

Bliss



Steiner acquires Bliss for \$100m

US: Steiner Leisure is to purchase Bliss World Holdings, the spa company established by Starwood Hotels & Resorts, for \$100 million. Bliss World Holdings operates Bliss and Remede spas at W and St Regis hotels respectively. As hotel-based facilities, Bliss and Remede will remain exclusive to W and St Regis.

"This sale is illustrative of our long-term strategy to focus purely on our growing and increasingly global hospitality business," says Starwood CEO Frits van Paasschen. "At the same time, we're delighted that we will

continue our business relationship with Bliss."

In addition to the W and St Regis spas, Bliss operates an online and mail order business and distributes products through Bloomingdales, Harrods, Harvey Nichols, Macys, Neiman Marcus, Nordstrom, Saks Fifth Avenue and Sephora.

Bahamas-based Steiner Leisure offers spa services at 51 hotels and on 126 cruise ships, reporting net income of \$27.1 million through the first nine months of 2009.

Steiner Leisure

T: +1 358 9002 W: www.steinerleisure.com



Koncept Stockholm scoops spa award

SWEDEN: In November, the European Hotel Design Awards at the Hilton Park Lane, London, honoured the Level Spa & Health Club at winter resort Copperhill Mountain Lodge in Sweden. The facility was voted Interior Design Of The Year in the category of Spa, Health & Leisure Facilities. The interior was created by Swedish architect Koncept Stockholm. Pictured above is the Sami-themed, teepee-shaped treatment room, with reindeer skin across the treatment table.

Copperhill Mountain Lodge T: +46 647 14300 W: www.copperhill.se



SPATEC¹⁰

Europe

SPATEC 2010 promises latest industry research

As well as gathering prominent leaders of the European spa industry at a premier forum, SPATEC 2010 promises to deliver the latest industry research. Spa operators are assured statistics surrounding the "real state of the spa industry" and a platform to connect with the right strategic partners as business plans unfold.

New data will be available via Leisure-net Solutions, a leading 'customer insight' provider, which is taking its mystery shop and call services into the spa and therapy industry. A survey is already underway to assess the way that spas answer telephone and email enquiries, and will include calls and emails to more than 100 sites across health club, hotel and standalone spas. The results will be available at SPATEC 2010 in Croatia, which takes place 14-17 April 2010.

The organisation is to compile trends using consumer research, feedback from Leisure-net Solutions and information taken from the UK State of the Spa Industry Report produced by The Leisure Database Company.

Industry findings

SPATEC recently delivered key statistics from the US, courtesy of Smith Travel Research's luxury hotel spa Benchmark Report and the 2009 US Spa Industry Update. These include:

- In June 2009, 46% of spas saw an increase in the number of shorter treatments (30 minutes or less) booked
- 48% of ISPA members reported a decrease in the amount spent per visit when compared to the same time last year. While people are still frequenting the spa, consumers are opting for shorter, less expensive treatments to fit their budgets while still investing in their overall wellness. Salon services decreased 20% but showed a 38% rise in retail
- The day-spa guest has become critical for hotel spas: 38% of total spa visits at hotel spas now come from non-hotel, local community guests. In some regions (such as Europe and the Middle East/Africa) this is approaching the 50% mark.
- 48% of delegates at SPATEC 2009 reported revenue gains in 2008 over 2007, with 34% having seen no change and only 18% reporting declines
- Despite the severe economic downturn in 2009, 39% of spa companies report they actually expect revenue to increase this year, while 30% expect it to stay the same and 31% anticipate a decline

SPATEC Europe

T: +44 (0) 208 547 9830

W: www.mcleaneventsinternational.com

SPATEC 2010

**Le Meriden Lav, Split, Croatia
14-17 April 2010**