

Healing

lifestyles & spas

magazine

Featuring: HealthWinds, The Health and Wellness Spa

Spa Trends 2007

Back to Basics

“THE MOTIVATION FOR PEOPLE TO GO TO SPAS HAS SHIFTED from seeking relaxation and de-stressing to achieving and maintaining health and wellness in their life,” says Kailee Kline, founding president of the Association of Premier Spas of Ontario and owner of **HealthWinds, The Health and Wellness Spa** in Toronto. Spa-goers these days want results and are knowledgeable about the quality of the services offered. They’re choosing treatments that will bring them the most relief with longer lasting results. According to a recent ISPA (International Spa Association) survey, spa-goers want a spa experience customized to their personal needs and desires.

By Margie Goldsmith

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n the past, you’ve seen spas feeling the need to have a seven-page menu with every service, just to show they are a full service spa,” says Simon Marxer, spa director of The Boulders Resort in Scottsdale, Arizona. “In the future, we’ll see a less bulky menu and more trademarked services that incorporate whatever the guest wants.”

“A lot of extra frills and creams don’t have any true justification or yield real results,” says Alexandra Robinson, spa director of Topnotch Resort and Spa in Stowe, Vermont. “Spa-goers today know what they want. We’re sticking to services with quality products and treatments that give results.” Topnotch has a spa experience coordinator who meets individually with each guest and decides what treatments are best. At the Biltmore Spa at the Biltmore Hotel in Coral Gables, Florida, guests meet with a spa expert who coordinates their regimen based on an ultimate goal. “Because guests know what they want, their expectation is higher every time they come to the spa,” says Martina Perko, spa director at the Biltmore. “They want to know why this treatment is going to benefit them.”

Indigenous treatments and authenticity

Authenticity in products and treatments has become a big trend. Spa consultant, Amy McDonald says, “The consumer is done with over the top indulgence. No one wants an agave moisture-drenched wrap unless it has agave in it. Today’s spa-goer is sophisticated enough to read the menu and know if a product is authentic. They want products, which really are indigenous and treatments that have definite benefits. And above all, they want quality. If our therapists can’t give a good massage we might as well close the doors.”

Kohler Waters Spa incorporates such indigenous local products as hollyhock, the village flower, into its products in Wisconsin, and Kohler Waters Spa in Scotland, uses heather, which can be found on the property, the golf course, and throughout most of Scotland.

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