

europaean Spa

THE NO.1 MAGAZINE

FOR SPA AND WELLNESS



Issue 67 | December/January 2019 | www.europeanspamagazine.com



'FEEL GOOD AGAIN'

St Michaels Resort's new focus on wellbeing in Cornwall, UK

FINNISH SAUNA

How the country's passion is spreading around the world

A SENSE OF PLACE

Parisian luxury at Rosewood's Hôtel de Crillon, France

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Our Expert Guide to the best spa management software



Shaping the business of wellness

Held at Technogym's headquarters in Cesena, Italy, the 12th Global Wellness Summit highlighted record-breaking figures that proved the future of the wellness industry has no limits

REPORT BY IAN PARKES

Staged under the theme of 'Shaping the business of wellness', the 12th annual Global Wellness Summit (GWS) underlined the increasing importance of an industry that, according to the latest research figures, is now worth \$4.2 trillion.

In the opening address, GWS chairman and CEO Susie Ellis welcomed an unprecedented 630 delegates from a record 50 countries, 43% of whom were attending for the first time, to the headquarters of one of the world's leading fitness companies, Technogym. They were treated to a thought-provoking three-day agenda that focused primarily on what the future holds for the various sectors that sit under the umbrella of 'wellness'.

In 1993, long before the word had begun to be embraced by the mainstream, Technogym founder Nerio Alessandri proved himself to be a visionary by adding the tagline 'The Wellness

Company' to his business script.

Nine years later, Alessandri pioneered Wellness Valley, an area in the Emilia-Romagna region of Italy – in which stands the small town of Cesena, where Technogym is based – that has become renowned for its proactive attitude towards health and quality of life.

A further 16 years on, Alessandri was clearly proud to welcome leaders from the worlds of wellness, spa, complementary medicine, fitness, health, nutrition, beauty, technology and the arts to his stunning Antonio Citterio-designed nerve centre, where around 200,000 pieces of fitness equipment are produced annually.

The fitness pioneer's rousing opening keynote set an all-encompassing tone for the event. "We are here to help out mankind and to contribute so that the world becomes a better one, which is an incredible honour," he stated.

"Do we realise how lucky we are, that we

have the best jobs in the world, helping people to live better, longer and in a happier way?

"We are people living a social mission. People are born to move, and we have forgotten this. Today we risk dying due to an excess of rest, which is a great risk for the sustainability of mankind, so we need to move again."

Referencing the impact of the fourth industrial revolution – that of the digital age – Alessandri urged delegates to help shape people's daily routines. "If we create a legacy and promote wellness on-the-go, every day and everywhere, then we have an amazing opportunity to improve people's lives," he said.

"Wellness is a culture, a mindset. It's not about going to a gym or a club for a few hours a week. It's about what you eat and drink, about spending time with your family.

"So, we want to make wellness accessible, any time, any place. Let's move for a better world!"



Spa growth and Blue Zones

The spa sector remains a significant player in the wellness industry, as highlighted in the latest *Global Wellness Economy Monitor*, which was presented by Global Wellness Institute (GWI) senior research fellows Ophelia Yeung and Katherine Johnston (see box on p46).

While the wellness economy is in a buoyant position, recording a 6.4% annual rise over the two years since the previous figures were published, the spa economy was highlighted as showing a 9.8% increase over the same period.

However, Dr Ranieri Guerra, the World Health Organisation's assistant director-general of strategic initiatives, delivered a dose of reality to the audience, underlining Alessandri's call for the world to get moving.

After pointing out the growing worldwide trend of child obesity, Guerra said "physical inactivity has been identified as the fourth leading risk factor for global mortality", with estimated direct health care costs of \$54 billion.

Taking the point further, Guerra added: "There is very little sense in individual health and wellness if we don't invest in the health and wellness of the planet. Planetary health is linked to the health of human civilisation and the state of the natural systems on which it depends."

Giovanni Mario Pes, a senior researcher at the University of Sassari, and Dan Buettner, founder of Blue Zones, both highlighted the fact that a healthy way of life results in longevity, as has been discovered in several parts of the world.

Pes was the first to report on the exceptional longevity of a number of the population living in the Sardinian mountain area, later dubbed a Blue Zone – a place where people live the longest, healthiest lives – and his work was followed up by Buettner, who has also implemented Blue Zone projects in a number of communities across the US.

Buettner, who claimed "loneliness shaves eight years off longevity and is as bad as smoking eight cigarettes per day", added: "Longevity is not something that is successfully pursued, but instead is the product of the right environment."

In a world more prone to non-communicable diseases, such as cardiovascular disease, diabetes and cancer, Susie Ellis, alongside Richard H. Carmona, chief of health innovation at Canyon Ranch and former surgeon general of the US, reiterated the Summit's drive for 'A World Free of Preventable Disease' through its Wellness Moonshot initiative that was launched at last year's event.

Drawing on her company's philosophy of

1. The industry leaders who spearheaded this year's Global Wellness Summit
2. As a leading sponsor, Sammy Gharieni leads the signature collection for the Wellness Moonshot initiative
3. Susie Ellis, chairman and CEO of the Global Wellness Institute and GWS
4. Technogym's Nerio Alessandri

making each and every day better through focused intentions via 'fashion, style and wit', BuDhaGirl CEO and creative director Jessica Jesse unveiled her own moonshot calendar.

Declaring it to be a visual cue, Jesse said: "The objective of the calendar is awareness. We have an obligation to make the world better now, not in 10 years, and this programme is going to show you can make a difference."

Jesse, who also presented a fashion show ahead of the gala dinner at the Grand Hotel, Rimini, was joined in the fashion arena by fellow designer Alberta Ferretti, who discussed her devotion to aesthetics and wellbeing for people. She claimed that "the link between fashion and wellness is so tangible", adding: "Sports should be a daily activity, and this expression of wellbeing is transforming fashion."

The spa challenge

Although it has been four years since GWS removed the word 'spa' from its title, it is clear ▶



Recognising industry leaders

Each year GWS hails those it feels has made a significant contribution to the industry. This year's winners were:

Nerio Alessandri, Technogym
Leader in Innovation

For his foresight in promoting wellness long before it became fashionable

Sheila McCann, Lanserhof Group
Leading Woman in Wellness

For her role as a key figure in the global spa industry.

Clodagh, Clodagh Design
Leader in Sustainability

For being at the vanguard of wellness design.

Rupert Schmid/Pierre-Louis Delapalme, Biologique Recherche
Leaders in Social Impact

On behalf of their work in making it possible for more people and societal groups to live healthier, happier lives.

John Stewart, Kamalaya
Debra Simon Award as a Leader in Furthering Mental Wellness

In light of his work at the pioneering wellness resort Kamalaya Koh Samui.

Denise Bober, The Breakers
Leader in Workplace Wellness

For the vice-president of human resources' commitment to employee wellness.

Maria Mu - Shark Tank of Wellness

An entrepreneurial student from Cornell University who has developed a new sleep technology in the form of a glowing, hanging mobile that guides users through breathing exercises to help them fall asleep.

from the GWI report that spa remains integral to the industry given the sector has shown the most growth over the past two years (see p46).

A panel entitled 'The Luxe Life', chaired by ESPA founder Sue Harmsworth, MBE, discussed what works at the upper end of the spa market and the integration of medical and wellness services into resort offerings.

Alcide Leali, managing director of Lefay Resorts, Italy, conceded it was a challenge to mix medical and leisure guests, but added: "At Lefay, people can choose a medical or pampering programme and we find they can run together."

Aldo Melpignano, managing director at Borgo Egnazia, Italy, stated: "We take an approach to happiness and wellness which is not all medical. Our concept is about encouraging wellbeing for all our guests."

At Switzerland's Bürgenstock Resort, which is home to the medical-led Waldhotel, general manager Robert Herr, said: "We believe the medical aspect is the fastest growth opportunity now. People are getting older, and then there are

- 1. Anna Bjurstam of Six Senses Spas & Resorts
- 2. An engaged audience inside the conference hall at Technogym's headquarters
- 3. Influential designer Clodagh
- 4. The Future Laboratory's Jessica Smith

the challenges of the workplace when you don't have time, so you need a programme that can condense the services for time-poor guests."

Cancer education

An area that is a priority for the spa industry is educating therapists in the treatment of guests who have suffered cancer. Harmsworth said "a lot of people are jumping on the bandwagon and not understanding the problem".

On a panel moderated by Julie Bach, executive director of Wellness for Cancer and a thought leader within the Global Wellness Institute, Anna Bjurstam, who oversees the running of Six Senses spas and is a partner at wellbeing brand Raison d'Être, revealed that a decision was taken within Six Senses a year ago that its thousands of employees would be trained to receive cancer sufferers.



1. Irene Forte of Rocco Forte Hotels
2. Lefay Resorts' Alcide Leali
3. Tony de Leede of Gwinganna Lifestyle Retreat
4. Architect Matteo Thun
5. Antonio Citterio, architect and designer
6. Delegates enjoy a dance workout energy break
7. Susie Ellis confirms Hong Kong as the destination for GWS 2019

"You can't just treat cancer medically today," said Bjurstmam. "You have to treat it with common sense and be able to welcome those who are suffering. It is our responsibility to be able to do that and get the knowledge across."

Dr Elke Benedetto-Reisch, medical director at Lanserhof, one of Europe's leading health resorts, said: "All our people are trained to understand that for those who have cancer, it's not associated with a death sentence, [but] that many can be healed forever."

She said Lanserhof aimed to look at what went wrong for guests before they developed cancer, "what gave a person an imbalance, what gave them stress", and offer them a way forward.

"We provide them with complementary medicine, to go along with their chemotherapy and radiation treatment, to help them find a way to restore their balance," she explained.

A fascinating presentation on CBD (cannabidiol, a cannabis compound that has considerable medical benefits) was delivered by

Melisse Gelula, co-founder of forward-thinking website Well+Good. Claiming "cannabis is getting a wellness rebrand", she added that her website's editors were receiving numerous pitches per day on CBD products, with the industry projected to reach \$2.1 billion in consumer sales in the US by 2020.

Putting food first

The delegation was given food for thought by Neil Grimmer, founder and CEO of Habit, who delivered a fascinating presentation on the rise of personalised nutrition.

This was followed by David Bosshart PhD, who gave an engaging keynote entitled 'Forget about Wellness – Think Food First'.

Bosshart, CEO of the Gottlieb Duttweiler Institute, an independent think-tank that specialises in trend research, cited the continuing focus on superfoods, nootropics, gut health and digestive wellness, asking his audience to consider the significant polarisation and socialisation created by food.

"We define ourselves not only by what we eat but what we are not eating," he said.

"Food defines our lives. We are social eaters – we become super humans when we drink wine together because it is pleasure – it brings us release. Friendship emerges from social drinking. For wellbeing, a bottle of red wine with friends can be magical. It's about story telling. Social eating is very important as it is closely related to happiness."

Addressing the environmental aspect of what we eat, Andrea Illy, chairman of Italian coffee house illycaffè, suggested we were now heading to a new era of "the health age".

"We are shifting from the current resource depletion model to a resource-renewable model. To progress a regenerative culture requires a call for action from the wellness industry," he stated.

Design for life

The world of design and architecture featured heavily at this year's GWS, with three of the best in their field – Clodagh, Matteo Thun and Antonio Citterio – all highlighting how their work lent itself to wellness.

With an award-winning portfolio across 24 countries, Clodagh pointed out that "good design appeals to all six senses", emphasising that with every project she tries to make people happy, which in turn promotes wellness.

While fitness was clearly in focus at Technogym, Gwinganna Lifestyle Retreat and Komune Resorts founder Tony de Leede led a panel entitled 'Where Fitness Meets Wellness'.

He suggested that while fitness "is an



What the delegates said...



"As chairman of the Wellness Tourism Association I say to people, 'don't run before you can walk', so the key thing for me is to keep banging home our definitions – clear definitions with clear statements around them, where you can inform people about what wellness tourism is."

Andrew Gibson, Sensei



"Andrea Illy talked about stakeholder value versus shareholder value, which raised the number of investors coming into our market. Instead of ROI, we should have ROWI (Return On Wellness Investment). So, I'm going to establish some metrics for my business because I want to continue to take care of my team very well."

Tony de Leede, founder, Gwinganna Lifestyle Retreat



"This was my ninth GWS and after every Summit I have found something to takeaway. On this occasion it was more personal – hearing about the Blue Zones, where people live very healthily. That's not rocket science. I take care of what I eat anyway, but it shows me it's not complicated to live healthily. We should all do it."

Sammy Gharieni, founder and CEO, Gharieni Group



"Compared to where I used to be 10 years ago, even five years ago, I feel the market has changed. Unlike years past, where we have had to create a demand for wellness, now we have an incredible opportunity and responsibility to help shape health and wellbeing for everyone in a way we've not had before."

Mia Kyricos, SVP & global head of wellbeing, Hyatt Hotels



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▷ intimidating word” in contrast to wellness, he felt that “delivering wellness/fitness in smaller bites is the way of the future”.

In response, Kenneth Ryan, vice-president of global spa, fitness and online retail operations for Marriott International, remarked: “We believe fitness is wellness, and we’re talking about changing the word, with Marriott taking a big step into the space because of the demand from the customer. We’re looking at our fitness centres and how we increase them in size, and changing the equipment, while in some of our properties we have filled in indoor pools and replaced them with fitness centres.

“A trend we’ve capitalised upon is the digital aspect in the fitness world. We’ve shot 17 fitness videos, ranging from 3-25 minutes, that can be shown in a guest room. We’ve had 28,000 views in a short period of time. It’s something customers are looking for to provide added value when staying in one of our hotels.”

The future of beauty

In the area of beauty, The Future Laboratory duo Rhiannon McGregor and Jessica Smith highlighted how artificial intelligence is playing an increasing role in the sector, in particular with the development of algorithms that can identify patterns and trends to determine the right products for an individual’s skin type.

It was also suggested that given the growing collaboration with science-based companies, treatments would be driven as much by technical innovation as by new formulations.

Developments in smart phone cameras were also said to be providing consumers with a map of their face that enables them to receive more accurately customised advice than ever before.

Conversely, they also warned that while many Snapchat filters are innocuous, they were also creating a skewed sense of self, and potentially making it more important to be beautiful online than in real life.

Following engaging presentations from Sir Rocco Forte and daughter Irene, along with Nerio Alessandri and his daughter Erica, on how to successfully mix business and family, the Summit concluded with the announcement that the 13th GWS will switch to the Far East and be staged at the Grand Hyatt Hong Kong, on October 15-17.

Explaining the decision, Susie Ellis said: “Hyatt plans to be the top hospitality brand with regard to wellness, so hosting a Summit is probably the best way to let everyone know that’s your goal and to show what they can do.”



www.globalwellnesssummit.com

Global Wellness Institute: The rise of the wellness economy

The global wellness economy is now worth \$4.2 trillion according to the latest research, with the spa sector showing the greatest growth over a two-year period from 2015 to 2017.



The findings in the Global Wellness Economy Monitor for 2017 highlight a rise of \$0.5 trillion, and 6.4% annually, compared to its previous figures released two years ago. Global economic growth over the same period was only 3.6%.

Note: Numbers in the graphic above do not add due to overlap in segments. Dark coloured bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light coloured bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.



All 10 sectors of the global wellness economy recorded strong growth, however, the standout performer was spa, which showed a 9.8% rise from \$98.6 billion in 2015 to \$118.8 billion in 2017, of which \$93.6 billion is accounted for by spa facilities. GWI claims the number of spas worldwide is now more than 149,000, employing 2.6 million workers.

Source of both charts: Global Wellness Institute, Global Wellness Economy Monitor, October 2018