic and Fitness Instructor, she travelled the world presenting lectures and workshops. Combining her interest in training with a Masters Degree in Business, Ms Bjurstam ventured into the world of corporate fitness with "24 Hours Fitness". Her personal interests continued to evolve and she pursued healing, meditation, alternative therapies and yoga.

In 1999 she was asked to join spa consultancy Raison d'Et're as Managing Director. Together with partner Rosamund Freeman-Attwood, the firm opened among others, the award-winning Soneva Fushi Spa, as well as the Amanpuri Spa, recently voted "the best resort spa in the world". Raison d'Et're specialises in creating spas that are distinctive and reflect the unique mood and setting of the hotel. Ms Bjurstam is currently working with, among others, The Four Seasons, Mandarin Oriental, Ritz-Carlton and Taj Hotels on the concept, design and operation of their spas.



**Michael Quinn**  
Managing Director –  
Hydrotherm (UK)

### Incorporating hydro and thermal areas to enhance guest experience and profitability in day spas

*As more people visit spas, they become familiar with heat and water spa therapies and their expectations grow. Because of this, owners should consider creating thermal and hydro experiences that make their spa truly original and unforgettable. Spa owners must offer a unique experience that brings clients in and generates repeat business.*

*Michael Quinn and Mary Elizabeth Bondu will present Hydrotherm's "Profitable Spa Concept", which aims to ensure that spa facilities are one-of-a-kind, memorable and relaxing. Because spa experiences must be reliable, trouble-free and profitable for the operator, the "Concept" also encompasses creation of striking design elements, imaginative methods for enhancing heat and wet areas, selection of treatment and retail product ranges, as well as maintenance, technology and marketing considerations.*

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*The management team at Hydrotherm has over 20 years of experience in the design and construction of leading spas around the world.*

Michael Quinn is a respected authority in the international spa industry. He founded Hydrotherm Ltd, a spa consulting company that offers creative design, manufacture and installation of customized thermal and hydro experiences for day, hotel and destination spas. As Managing Director he is responsible for strategy and administration, as well as developing and managing partnerships with key suppliers and spa operators. He has over 20 years experience in export sales and marketing. He has managed major spa construction and commercial development projects in the UK, the Middle East, Europe and Asia, with Sheraton and Marriott Hotels, The Queen Mary 2, Disney and Sandy Lane. Current projects include The Banyan Tree Desert Spa and Resort, Al Areen, Bahrain and The Regent Beverly Wilshire, Los Angeles, California. Mr Quinn obtained his BA in Geography at London University and studied Anthropology at Goldsmiths. He also completed postgraduate studies in Export Business Management and was a member of the Institute of Export in London.

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**Mary Elizabeth Bondu**

International Development  
Director – Hydrotherm  
(UK)

Mary Elizabeth Bondu is International Development Director for Hydrotherm Ltd. She has worked in international marketing and export management for leading professional skincare, fragrance, hair care and colour cosmetic brands throughout Europe, the US, Asia and Latin America. Highlights of her career include developing the export business for the Guinot and Mary Cohr skincare brands in spas and beauty institutes throughout Europe, Russia and Scandinavia. She also developed a highly profitable fragrance business for Coty and directed the company's marketing activities in emerging markets. She has retail and management experience with Elizabeth Arden in the US. An expert in new product development and merchandising, she recommends innovative solutions for enhancing the spa experience and maximising retail sales potential. She also advises on selecting professional beauty treatments and creating spa product ranges. Ms Bondu studied sales and marketing in Textiles and Fashion Design at the University of Maryland and is bi-lingual (French/English).



**Elaine Fenard**

Partner – Spa Strategy  
Inc (USA)

## **Building a Spa Brand : Understanding the options and balancing opportunity with investment**

*The feasibility study has been completed, the size and scope of the spa has been decided. In today's competitive market it is absolutely necessary to now decide what kind of spa operation will synergize with your property. It is not only necessary to clearly define the DNA of the spa, but to make the decision of aligning or integrating with a Spa brand. "Aligning" means alignment with a spa brand or management company in a lease agreement. "Integrating" means integration with a spa brand, and involves building a spa brand that will integrate completely with the hotel brand and programs.*

*Alignment with an existing spa brand holds clear advantages from a marketing standpoint and will provide consistency in service levels and offerings. The disadvantage is your property will not be the only company with this offering. Integrating a Spa Brand will require development of a spa brand to match your DNA. The advantages are it allows you to be creative and reinforces the property's commitment to lifestyle as well as potentially creating a new revenue stream. The disadvantage is it requires capital and commitment. Selecting strategic partners are key elements of success.*

*This seminar will focus on understanding the options; balancing the opportunity with the investment and the long term prospects to make these decisions and take the next steps.*

Elaine Fenard has more than 25 years experience in the spa industry handling multiple spa locations worldwide. Although her beauty career began very early she feels her spa development career began with the cruise industry in the early 80's. The growth of spa within the cruise ship industry at this time was infectious and exciting. Rising through the ranks to the position of Senior VP Spa Development and Operations for Coiffeur Transocean and later Steiner Leisure, Elaine has a formidable track record of success, and has developed a strong reputation for innovative thinking in design and development as it applies to operations. Her next challenge as Vice President of Spa Development and Operations for Starwood Hotels & Resorts gave her responsibility for all facets of the development and operation of Spa Programs and Strategy for Starwood properties worldwide ... including the creation of Spa brands to align with Hotel brands.

In keeping with her entrepreneurial spirit, in April of this year Elaine joined Spa Strategy as a partner and is looking forward to sharing her experience with Spa Strategy's clients.



**Mary-Elizabeth Gifford**

Vice President & Creative Director – Jurlique International (USA)

## **The story of the journey : The new realities – how narrative and content are changing public relations and marketing**

*Discover how content, story-telling, and narrative can ignite the imagination and drive market share in the field of spa. Sharing a uniquely editorial point-of-view and over 12 years experience marketing the internationally recognized original Golden Door spa, Mary-Elizabeth will show how the latest research on sustainability, eco-chic, and organics can be re-purposed to help you forge an identity that is intuitively and instantly embraced by today's spa traveler.*

*Challenged by an ever-more crowded landscape and skeptical consumer, learn to create an approach that shuns hype, nurtures media relations, and includes modest vest-pocket advertising with a mix of strategic philanthropy, events, and third-party endorsements to drive buzz and bookings, both.*

Mary-Elizabeth joined Jurlique USA from the Golden Door and Rancho La Puerta, where she served as Creative Director and Communications Director for 12 years. Under her guidance, the spas were successfully re-positioned as holistic lifestyle brands emblematic of the organic luxury phenomenon, winning wide recognition as well as awards from Condé Nast Traveler and Travel & Leisure.

Known for her extensive knowledge of the beauty and health fields and her astute observations on trends and contemporary culture, Mary-Elizabeth is a regular source for media outlets that include The Wall Street Journal and The New York Times.

Formerly a journalist, Mary-Elizabeth was a prize-winning reporter whose work appeared in the Los Angeles Times, New York magazine, and elsewhere. She has also worked in television news. Her photography has been published in Vanity Fair, The New York Post, and The New York Daily News.

A native of New York, she graduated from Brown University with honors and was an Affiliate of Harvard University's Nieman Foundation of Journalism for the 1997-1998 academic year. While at Harvard, Mary-Elizabeth studied with Professor Anne Harrington, founder of Harvard's innovative Mind, Body, Brain Initiative.

A past Director of the International Spa Association, Mary-Elizabeth is active in the Destination Spa Group, (DSG) an international consortium of the leading stay spas, including Canyon Ranch. She is a founder of the DSG's Advocacy Project, She is a member of the Luxury Marketing Council.

Her work in creative direction, brand development, communications, and public relations has its roots in Gifford/Wallace, Inc., the

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boutique Park Avenue agency founded by Mary-Elizabeth's family. Working with Gifford/Wallace, Inc., she handled accounts such as: Ford Models (the agency), the Cathedral of St. John the Divine, the playwrights David Mamet and Tom Stoppard, Harry Winston, the jewelry house, the architect I.M. Pei, Westinghouse Broadcasting, and the architectural designer Adam Tihani.

Mary-Elizabeth and her husband divide their time between their residences in New York City and Washington, D.C., where he is Business Editor of NPR, National Public Radio.

Jurlique is an Australian skin care company known for its organic farm, 14 U.S. retail locations, and an international spa industry presence. Mary-Elizabeth holds primary responsibility for clarifying and distilling the Jurlique identity to create a consistent vocabulary of branding through language, issues management, visuals, relevant public policy/public affairs, strategic philanthropy, influence and media.

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**Mark Wuttke**

Principal –  
Wuttke Group (USA)

## Strategies for capturing more "Wellness Wallet Share" dollars from your customers

*Tomorrow's spa faces many critical challenges, but perhaps none more crucial than finding the correct strategy that will allow it to evolve from an amenity, or an inefficient employment agency, to a profitable centre, without compromising its guest experience, increasing its hours of operation, its need for investment capital or increasing its wages to revenue ratio.*

*Tomorrow's spa-going guests will be spending significantly more money on their annual wellness needs, so it is essential that a spa capture its guest's maximum "Wellness Wallet Share" through a seamless guest spa experience.*

*Mark will provide some compelling tools and provide examples of what many profitable spas are doing to capture their guests' maximum "Wellness Wallet Share". He will discuss how this is being achieved through: increasing the guest 'wow factor' experience, reducing the percentage of the wages to revenue ratio, increasing the percentage of the retail to treatment ratio, as well as increasing the spa team member remuneration potential. Discover how to position your spa to bank 80% of something rather than 100% of nothing.*

Mark Wuttke heads the Wuttke Group, LLC, a world class business development team with a focus on luxury spa, boutique retail, organic luxury and the emerging category of eco-chic. Global in outlook, Mark's experience includes 12 years as President/CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas

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and high end boutique retail, specializing in organic skin care and natural medicines. Developing business globally, his clients are in the UK, France, Germany, Italy, New Zealand and Hong Kong in addition to the USA and Australia. He has served over 10 years on numerous boards in the wellness industry. The Wuttke Group counts among its resources, top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths.

Recognized for his contributions to the field of natural medicines, Mark is a recipient of the Outstanding Young Achiever Award of Excellence by the Nutritional Foods Association of Australia (NFAA) now known as the Complementary Health Care Council. He has been actively involved with the NFAA, holding such positions as Vice President of the National Executive Council, National Convener of Marketing and Vice President of South Australia's state chapter. He has also been a member of the Therapeutic Goods Advertising Committee, Chairman of the Technical and Standards Committee and Special Interest Group on Homeopathy. He is a member of the International Spa Association, New York Spa Promotion Alliance, Royal Association of Justices of South Australia and a Fellow of the Australian Institute of Company Directors.



**Cathy Brillantes-Turvill**

President –  
Spa Professionals Int'l  
Development Center ;  
President – Nurture Spa  
(Philippines)

*Time : 9am - 12 noon*

### **Creating a service culture in your spa**

*What happens when you are not around? Do your staff provide the same level of service they are consistently supposed to give? Service is the key determinant on whether customers return or not. Following the "Moments of Truth" concept, this 3-hour workshop helps you assess the present service levels of your spa and provides you with a specific framework to follow in building a spa that is customer-driven, and provides guests with the level of service that not only meets their expectations, but "wows" them.*

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*Time : 2 - 5pm*

### **Building a high performance team in your spa**

*The challenge of leading a diverse group of individuals who come from different cultures, possess different personalities and exhibit various idiosyncrasies can be quite a challenge. Effectively building a good spa team is the secret to high staff morale, high productivity and high service levels. This 3-hour workshop helps you understand the dynamics of a team, and provides you with specific guidelines on how you can build a high performing and service driven spa team that are committed to achieving corporate goals.*

Catherine is President of Spa Professionals International Development Center, the only locally and internationally accredited spa school in the Philippines. She and her husband Mike are owners of Nurture Spa, a destination spa which was nominated for the Spa Asia Crystal Awards.

Cathy is the founding President of the Spa Association of the Philippines, a graduate of the Cornell-Spa Academy Executive Development Programme in Spa Management, and President of International Customer Management Systems, a management consultancy company. She has been a Training and Organization Development practitioner for the past 25 years conducting management, supervisory, customer service and teambuilding workshops world-wide for local and multinational companies including IBM, Fujitsu and Citibank. She is a certified trainer for Wilson Learning USA, Zenger Miller USA and Quality Circles USA. Cathy is also a licensed InnerView consultant.

Cathy brings into this forum a strong perspective as a working spa owner and human resource practitioner.

**Guy Tulloh**

Principal – DRP  
Architects (Australia)

*Time : 11am - 12:30pm*

### **Troubleshooting common spa design problems**

*In this 1.5-hour interactive session, Mr Tulloh will explore many of the fundamental aspects of spa design, including rationale, functionality, construction issues and more. He will discuss various issues pertaining to major resort-type developments provide case studies of small urban day spas and large resort spas. He will share his expertise on various aspects of spa including design, electrical, plumbing, etc. He will also focus on “who” he believes are quite often left out of the spa design brief ... namely the spa operators themselves. In this unique open forum, Mr Tulloh will welcome questions, ideas or discussions that might arise and he invites attendees to bring to the session any plans or concepts they may wish to have evaluated.*

Guy Tulloh is a Principal of DRP Architects Pty Ltd and specialises in spa architecture and design. He holds a Bachelor of Architecture degree, a Bachelor of Planning & Design degree and a diploma of Applied Sciences and Architectural Drafting. DRP Architects comprises architects and interior designers who specialise in the design of spas and resorts, health and wellness centers and medical facilities. The firm's scope of work also includes a wide range of corporate, commercial and hospitality projects as well as architectural and building services throughout Australia and the rest of the world. Mr Tulloh speaks regularly on spa design and construction topics at both local and international conferences.

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*Time : 2 - 4pm*

### **Spa architecture and design consultation**

*As an added-value service, The Turning Point has arranged for Mr Tulloh to meet with seminar delegates on a one-on-one basis to discuss design or mechanical problems that you might have in your spa. There is no charge for these individual discussions. You are invited to bring along architectural drawings or photographs or any other material that you may wish to use as a basis for discussion.*

Time : 9 - 10:30am

### Marketing without Money

**Mark Wuttke**

Principal – Wuttke Group  
(USA)

*It goes without saying that it is much easier to spend someone else's money than your own. But what happens when you do not have someone else's money to spend?*

*This interactive session will explore the different ways a spa can effectively create its own wellness "Tipping Point" without money, but instead through:*

- *selling a wellness concept, not product*
- *heart washing, not mind washing*
- *anticipating and shaping your guests experience, not following it*
- *creating a holistic spa experience "wow factor" that has the potential to capture your guests' lifetime wellness wallet share*
- *identifying and then capitalising on someone else's "Cult Brand" status without paying for it*
- *having your vendor willingly contribute to your wages and fit-out costs*

*Mark will provide some simple but practical tools to ensure your innovations are introduced appropriately and that their impact is quantified and orchestrated throughout your guests' entire spa experience using little or no money.*

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Time : 11am - 12:30pm

### Measuring performance in a spa

**Anna Bjurstam**

Managing Director –  
Raison d'Etire (Sweden)

*Is your spa successful? Do you have the right number of rooms? Do you know your KPI's (Key Performance Indicators) and how they work and what to use them for? Have you calculated your capture ratio and do you know what it tells you? Do you know how to conduct an audit and how to make use of the information?*

*If your answer to any of the questions above is NO, then you should attend this Focus Group session.*

*The success of a spa is not simply measured by whether or not it makes a profit, but by whether that profit is being maximized. Ms Bjurstam will focus on how best to measure spa performance, and she will share Raison d'Etire's unique mystery shopper and audit systems.*



**Jaime Galvez Tan  
MD MPH**

Professor of the University  
of the Philippines  
College of Medicine; and  
President of Health  
Futures Foundation, Inc  
(Philippines)

Time : 9 - 10:30am

## **Hilot – The traditional healing therapy of the Philippines**

*The Philippines is now marketing its own brand of massage therapy in the world. "Hilot", an ancient Filipino art of healing, was known as an affordable alternative to medical doctors in the country, especially in deep rural areas. It employs "chiropractic" manipulation and massage, relying on certain massage techniques and intuition for relaxation of aching and tired muscles. Hilots have also been known to reset dislocated and sprained joints such as the knee, ankle, fingers and metacarpal bones. Today, the "manghihilots" have been replaced by spa therapists doing this medium deep tissue massage.*

Dr. Galvez Tan has the rare combination of the following expertise: solid grassroots community work in far flung doctorless rural areas; national and international health planning and programming, on the faculty of the colleges of medicine and health sciences; a clinical practice combining North American and European medicine with Asian and Filipino traditional medicine; national health policy development, national health field operations management, private sector health business development, research management and local government health development. He has worked with NGOs, international development agencies, the academe and government agencies.

Dr. Tan was Vice Chancellor for Research of the University of the Philippines Manila and Executive Director of the National Institutes of Health Philippines 2002-2005. He served as Regional Adviser in Health and Nutrition for East Asia and the Pacific Region of UNICEF in Bangkok in 1996. He served the Philippine Department of Health as Secretary in 1995 and as Undersecretary and Chief of Staff from 1992-94.

Dr. Galvez Tan is the co-author of two books: "Our Health, Our Lives" (1982), a guide for community health workers and "Fruits and Vegetables with Medicinal Properties" (1981), both translated into 3 Filipino languages. He has also authored 40 published papers on diverse subjects in medicine, health and development. His life history has been incorporated in two books: "Revolution from the Heart" by Niall O'Brien, 1987 and "Beyond the Hospital: A Concept of Community Based medical Practice and Community Based Health Program" by Grace De La Costa-Ymzon, 1994.

He presently acts as consultant to WHO, UNICEF, UNDP, UNFPA, ILO, World Bank, Asian Development Bank, AUSAID, JICA and USAID, and has travelled extensively to Europe, Asia, the Pacific, Africa, Latin America, Canada, USA, Australia, New Zealand, Kazakhstan and Russia.

**Alice Asquith**

Founder – Asquith Ltd  
(UK)

### Fashions by Asquith Ltd

*Asquith is a British clothing label offering high quality wellbeing and spa wear. The Asquith brand blends comfort with unique style and subtle detail. In order to offer the perfect collections owner Alice Asquith has designed the Spa wear Collection with former Givenchy designer Pearl Watt and the Menswear collection with cool men's fashion designer Jsen Wintle. The collections are distributed at*

*luxury hotels and spas, select yoga and Pilates studios. Asquith also customizes collections to our clients' colour schemes and logos. Asquith has been regularly featured in the spa & fashion press and the latest collection features in June 2006's Condé Nast Traveller.*

### Spa wear - increasing your retail sales

The new spa wear collection from Asquith offers you a unique opportunity to increase your retail sales and to add value to your guest's stay. Asquith offers a comfortable and elegant spa holiday souvenir that we can even customize with your colour scheme and logo.

Our perfect spa wardrobe consists of beautifully made robes, kaftan shirts, trousers, wraps and tracksuits, made in natural, comfortable fabrics in a variety of colours. The lifestyle statement pieces are perfect for wearing on holiday, travelling or lounging in the hotel or spa.

### Wellbeing clothing – enhancing your client's comfort and offering customer satisfaction

The Wellbeing clothing range is designed to enhance your client's spa holiday experience. This collection offers perfect clothing for yoga, Pilates and fitness for both men and women. The collections consist of a range of tops and trousers that can easily be mixed and matched to create unique fashion and sports looks. We are excited to launch the stylish men's collection at this year's Turning Point event - with classic cuts and styling. The collections combine style with practicality and natural fabrics allowing for total freedom of movement and complete comfort, perfect for your fitness and wellbeing staff and for your guests. Inviting, comfortable, unique and seductive.

# Spa Industry Seminar 2006

Organised by *The Turning Point*

15 - 17 September : Cebu, Philippines  
Shangri-La's Mactan Island Resort & Spa



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Seminar : Friday & Saturday, 15 & 16 September

## General Information

### Seminar Attendance Fees \*\*\*

- a) Early bird (register before 15 July) : SGD 1,300. (nett)
- b) Regular (register after 15 July) : SGD 1,500. (nett)
- c) Corporate rates – minimum 3 persons
  - Early bird (register before 15 July) : SGD 1,000. (nett per pax)
  - Regular (register after 15 July) : SGD 1,300. (nett per pax)

\* Seminar registration fee **includes** the following:

- 2-day seminar package (Friday & Saturday, Sept. 15 & 16)
- all seminar materials and activities
- lunch and poolside dinner on Day 1
- lunch & post-seminar cocktails on Day 2
- early morning yoga sessions on Days 2 & 3 (Sept. 16 & 17)

\*\* The seminar registration fee **does not include** workshops, interactive focus groups, dinner on Day 2, or lunch on Day 3.

\*\*\* The seminar registration fee **does not include** accommodation. Please see the special hotel accommodation rates below.

### Accommodation Rates (Shangri-La's Mactan Island Resort & Spa)

Shangri-La's Mactan Island Resort & Spa, Punto Engano Road, Lapu Lapu City 6015, Cebu, Philippines.

Telephone: (63 32) 231 0288; Facsimile: (63 32) 231 1688.

Email: "Gladys Aseoche" <events.mac@shangri-la.com>

Website: [www.shangri-la.com](http://www.shangri-la.com).

- (a) Superior Garden View (single or double occupancy) :  
US\$ 138. nett/room/night. Includes breakfast \*
- (b) Superior Bay View (single or double occupancy) :  
US\$ 155. nett/room/night. Includes breakfast \*

\* *buffet breakfast at designated function room*

**Note** : Please contact the hotel directly if you wish to book accommodation at Shangri-La's Mactan Island Resort & Spa.

Workshops & Interactive Focus Groups : Sunday, 17 September

## General Information *(fax to : (65) 6836 3247)*

Important note : Workshops and Interactive Focus Groups are optional and the following fees will be charged for attendance.

### Workshops

*Two 3-hour workshops (AM & PM) – conducted by Cathy Brillantes-Turvill*

Attendance Fees *(per workshop) \**

- a) Early bird (register before 15 July) – SGD 150.00 nett per person
- b) Regular (register after 15 July) – SGD 200.00 nett per person

*\* The rates for non-seminar participants who attend the workshops will be SGD 250.00 nett per person / per workshop.*

### Interactive Focus Groups

*1.5-hour sessions conducted by Dr Jaime Galvez Tan, Anna Bjurstam, Mark Wuttke and Guy Tulloh*

Attendance Fees *(per session) – SGD 75.00 nett per person \**

*\* The rate for non-seminar participants who attend the interactive focus groups will be SGD 95.00 nett per person / per session*

### Registration for Workshops and Interactive Focus Groups

Please tick the workshop(s) that you would like to attend:

- Morning workshop with Cathy Brillantes-Turvill (9-12 noon)
- Afternoon workshop with Cathy Brillantes-Turvill (2-5pm)

Please tick the interactive focus group(s) that you'd like to attend:

- 9:00am – Dr Jaime Galvez Tan
- 9:00am – Mark Wuttke
- 11:00am – Anna Bjurstam
- 11:00am – Guy Tulloh

Private consultations with spa architect Guy Tulloh :

*(tick if interested in an appointment)*

- 2-4pm

Seminar / Workshops / Interactive Focus Groups

# Registration Form *(fax to : (65) 6836 3247)*

Name \_\_\_\_\_

Position / Title \_\_\_\_\_

Company \* \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ DID ( ) \_\_\_\_\_

Mobile ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Mailing address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\* Corporate attendees : number of persons attending \_\_\_\_\_

*Please indicate the names and titles of others attending on a separate sheet of paper and mail or fax with this registration form.*

**Cost of participation** : Seminar registration fee + (optional) workshop / interactive focus group fees = **Total payable** (SGD) \_\_\_\_\_

**Bank draft or cheque payment** : please make payable to "Turning Point Concepts Pte Ltd" and mail registration form(s) along with payment to: Tanglin Post Office, P.O. Box 8180, Singapore 912499

**Payment by credit card** : fax registration form(s) to : (65) 6836 3247

*I hereby authorise Turning Point Concepts Pte Ltd to charge the following amount to my Visa or Mastercard account:*

Amount in SGD : \_\_\_\_\_  Visa  Mastercard

Card No : \_\_\_\_\_

Name on card : \_\_\_\_\_ Expiry : \_\_\_/\_\_\_

*Signature :*



Turning Point Concepts Pte Ltd (“The Turning Point”), the organiser of Spa Industry Seminar 2006, reserves the right to make any necessary changes to the seminar programme. While all efforts will be made to ensure the presentations and speakers as featured, the substitution of a presentation or speaker may become necessary in the event of an unforeseen circumstance. The organiser rejects responsibility for the acts of their suppliers or for the safety of any participant while in transit to or from this event. The total liability during the precise hours of the event will be limited to a refund of the delegate registration fee.

We welcome a substitute delegate to take your place should you not be able to attend at the last minute. However, we regret that there will be no refunds for cancellations and no-shows.

