

CARIBBEAN: JAMAICA

1. What is currently making news in your country when it comes to wellness or wellbeing?

In the country of Jamaica where Red Lane Spa and Sandals Resorts International is headquartered, I sit on a steering committee for The Ministry of Tourism as it relates to marketing and developing a thriving and profitable wellness tourism industry. The Jamaicans have invested considerable resources into market research to determine the viability of having Jamaica enter the world stage with countries like Costa Rica and Mexico that have successfully implemented wellness tourism. To this end the Ministry of Tourism has conducted extensive research internally and with consultants into the state and readiness of the hospitality and medical and educational sectors to support the wellness tourism industry. As with all matters of this size and scope, they are exploring a partnership between the private and public sectors (PPP) to give this concept the proper funding and educational support to be successful.

What is happening in Jamaica is taking place at various levels throughout many Caribbean Islands. Most countries are now looking to standardize therapist training, spa building guidelines and development of internal product developers to at least a country guideline, and where applicable to a regional set of agreed upon principles. To this end there have been regional meetings over the past several years to begin a dialogue about how to accomplish these goals. There is a Caribbean Spa Association that meets in Barbados and countries have begun to establish their own spa associations to address the unique situations of their respective countries.

To address the educational concerns of our spas specifically, Red Lane Spa has launched the Red Lane Institute, which is a training program that we have launched in partnership with Heart University. This will allow Red Lane to standardize the training of our therapists across the entire Caribbean. This partnership will also allow us to train any person to become a therapist to the level of approximately 600 hours. As we hope to build a strong wellness tourism sector for the region, we realize that on the spa end, we need to have therapists trained to international standards. Red Lane Institute is our response to this need.

We are also seeing an increase in non-massage services for our properties. In 2015 we have had a 33% increase in the number of facial services that we have provided and this has translated into a 35% increase in revenues from 2014, and we are seeing approximately a 17% increase in spa retail revenue, which is consistent with the increase in facial services offered.

We are seeing the same upward trajectory in our private fitness training, which has increased 300% in revenue from 2014. This is a function of the fact that we have begun to actively promote these services on our website and at the resort level. We

have also invested resources to ensure that all of our fitness providers are properly certified through AFAA, which has improved the quality of training and fitness at the property.

Overall we are seeing a 30% increase in revenues from 2014, and a similar increase in the number of services being performed at the property level. People are taking the time to spa at our properties. We can also attribute part of the jump in numbers to the fact that at our family focused resorts, we have launched a Teen/Tween Spa Concept called Ginger Lily, which has introduced a younger consumer to our spa services. So we are speaking to almost 100% of our guests at the properties. We have created a completely inclusive spa experience for our Resorts.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: Spas are becoming more relevant to the overall guest experience in the Caribbean.

Wellness Tourism: Wellness Tourism is in its nascent stages, but will develop over the next two decades to compete at an international level.

Wellness Living Communities/Real Estate: As the wellness concept expands and is better developed in the Caribbean, this concept will expand as well.

Beauty: People are coming to the Caribbean looking for facial treatments that are formulated with indigenous ingredients from the various countries.

Fitness: Fitness has become big business in the Caribbean, and there is the expansion of private fitness centers and clubs, and this has caused hotels to up their fitness offerings and training of their team members.

Nutrition: We have had to modify our food offerings to reflect current trends in dining such as Gluten-Free, Vegan, Non-Dairy products; similarly, we have expanded our menus to include international cuisines such as Indian, Italian, Japanese all prepared by chefs from these regions of the world.

3. How would you describe the state of workplace wellness in your country?

Workplace wellness is still developing in the Caribbean. Staff cantinas serve food that is familiar to the local population but not always nutritionally balanced, and often devoid of variety if one is not a heavy meat eater. The region still has a ways to go in terms of full implementation of a 5-day work week; oftentimes the team members

and managers are working well over 50 hours a week. Overall, this is an area that can still be developed in the region.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

As I referenced earlier, spa and wellness are on the radar of most countries. Specifically for Red Lane, we have had significant investments over the past two years in the spa experience for our company. We will be launching a Red Lane branded skincare line in November 2015, which was a significant investment of company resources to develop the product, which was a two years process, as well as the development of the packaging and concept for the line. We have also invested in updating our physical spas to make them more in line with current design trends. We are also launching a new spa design concept at Sandals Royal Caribbean in November 2015, which will be replicated at Sandals Barbados and Sandals Ochi Beach Resort.

5. Whose responsibility is it to create a well world?

It is a collective responsibility of all of us living on this planet. John Donne aptly stated, "No man is an island unto himself." We are in this journey together to create a well physical, political, spiritual and financial world.

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