



Spa industry can help loneliness

Stress and increasing isolation will change the face of the spa and wellness industry, says Tracey Woodward, CEO of skincare brand Aromatherapy Associates.

Addressing an audience of more than 170 delegates at Spatec Europe in Portugal earlier this month, Woodward touched on both her own personal story and her experience working for Aveda and Marks & Spencer. Woodward said that the spa industry has the power to change an increasingly technologically-dependent and stressed world.

“Spa will become more and more essential to healthful living,” she said. “Consumers are looking for products that nurture, and that embrace how you feel physically and mentally,” she continued.

Woodward detailed her success as brand advisor to Marks & Spencer,



Aromatherapy Associates CEO Tracey Woodward spoke at Spatec

where she consulted on the redesign and development of its beauty department. Part of the success, she said, was due to the fact that lonely women would come to the store for a consultation in order to speak with someone and make a connection.

Details: http://lei.sr?a=x6v2y_S

Panel discusses future of wellness

Is the future of wellness about catering to ageing Baby Boomers, attracting younger Millennials, creating personalised programming, differentiating between lifestyles, or some combination of all of the above? That was the subject of a lively panel discussion held earlier this month during the Forum Hotel & Spa conference in Paris.

Dr Franz Linser, owner and managing director of Linser Hospitality; Ingo Schweder, CEO of GOCO Hospitality; Roger Allen, CEO of Resources for Leisure Assets; and Andrew Linwood, head of design at Areen Hospitality debated the different directions wellness could take in the future.

Linwood said figuring out how to attract a new generation of spa-goers through more social and less elitist designs is also important. Linser, however, argued that age labels are not the best way to differentiate.

“Most of our programmes are more relevant if we consider the lifestyles of people,” Linser explained. “If someone is overstressed, it doesn’t matter if they’re 24 or 44...As a consequence of our lifestyles, we will find many of our clients being disabled to a certain extent.”



Ingo Schweder, Roger Allen and Dr Franz Linser in Paris

Schweder said he is focusing on the middle-income bracket, on wellness real estate, and on economically powerful ageing Baby Boomers.

Linser noted changes in lifestyles will necessitate a move from an indoor focus to an outdoor focus, and from offering pampering to offering lifestyle changes.

“More and more we are not just talking about an operational unit here, we are talking about lifestyle,” he explained. “We are talking about people seeking out a good way of living.”

Details: http://lei.sr?a=c5D8X_S



The Waldorf Astoria in DIFC will include a spa

Waldorf Astoria to make debut at DIFC in 2017

Hilton will open a 247-bedroom Waldorf Astoria in the Dubai International Financial Centre in Q3 2017, joining a portfolio of 25 hotels across the world.

The property will form part of a mixed-use residential, retail and office-space development, and will include spa and wellness facilities, though further details on the spa are not yet available. The hotel will also include upscale dining options, a grand ballroom and four meeting rooms.

“Sound fundamentals underpin our luxury story in the Middle East, where we have seen exceptional growth in locations tailored for both leisure and business travellers,” said Carlos Khneisser, vice president of development, Middle East and North Africa for Hilton Worldwide. As an iconic luxury brand originating from New York...I am delighted that we will welcome Waldorf Astoria to this international hub.”

Details: http://lei.sr?a=F3H8k_S

Radisson Blu opens hotel in Armenian city of Yerevan

Radisson Blu has opened a 142-bedroom hotel in Armenia, described as “the first and only upscale international hotel brand” in Armenia’s capital city, Yerevan. Designed by architect Hrant Komitasyan with interiors by Andre Avedian of ARA Design, the hotel combines natural stone and wood textures, with patterns and elements that reflect Armenian culture. The hotel gardens feature views over Mount Ararat.

A 1,000sq m (10,764sq ft) Terra Spa and Fitness centre includes seven treatment rooms, a far-infrared sauna, traditional sauna, hammam and fitness centre. Italian skincare brand Ishi is used in treatments.

Other wellness activities include an open-air tennis court, #BluRoutes running routes, and quiet spots in the garden for yoga.

Details: http://lei.sr?a=Q3H2E_S