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AN ODE TO “ME TIME”



Let's face it: our common reality today is an ongoing sprint to the next deadline, the next crisis or event. We're juggling careers, families, volunteer work, and whatever social life we can eke out. The concept of "me time" sometimes feels like a fairytale, or at best, a long-ago memory of an earlier stage of life when we didn't realize how we should cherish the time we could dedicate just to ourselves.

This issue, focused on health and fitness, seems to me like an ode to me time. Most of us have the bad habit of putting ourselves last on the list, and in the rush to meet everyone's demands, our own needs can be neglected, including our own health and fitness. And what a vicious cycle! We need to prioritize self-care to ensure we can maintain the pace we have set out before us.

Such is the challenge many, if not most, of your clients face. When they walk through your doors seeking help and guidance for their wellness, they are putting that very special commodity – me time – in your hands. Spas today are taking notice, and by offering increased services that tie health and fitness into the overall wellness offerings on the menu, they can have an even greater impact on the welfare of their clients, and become an increasingly effective part of clients' schedules.

From stress management to body care, there are so many ways to package health and fitness advice, practices, and products in with the massages and treatments your clients are seeking. In the end, your spa will be positioned as one of your clients' go-to habits, helping them maximize me time and increase their wellness.

The little steps can have great impact. Now... breathe!

Heather Ednie



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CANADIAN SPA RESORTS HIT THE BIG TIME

The *Condé Nast Traveler's* Travel Readers' Choice Awards for 2013 is out, with favourite Canadian spa resorts among the winners. Almost 80,000 readers cast 1.3 million votes in the survey. Two Canadian hot spots: Langdon Hall Country House, ON, and Wickaninnish Inn, BC, were included in the Top 100 Hotels and Resorts in the World, while British Columbia and Alberta shine on the below list of Top 15 Resorts in Canada:

- Wickaninnish Inn, Tofino, BC
- Four Seasons Resort Whistler, BC
- Fairmont Chateau Lake Louise, AB
- Moraine Lake Lodge, Banff, AB
- Fairmont Chateau Whistler, BC
- JW Marriott the Rosseau Muskoka Resort & Spa, Minett, ON
- Black Rock Oceanfront Resort, Ucluelet, BC
- Brentwood Bay Resort & Spa, Victoria, BC
- Fairmont Banff Springs, AB
- Post Hotel & Spa, Lake Louise, AB
- Pan Pacific Whistler Mountainside, BC
- Pan Pacific Whistler Village Centre, BC
- Westin Resort & Spa, Whistler, BC
- Poets Cove Resort & Spa, Pender Island, BC
- Pacific Shores Resort & Spa, Parksville, BC

MEET YOUR MALE CLIENTS

A research report, by PricewaterhouseCoopers for ISPA, has all the hard facts on the fast-growing trend of male spa-goers. The spa world is no longer a women's secret; in fact, 47 per cent of American spa clients are male. Some other interesting findings:

- 28% of men surveyed had hit a spa within the past year
- Male spa-goers are typically between 25-44 years old
- Massage remains the mens' favourite (83% have tried)
- When choosing a spa, men look for ambiance, cleanliness, amenities and staff expertise
- Most popular retail purchases: shaving products (75%), followed by vitamin or health supplements (68%)

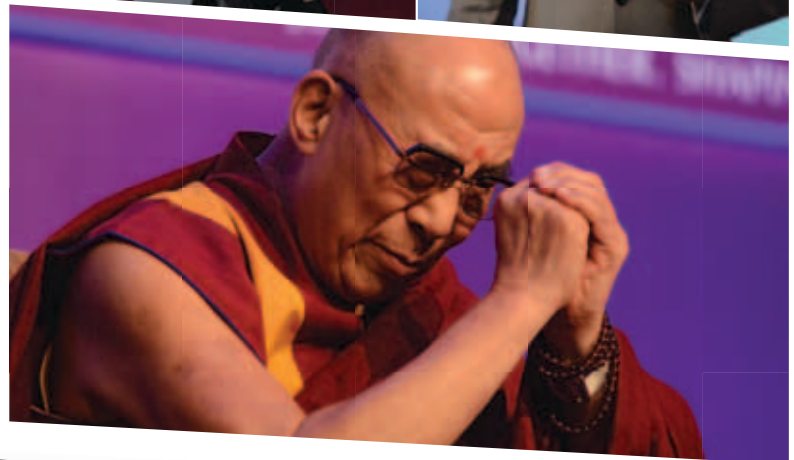
The ISPA Volume IV Spa Consumer Snapshot Initiative included 1,005 responses from a sample of U.S. male consumers. The full report is available to ISPA members, or for purchase, at www.experienceispa.com/index.cfm

A DEFINING MOMENT: THE GSWS

Leaders of the international spa and wellness industry met in New Delhi, India, from October 4 to 7 for this year's Global Spa and Wellness Summit under the theme, "A Defining Moment." The 60 speakers included many of the leading thinkers on wellness and on business strategies for today, including His Holiness The Dalai Lama, Olympic medalist Bonnie St. John, and CEOs and senior executives from many of the world's largest spa and resort corporations. This year's GSWS attracted a record 375 executive-level attendees from 42 nations and is considered a leading global research and educational resource for the \$1.9 trillion spa and wellness industry.

The 2014 GSWS will be held in Marrakesh, Morocco – known for its rich, indigenous spa and wellness culture, from ancient hammams to new sand baths, the region is expected to achieve an annual 15 per cent growth of its wellness tourism market through 2017.

Information from the 2013 summit, including photos, country briefing reports and more, is available at www.globalspaandwellnesssummit.org.



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BALANCE

WELLNESS TOURISM FAST BECOMING MAJOR GLOBAL MARKET

A report released at the 2013 Global Wellness Tourism Congress by the Global Spa and Wellness Summit, says wellness-focused travel is currently a \$439 billion market, projected to swell to \$678.5 billion by 2017. The report by SRI International says wellness tourism represents 14 per cent of total global tourism revenues, and will grow by 9.9 per cent annually over the next five years.

Growth over the near five years is expected to come primarily from the Asian, Latin American, and Middle Eastern/North American markets, though Europe and North America will remain wellness tourism leaders overall. Some other interesting findings:

- Wellness tourism is directly responsible for \$11.7 million jobs worldwide, and 1.8 per cent of the world's GDP in 2012
- Domestic wellness tourism represents 84 per cent of all wellness tourism trips
- Spa tourism represents 41 per cent of the total wellness market, with the remaining market share including "healthy hotels" and cruises, baths/springs, fitness, yoga or lifestyle retreats, travel to nature parks/preserves, organic/natural restaurant expenditures, and other healthy lodging and retail

"Wellness tourism is poised to reshape tourism as we know it. So many 21st century forces are fueling it, including the rise of chronic diseases and the unprecedented stress of modern life," noted Jean-Claude Baumgarten, GSWS keynote speaker and former president and CEO of the World Travel & Tourism Council. "What people want to achieve during their ever diminished time off is undergoing a sea change, with millions more every year demanding destinations that deliver physical, emotional, spiritual and environmental health – along with enjoyment."

Wellness tourism has synergy with many high-growth niche segments.



Note that the market size for Medical Tourism shown here includes only international/inbound tourism (as domestic tourism figures are not available). All other segments include both international and domestic tourism combined. Source: SRI Intl.

For more on wellness tourism, see story on page 21.



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SERENITY MASSAGE AND ESTHETICS AT *Manitou Springs Resort and Mineral Spa*

A wellness retreat with healing waters

BY LINDSAY GRUMMETT



There's a local legend in the small town of Watrous, Saskatchewan. The folktale tells the story of an Indian tribe in the early 1800s that faced a savage small pox epidemic. As they wandered the plains to escape the plague, two of the men fell ill and were left in a small tent next to a lake. On the edge of death, the men crawled to the shores, bathing in and consuming the water. Their fevers soon cooled and within a few days they were well again.

It was in these early days that the healing benefits of Manitou Lake were revealed, but it wasn't until 1987 that Manitou Springs Mineral Spa was created and the waters became part of a therapeutic spa experience unlike almost anywhere on earth.

HEALING WATERS

"There's no other body of water in North America that has as high of mineral content

as we do," says Dwight Hayter, the CEO of Manitou Springs.

There are only two other places in the world that have water like Watrous – the Czech Republic's Karlovy Vary and Israel's Dead Sea.

Manitou Lake contains more than 20 types of salt and a variety of minerals that make it impossible to sink in the water. Manitou Springs channels water in from the lake and filters it before pumping it into the pools. The water is also heated to temperatures ranging from 34 to 39 degrees Celsius.

WELL-ROUNDED WELLBEING

The success of the original spa led to the addition of a resort in 1991 when it was then renamed Manitou Springs Resort and Mineral Spa.

"With that came Serenity Massage and Esthetics, the giftware store, and dining room in the hotel," says Hayter. "It was

very obvious that this was a tourist destination and more things were needed to keep it popular."

Manitou Springs is most often visited by mature clients over the age of 50. The zero gravity effect of the water relieves tension on bones and joints while also offering a relaxing experience. The effects of the water are enhanced with spa treatments like the aromatherapy massage or Serenity's signature Manitou Mineral Mud Facial.

"Our main clientele is coming here for therapeutic reasons and Serenity has been a part of the whole package we offer. It's all about health and wellbeing. That's why this place was built," he says.

This year, Serenity Massage and Esthetics was renovated again to create



AMBIANCE

more space to offer additional services to the resort guests including couples massages, group manicures and pedicures, facials, as well as reflexology.

“We understand the uniqueness of our resort and our location,” says Hayter. “Due to the lake having such a high mineral content, we attract people who are very conscious about their health. That stimulates the need for treatments such as reflexology.”

Serenity’s new manicure and pedicure area is located in a highly visible area of the resort that connects the hotel to the mineral pool. Hayter estimates that spa business has doubled since the renovations were complete.



Although these new services have added additional revenue streams and complement the current available services, Hayter says the spa’s most profitable treatment continues to be massage.

“The massage coupled with our warm, therapeutic waters is a great combination,” says Hayter. “We allow people who aren’t staying in the hotel to go swimming before and after the massage to enhance the treatment. It’s really a great value when you add in the swim.”

In addition to offering a unique hydrotherapy experience, the spa also uses and sells its own Manitou Springs brand of products including salts and mud products drawn right from the lake. The products range from foot scrubs to facial mud.

“The Manitou products are just another way of us being able to send home a little piece of Manitou with people who come here,” says Hayter.

TOP TOURIST SPOT

With the renovations complete, Manitou Springs Resort and Mineral Spa is getting a lot of attention. This year it placed second in the Saskatchewan Tourism Award of Excellence and was also nominated by Tourism Saskatchewan for the Canadian Tourism Business of the Year award.

As time goes on, Hayter says he’ll continue to position the resort as a

wellness retreat. He’s already taken steps by hiring an executive chef to develop a whole new menu of gluten-free choices.

“People want healthier choices whether that’s in the Serenity treatments or our food menus,” he says.

With the healing waters drawing in guests from across the country who are looking for a wellness experience unlike any other, Hayter knows his resort can deliver.

“Spas are always trying to define what makes their place unique. We don’t have to figure it out and not too many people can say that.” **S**

WHO ARE THEIR CLIENTS?

- 50% Saskatchewan natives
- 25% Albertans
- 15% Manitobans
- 10% Rest of Canada and the world

MANITOU SPRINGS RESORT AND MINERAL SPA

OPENED: 1987

SIZE: 1,232 square-feet

NUMBER OF TREATMENT
ROOMS: 6

NUMBER OF STAFF: 6

RETAIL:

Signature line of Lake Manitou Salt
and Mud products



UNDERSTANDING STRESS, SELF-CARE, AND RELAXATION



BY BARBARA KAPRAN

Barbara Kapran is a Toronto-based holistic nutritionist, personal trainer, and neural re-education specialist. www.barbarakapran.com

Stress. Stress management. These buzz words are all around us but what is stress really and how does it affect a client's needs?

Stress is a reaction to change that requires a physical, mental, or emotional response, and can be positive or negative. The human brain is constantly assessing threat in our lives for the purpose of survival, and that assessment of change determines our response. Expectations, history, knowledge, and environment all play a role here.

Aside from threat assessment, the cumulative amount of stress makes a difference. Think of stress as a bucket filled with physiological, environmental, emotional, mental, and professional factors. The contents vary from person to person and from time to time. As the bucket fills, we experience fatigue, lethargy, mood changes, decreased immunity, etc. When it gets to the top, the cascade of responses becomes very evident, with physical pain, anxiety, mood swings, and more significant health concerns.

It is evident then that the management of stress is critical to improving quality of life. Unfortunately, aside from individual choice, we are also affected by the world around us, and are often faced with difficult situations. To address this, we have a few options: (a) removal of major factors of stress, (b) altering our reaction to change, (c) implementing supporting strategies to manage the existing stress and decrease threat. Clearly (a) is not viable in most cases, and so we are left with the other two options. Changing habits and mindset, while ideal, takes a lot of energy, both mental and physical. It is something we resist for this reason, and so stress management needs to start simply with self-care.

Since much of what we deal with originates in or at least affects the mind, the pain we experience is largely resistance to change.

Relaxation is a great place to start in self-care for this reason, as it allows us to be present, to decrease physical discomfort, and thereby begin to address the mental resistance.


Breathing and physical touch, such as that in many passive

therapies, are key. In fact, pairing those two yields the best results. Touch is healing from an emotional perspective, but also neurologically provides an enormous amount of sensory stimulus to the brain that can help to decrease threat, as long as it is positive and pleasant for a client. Breath work has a similar calming effect, and since the brain needs fuel, can work to decrease threat.

Incorporating breath work in the spa can be as simple as instructing clients to perform or pair different types of breathing exercises during passive treatments. Getting clients involved in a treatment teaches mindfulness, and promotes learning, which, neurologically, will ensure the therapy or treatment “sticks” more. Providing meditation and breath work classes in between treatments or as a part of a package is also a good option.

Note that some breath work modalities may have contraindications in pregnancy, or for those with circulatory or respiratory conditions, so a proper health history assessment prior to treatment is recommended. Aside from this, different techniques can be appropriate for different clients, depending on their specific needs. Assessing and reassessing responses is key. To learn more about breath, movement, pain, and stress, I recommend “Let Every Breath” by Vladimir Vlasiliev, and various Pranayama resources, or visit www.zhealtheeducation.com.

Finally, practice makes perfect. I like to say that relaxation is good, but regular relaxation is best. In other words, regular care combined with providing home exercises in mindfulness between sessions will improve results.

Often, when clients come with the goals of weight loss or pain management, what they are really looking for is stress management. Understanding what this means and providing for those needs via relaxation techniques will improve their results and help them achieve their goals. 



wellness experience

*Adding health and fitness
elements to your spa*

BY LINDSAY GRUMMETT



STRATEGIES

Over the last few years, the word wellness has become a staple in the spa industry. A 2010 study* supports this by showing today's consumers most frequently mention exercise, eating better, and visiting a spa when asked how they enhance their wellness.

Introducing a health or fitness element to a spa can attract clients and add a new revenue stream. In a survey of industry members, nine out of 10 respondents said they were planning to make wellness-related investments in the next five to 10 years.

The challenge remains in deciding which health or fitness option complements your current spa menu and how to use it to build a more complete wellness package.

CREATE THE CONNECTION

Kailee Kline, the founder of Toronto's Healthwinds Health and Wellness Spa, has been blending elements of spa and wellness at her facility for more than 20 years.

"I wanted to create something that you would experience in Europe where you're examined by a physician before you have any treatments and you travel to the spa to maintain your health or to get healthy," she says.

With that in mind, she created Healthwinds, which offers everything from nutritional counselling to aid for chronic pain and, of course, spa treatments.

"We started off in a medical building so we had a lot of physician referrals and clients really trust us," says Kline.

Partnering with medical establishments makes a spa's wellness services known to clients who may not typically visit a spa. Clients with chronic pain may be referred for massage therapy or hydrotherapy and those with stress could be sent for wellness counselling.

Kline said when she first started Healthwinds, they also added fitness classes, but found they didn't receive much attention from clients and decided to drop them soon after.

UNIQUE FITNESS ROUTINE

Country spots or big, corporate locations are better suited for fitness programs since they often have more space to work with.

Spa Eastman is a country locale in Quebec that offers a variety of activities throughout the week including anti-stress walks, yoga in the water, and cardio boxing, but even spas in the city can incorporate fitness in unique ways.

"If you're in Toronto in a hotel, you could set up a program of taking people for a fitness walk with a touristic element, but charge for it," says Pat Corbett, founder of The Hills Health Ranch in BC.

Corbett is a 30-year veteran of the industry and his name was added to the Canadian Tourism Hall of Fame in 2009. The Hills was the first health and fitness vacation resort in Canada and Corbett says it's important for spas to follow fitness trends to stay ahead of the wellness curve.

"The main thing that changes for us is the demands for fitness programs and classes. For example, if you go back 10 years ago, people were not into yoga like they are today," he says.

Corbett says the spa is a very integral part of the health and fitness experience



STRATEGIES

the ranch provides. The resort allows guests the opportunity to choose from a list of premade packages from “Hiking and Spa” to the “Six Night Anti-Aging Blitz” or build their own package through the resort’s website.

Smaller spas can follow this model by combining spa services with other wellness opportunities like mind-body treatments or acupuncture, allowing guests an afternoon of enjoyment rather than a singular treatment.

RETAIL READY

For spas that are looking to add a wellness element but don’t have the resources for a wellness or nutritional consultant, it is best to start small with retail items that fuse with your current spa options.

“We can’t be with people 24/7,” says Kline. “It’s important they get into

wellness habits on their own and consequently they’ll start making different choices in their lifestyle.”

From vitamins to supplements to detox drinks, there are thousands of take-home options to improve health.

At Healthwinds, Kline and her team sell Epsom salts for hydrotherapy homecare.

“We do our own mixes of Epsom salts with various herb oils and essential oils,” says Kline. “The beauty of salts is they reduce inflammation and help with the cleansing process.”

When a guest has muscular aches and pains, Kline says they mix the salts with juniper and if a client needs a metabolism boost, they’ll add a bit of rosemary oil.

WELLNESS REVOLUTION

A 2013 global research survey** found

that 86% of people believe they have the power to change their own level of wellness and 57% of people wish they had more support in leading a healthy lifestyle.

“Wellness practice is becoming part of many people’s regular routine,” says Kline. “Consumers expect this and they let you know.”

With an estimated 289 million wellness consumers in the world’s 30 wealthiest countries, there is plenty of opportunity for all spas to grab a piece of the wellness pie. **S**

**Spa & the Global Wellness Market: Synergies and Opportunities (2010), SRI International*

***The Truth About Wellness (2013), McCann Truth Central*



CLIENTS WITH
chronic pain
MAY BE
REFERRED FOR
massage therapy
OR *hydrotherapy*



SMALLER SPAS
CAN FOLLOW THIS
MODEL BY
COMBINING SPA
SERVICES WITH
OTHER WELLNESS
OPPORTUNITIES
LIKE MIND-BODY
TREATMENTS OR
ACUPUNCTURE.

THERE ARE
*thousands of
take-home options*
TO IMPROVE
HEALTH.



PROTECT YOUR SPA

Three tips to avoid risks

Adding a fitness regime to your spa menu is an exciting way to create new interest, but it can also have negative consequences.

"If it's not your expertise then you should be very careful," says Vivienne O'Keeffe of Spa Profits Consulting Inc. "Don't try to be all things to all people."

In October, The Hills Health Ranch in B.C. was sued by a former guest for injuries she claimed were inflicted through the advice of a fitness instructor. With 30 years in the industry and a clean record, the resort will surely survive, but this type of litigation could be crippling to a smaller spa.

O'Keeffe has been working as a spa consultant for about 20 years and says there are important steps spa owners can take to mitigate risk when incorporating a fitness plan. Here are three of her top takeaways:

1) WAIVERS

Waivers are extremely important and should be filled out by guests as soon as they arrive for their stay, treatment, or fitness class.

"Any projects that I work on I make sure they have a waiver whether it's a water spa, health spa, day spa, or medical spa. We need to know the terrain we're working on, what the person has done before or about any underlying health conditions," says O'Keeffe.

In addition, if a guest gets injured, the paperwork and therapist notes could be the only thing keeping you from writing a big cheque.

2) STAFFING

"I wouldn't touch anybody that doesn't have proper certification," says O'Keeffe. "You're just playing Russian roulette."

O'Keeffe warns that spa managers should ask potential employees to bring their certificates into the interview and check them with the given establishment. Although it takes extra work, it's your responsibility to ensure you're employing competent and qualified staff to ensure the best possible service for your clients.

"I had one situation where the person had borrowed their sister's certificate and then I had another person who hadn't participated in the course they said they had," she says.

3) INSURANCE

When working with the insurance broker, spa owners must provide a full outline of their activities from fitness to spa services to staff credentials. This allows the insurance company to roll all the items into one package potentially lowering the costs and protecting you against all future risks.

"Cheap insurance is not that cheap if it doesn't offer sufficient coverage," says O'Keeffe.

STRATEGIES

Soul mates

BY NICOLAS HEFFERNAN

Yoga offers the perfect complement to a wellness spa

Spa and yoga form the perfect marriage to offer increased services to clients, and the growing number of spas with yoga on the menu are testimony to this ideal coupling.

Toronto's 889 is a hot spot for spa-going yoga enthusiasts. Emily Ridout opened the doors with her sister seven years ago primarily as a yoga community, but couldn't ignore the obvious compatibility a wellness spa offers.

"We found that spa services really complement yoga in the sense that you're able to receive treatment to really go deeper into your practice and connect more with your body and your joints; your spiritual self as well, in terms of the healing," she says.

PROVEN VALUE

Alexandra Leikermoser, the founder of Yogagurl, a company that organizes yoga

retreats and works with companies to form yoga plans, is one of Canada's pioneers of the integration of yoga in spas. She first created a mini-spa at Toronto's Drake Hotel, before moving on and integrating the same concept at the Ritz-Carlton. "I've definitely seen over two decades there's been a huge shift in yoga becoming more mainstream," says Leikermoser. "For me it was always natural. I always envisioned yoga in a spa and I thought that was a natural fit."

And with more consumers flocking to yoga, there's an opportunity for spas to introduce it as a way to attract and retain customers through classes and retreats. "That's the beauty of having yoga as an extra component – it has a lot of added value for the spa-goer," says Leikermoser.

START-UP SENSE

There is no real go-to style of yoga a spa should introduce starting out. Owners



THERE'S AN OPPORTUNITY FOR spas to introduce yoga as a way to attract and retain customers THROUGH CLASSES AND RETREATS.

should start by doing market research to understand what their clients want and what would complement the services the spa offers. It's also important to look at other studios in the area and try to find points of difference. "There is no right or wrong in terms of the kind of yoga a spa would offer," Leikermoser says. "I think that yoga is so popular now that really any yoga would be welcomed; it's just a matter of defining particular needs." Starting out with some staple and basic kinds of yoga that customers would already be aware of would be best before branching out later with something unique.

Of course, getting into the yoga business does have a price tag. Leikermoser ballpark the start-up cost anywhere between \$20,000 to \$50,000, depending on factors such as available space, the need for a new floor, contracting a company or instructors,





STRATEGIES

"I DON'T THINK YOGA IS A FLASH-IN-THE-PAN TREND. IT'S BECOMING VERY ENTRENCHED IN PEOPLE'S LIVES."

– Ms. Leikermoser

investment in mats and props, and hiring someone to set up. "There are some definite upfront costs but not as much as maybe a fitness studio where you require a lot of equipment," she says. "In that way costs are low. You're looking more at the management or staffing side, depending on the route they go."

ENGAGING THE EXPERTS

The management and staffing side can also present a tough decision for spa owners. "The spa would have to look at it on an individual basis," says Leikermoser. "Usually it is more cost effective to actually work with a company than hiring a staff of yoga instructors. Also, a professional company or studio usually

does some of the marketing and have an established brand name, so you're taking the advantages of that." Regardless of which direction a spa decides to go, they should be looking for Registered Yoga Teachers (RYT), meaning they have a minimum of 200 training hours.

Thinking ahead, Leikermoser says spa owners should take advantage of the increasing numbers of male yoga practitioners and spa-goers. "Looking into the future I think that's worth considering – how do we incorporate the masculine into the spa environment and into the yoga studio and how does that change the offerings we have," she says.

And while some people might view yoga as a fad, Leikermoser disagrees. "Yoga is a 2,000-year-old trend and I think it's here to stay," she says. "I don't think yoga is a flash-in-the-pan trend. It's becoming very entrenched in people's lives. As we get busier and technology takes over our lives, more people are going to be wanting spa and yoga even more." **S**



"THERE ARE SOME DEFINITE UPFRONT COSTS *but not as much as maybe a fitness studio where you require* A LOT OF EQUIPMENT."

– Ms. Leikermoser

Wellness TOURISM

Ride the wellness wave and make your spa a place guests will travel to

BY THERESA ROGERS AND
LINDSAY GRUMMETT

It's a combination of spa, vacation, and bootcamp in the British Columbia wilderness, but the location is more than eye candy; it's the setting and the modus operandi for Mountain Trek Fitness Retreat & Health Spa.

This is a new breed of spa, especially in Canada, which strives for the perfect balance of luxury, adventure, and fitness for those looking to supercharge their health and wellness and enjoy a great vacation at the same time.

"There's been a trend in the vacation world that baby boomers, specifically, are choosing a wellness, health, or recreational vacation over the traditional cruise or mai-tai-on-the-beach vacation," says Kirkland Shave, Program Director.

Mountain Trek is remote. Located near Nelson, BC, it's an eight-hour drive from either Calgary or Vancouver, or a one-hour flight, but guests are rewarded with lake views, mountain trails, and a natural setting in which to destress.

"It's a highly conscious, recreational lifestyle-focused health centre, you could say, as a community. We have our own Chinese medicine school, massage school, art school," says Shave. "It's a very unique area in the world, really."

Call it what you will – destination spa or wellness tourism – the idea of travelling to a spa for an extended stay is catching on in Canada.

THE NUMBERS

According to a 2011 report by the Global Spa Summit, *Wellness Tourism and Medical Tourism: Where do spas fit?*, wellness tourism is new to Canada and didn't exist at all as recently as a decade ago. Another Global Spa and Wellness Summit report pegs the global wellness tourism market at \$2 trillion. The spa sector's share of that is estimated at \$60 billion, playing a leading role with sports, fitness, and outdoor recreation offerings increasingly



IMAGES: GRAIL SPRINGS

packaged with spa, wellness, and retreat-based offerings to attract tourists.

This is true for Mountain Trek which offers one- and two-week hiking-based programs which also include yoga, massage, and nutritious food. The program is intimate, with room for 14. Shave says 30 to 40 per cent of clients are returning guests, some of whom come for a “reboot” after they’ve had the original experience.

“It helps them go home and make some lifestyle adjustments but because the lifestyle for most corporate, urban people around the world is so intense in terms of sitting, and sedentarism and such long work hours and commute hours, eventually they have to come back to get refreshed and get another lifestyle tip to go home and implement,” he says.

Monica Lumley-Piercey, spa manager at Grail Springs in Bancroft, Ontario, agrees and says spa-goers today are on a mission to detoxify their bodies. They need spas, lifestyle coaches, and spiritual guidance to do it, she adds.

“When a client shows up at Grail Springs, when they’re going to be here for five to seven days, I’m one of the first people they’ll meet with and I’ll do a chakra/aura reading on them and an assessment,” she says. “I can read their chakra and see where there’s any energy blockages. We can strategize and look at what they have planned for the week and I give them tips as far as treatments.”

Hildie Sausik is a clothing designer from Toronto who believes in the Grail Springs program. She was a guest at the spa in 2012 and says, “It was the most amazing experience I’ve ever had. It was life changing.”

She stayed at Grail Springs for one week, detoxed, and stayed on a regime for about two months after returning home. “I’m going to come back here every year,” she said this summer at Lady Faire, the spa’s annual five-day conference where she was a vendor. “It’s a place to come to just to rejuvenate and get yourself centred.”

The remote locations and niche markets these spas serve means marketing needs to be creative and the differentiator well-defined. Shave creatively utilizes the web to spread the word about his resort. “Being that we’re in a very far away location, we’re very small, we’re deep in the mountains, we’re a huge, difficult obstacle for people to get to... [guests] find us through social media, Google search, association membership, and we’re legitimized on Trip Advisor.”

It takes focus, says Shave, adding his marketing team is relentless, competing amongst thousands of choices for guests to spend their vacation and health dollars. The solution? Search engine optimization, a simple but powerful tool. “You can be anywhere in the world now and people will find you if you’re doing your marketing through the web correctly,” he says. “You Google ‘fat farm, fitness retreat, yoga retreat, health spa, hiking retreat, hiking vacation,’ all of these different terms, and we’ll be in the top three to five in the world. That’s how a little, tiny spa retreat in the mountains of British Columbia can attract people from New York, Dubai, Houston, or Montreal.” ■

PERFECT BALANCE OF LUXURY, ADVENTURE, AND FITNESS



IMAGES: MOUNTAIN TREK FITNESS RETREAT & HEALTH SPA

Anti-freeze. Strategies



BY ISABELLE VILLENEUVE

Isabelle Villeneuve is scientific director—head of innovation at Laboratoire Dr Renaud. She has been actively participating in the development of Laboratoire Dr Renaud since 1995.

The thermometer drops, the wind blows and our skin sees red! In winter, sebum production slows down and the hydrolipid film on the surface is altered and no longer works as a barrier, leaving the upper layers of the epidermis - the stratum corneum - unprotected. It is weakened. More like crocodile skin than peach skin, it dries out, becoming tight, flushed, hot, tingling, and marred. With the natural defenses down, the skin is irritable, reactive, and even intolerant. And also aging faster!

The skin that is most affected by this phenomenon is the most fragile, that is to say alipic skin - dry and very dry skin - and sensitive skin, including rosacea. Winter is a merciless season for these skin types but normal skin and oily skin are not immune to harsh effects.

PLAN OF ATTACK

In winter, the beauty ritual aims, above all, to protect. The cold, the wind, and the rapid changes in temperature are all factors that make skincare difficult. Redness occurs and skin becomes tight and irritable, hence the need to use skincare products on the parts of the body most exposed to the elements: the face, lips, and hands. Remember: lips dry out very quickly in the cold because they are not protected by sebum like other parts of the face. For the face and hands, the use of rich and creamy barrier creams is essential.

MORE ESSENTIAL THAN EVER: HYDRATION

The word of the day is moisturize, moisturize, moisturize. This includes not only the face but also the body, at least after every shower. For the face, choose ultra-concentrated serum moisturizers. Hyaluronic acid is the ingredient of choice. Once the skin is well hydrated, it is imperative to prevent it from becoming dehydrated. To achieve this, use nourishing, moisturizing formulas that are hydrating and anti-drying. These dual-performance treatments contain glycerin, or better, polysaccharides in high concentration combined with butters,

such as shea, mango, and cocoa, and represent a barrier against the cold by depositing a protective, not sticky, film to the skin's surface. Textures are usually very creamy and the feeling of comfort and reassurance from the application happens immediately.

OMEGA-3, THE INDISPENSABLE ALLIES

These essential fats play a vital structural and functional role in our skin. First, Omega-3s fit into the lipid membranes of our cells, giving elasticity and strength to the skin while adding a barrier. Then an intake of Omega-3 significantly reduces the concentration of an inflammation mediator in skin cells: prostaglandin PGE2 or two. The skin is soothed.

Just remember, to face the harsh climate: add a few drops of rich, oily Omega-3 serum in both morning and evening cream.

MASKS: HOT IN WINTER

Winter is also a great time to enjoy the many benefits of masks. Regenerating, moisturizing and nourishing, they replenish and soothe. Excellent supplements for daily care, they act in a few minutes. The skin quickly and permanently softens, adding suppleness and radiance. Immediate comfort for deeply serene skin!

With the right care, winter will not mar the skin. One last piece of advice: remember to protect skin from the sun with sunscreen. Even if it's freezing outside, sunscreen remains essential. **S**



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HEALTH AND FITNESS *at the spa*

BY SAREEMA HUSAIN

Wellness has been placed in the spotlight, for good reason. It's the cornerstone for a healthy lifestyle and offers an endless list of benefits, but it's also good for spa business. A 2010 survey showed that 91 per cent of industry respondents who incorporated wellness aspects into their spa found that it yielded revenue growth.* Canadian spas are quickly catching on and adding to their product lines to help improve their clients' wellness on the inside and out.

FITNESS EQUIPMENT

As the importance of living well begins to take a leading role in people's lives, so too does the need for facilities that combine spa experiences with fitness routines.

"Generally speaking, people want to do more in less time," says Francesco Riccadonna of Technogym: The Wellness Company.

While choosing a fitness plan for your spa, be sure to consider the impact that it will have on the surrounding space. Zumba and Piloxing are on-trend exercises, but will most likely cause a disturbance to your spa guests. Activities that limit sound but still bring the sweat are well suited to the spa.

Exercises like yoga and Pilates tone and build muscle while also offering a boost of energy. They require minimal equipment, use little space and can be performed in a quiet spa area.

HEALTHY ON THE INSIDE

Ingestible wellness products are available in a variety of forms and can benefit your guest's physical beauty and internal health. From boosting the immune system with vitamin C to relaxing the body with herbs like ginseng, the benefits of internal aids are seemingly limitless.

In order to successfully introduce supplements and internal health products into your spa, it's necessary to understand the benefits and limitations of the products you supply. Stay informed, educate your clients on the products, and make sure to remind guests that supplements are not substitutes for a healthy diet.

"It all starts on the inside. You can't have external health until you have interior health," says Bonnie Annis from Moor Spa. "If you give your body the tools, it will heal itself."



CANADIAN SPAS ARE QUICKLY CATCHING ON AND ADDING TO THEIR PRODUCT LINES TO HELP IMPROVE THEIR CLIENTS' WELLNESS ON THE INSIDE AND OUT.

SERIOUS SKINCARE

If your guests are working out the right way, they're going to sweat and that means moisture-rich, antibacterial products are an important element of their post-workout routine.

Natural ingredients are becoming increasingly popular for the health-conscious wellness consumer. Indigena's Muscle Recovery Balm and Rocky Mountain Soap Company's Shea Butter Facial Bar incorporate vitamin-rich ingredients like aloe vera and shea butter.

Both ingredients have many topical uses from fighting acne and minor burns to hydrating and moisturizing the skin. Like bath salts, they also work to curb inflammation, making them must-have ingredients for after an intense workout. **S**

Fitness Equipment

1 TechnoGym – Kinesis Personal Heritage
www.technogym.com/ca

2 Jade – Pink Yoga Mat
www.jadeyoga.com

3 Merrithew – Fitness Circle Pro
www.merrithew.com

Healthy on the Inside

4 Algonquin Awakening Tea's – Balanced Energy Stimulant
www.algonquintea.ca

5 Moor Spa- Herbal Infusion
www.lmoor.com

6 Omega Nutrition – Virgin Coconut Oil Capsules
www.omeganutrition.com

Serious Skincare

7 Indigena – Sport Muscle Recovery Balm
www.indigenaskincare.com

8 Principessa Beauty – Bagno Bliss Mineral Spa Bath
www.principessabeauty.com

9 Rocky Mountain Soap Company – Shea Butter Facial Bar
www.rockymountainsoap.com

HEALTHY ON THE INSIDE



SERIOUS SKINCARE



*SRI International "Spas and the Global Wellness Market: Synergies and Opportunities" (2010)

NATURA BISSÉ'S DIAMOND MIST awakens the skin with its light texture and energizing formula. Lavender oil revitalizes and hydrates while bio-energetic properties stimulate cells and increase regeneration. The alcohol-free product is perfect on all skin types and will protect the skin from any environmental aggressors.

www.naturabisse.es/en

VALENTINE'S day

G2 ORGANICS HICKEY STICK is a new alternative to concealer that covers everything from scars and breakouts to hickies. The product is made from organic, natural, and non-toxic ingredients like rosemary, zinc oxide, and Vitamin E. It is available in light and dark shades and each Hickey Stick is Reiki-charged for good energy. A portion of the proceeds go to cancer research.

www.g2organics.com



EMINENCE ORGANICS CHOCOLATE MOUSSE HYDRATION MASQUE has a delicious combination of ingredients that hydrate and soften the skin. Almond, jojoba, and macadamia nut oils are used for deep moisture while cocoa as well as Vitamins E and C are included as a source of antioxidants. The mask can be used on normal to dry skin types.

www.eminenceorganics.com

TATA HARPER'S LIQUID GOLD: NOURISHING & ANTIAGING FACE & BODY OIL SET includes two anti-aging oils for strengthening and nourishing the skin. The Replenishing Nutrient Complex is packed with nutrients, vitamins, minerals, and antioxidants that will soften and hydrate, and the Revitalizing Body Oil uses a variety of natural oils that relieve dryness and improve the skin's tone and texture.

www.tataharperskincare.com



ST. PATRICK'S day

ROCOCO NAIL APPAREL'S collections are inspired by fashion and art and developed to reflect current, seasonal trends. The polishes are formulated to be long-lasting, quick-drying, and without the Big Three (DBP, formaldehyde, or toluene). The Rococo Gold Leaf Lacquer uses actual 24-carat gold leaf.

www.beautynext.com

SMITH FARMS BEER SOAP combines rich shea and cocoa butters with olive and castor oils to create this moisturizing and cleansing bar. The distinctive ingredient is Bierbrier Ale, a beer made in one of Montreal's boutique breweries, which boosts the soap's lather and gives the product its signature scent. The soap is non-irritating and is suited for sensitive and dry skin.

www.smithfarmsproducts.com

FARMHOUSE FRESH'S CITRUS GRASS FINE GRAIN SALT SCRUB will leave skin silky smooth and with a refreshingly light citrus smell. Rice bran oil is used for its high concentration of Vitamin E and organic alfalfa root for its exfoliation abilities. The product is hand packaged in a woven bag with a cheeky tag that reads, "Smooth as a Duck's Butt." Farmhouse Fresh salt scrubs are 95 per cent natural, vegan, and gluten-free.
www.farmhousefreshgoods.com



EMERGINC'S EARTH HYDRATING PHYTELENE CREAM is designed to actively help fight the appearance of wrinkles and fine lines while also increasing the production of collagen and elastin. The classic Earth cream was reformulated to include Chronocylin, a chronopeptide that helps with Vitamin D formation as well as cellular repair and renewal. EmerginC products use natural, plant-based preservatives and are free of artificial colours or fragrances.
www.emerginc.com

EARTH day

PANGEA ORGANICS AUSTRALIAN WILD PLUM AND WILLOW FACIAL CLEANSER features an organic mixture of antioxidants and fatty acids that support a healthy complexion. The wild plum extract is said to balance, purify, and protect the skin as the willowherb works to maintain skin clarity. Manuka honey is also used for its antibacterial benefits to ensure radiant skin.
www.pangeaorganicscanada.com

MOTHER'S day

LABORATOIRE DR. RENAUD'S DISCOVERY KITS include a set of skincare essentials in three anti-aging categories: Prevention, Correction, or Regeneration. Each kit contains cleansing milk, toning lotion, serum, and eye makeup remover, as well as day and night cream that is adapted to the skin type. The Correction kit (pictured here), includes ExCellience Youth Enhancer day and night cream which protects stem cells and fights wrinkles.
www.ldrenaud.com



JURLIQUE'S ROSEWATER BALANCING MIST refreshes and hydrates the skin with its organic blend of ingredients. The product uses marshmallow to moisturize and hydrate as well as aloe vera to soothe and calm. The rose is said to soften, balance, and restore the skin. The product can be applied over makeup or after cleansing.
www.global.jurlique.com

TOKYOMILK'S WISDOM NO. 26 COLLECTION is a luxurious line of perfumed items including a shower gel, body soufflé, and roll-on perfume. The products are scented with botanical extracts which are crushed and distilled and the fragrance includes hints of "water lily, walnut, woods + moss, and winter musk." The collection is part of TokyoMilk's Fate & Fortune line.
www.tokyo-milk.com



KAILEE KLINE

BY SAREEMA HUSAIN

Kailee Kline is the founder and president of Healthwinds, a health and wellness spa in midtown Toronto. Kline got her big break when she started working for the King Ranch Health Spa and Fitness Resort, located in King City, ON. Her time at King Ranch, travels to Europe, and firsthand experience with Europe's unique spa quality and treatments inspired her to bring the philosophies of combining health, spa, and fitness home to Ontario. Since then, she has become the founding president of Premier Spas of Ontario which has grown from 12 founding members to 39 spas over four years.

HOW WOULD YOU DEFINE WELLNESS?

Wellness is what people do to stay healthy. Whatever components in your life help you do that – massage therapy, taking walks frequently, learning how to meditate – I would say all of those are very important.

ONE OF THE BIGGEST CHANGES I'VE SEEN IN THE WELLNESS INDUSTRY...

Is the expectation of spa-goers which have helped professionalize this industry. It's definitely become much more a part of people's lives.

MY FIRST EXPERIENCE AT A SPA WAS ...

The first spa that I went to was in Europe and my experience was how differently they approached things than we do; how very matter of fact they are about managing their health, getting naked to do so, and the copious amount of food they were eating while they were going to these different services!

MY FAVOURITE THING ABOUT MY JOB...

Is the versatility of the job. I like constantly learning, helping people get better and feel better about themselves and the choices they're making in their lives. I like seeing people come out of pain – all those kinds of things that I would call little miracles. **S**



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