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STAR OF SWITZERLAND

Inside the Bürgenstock Resort's spectacular new Alpine Spa

RETAIL THERAPY

A masterclass in how to boost your spa revenue

FIT FOR A QUEEN

A new chapter in the history of hospitality at Ye Olde Bell, UK

TREATMENT COUCHES

Our new-look buyer's guide to selecting the best spa furniture

Pure Seven to be a 'haven of wellbeing' for Ibiza



Lucia Peris

SPAIN: Opening in April 2018 on the west coast of the island, the Seven Pines Resort Ibiza is set to provide a comprehensive spa and wellness offering.

Positioned on the edge of a pine forest bordering the sea, the all-suite resort will be comprised of traditional-style whitewashed homes that are respectful of the island's authentic design.

The 1,500sqm Pure Seven spa is intended as a 'haven of wellbeing' with interiors by Olaf Kitzig of Kitzig Interior Design. Inspired by the lifestyle and energy of Ibiza, the spa menu will feature a series of relaxing, rebalancing and reinvigorating treatments.

Facilities will include six treatment rooms, with beds

supplied by Gharieni; a beauty space; swimming pools; a whirlpool area designed and built by Hidrogenia; a thermal circuit with saunas, steambath and a mist shower installation supplied by Balnea, along with an outdoor terrace with sun loungers overlooking Es Vedrà.

Initial consultation on the spa was provided by Sylvia Glückert of German-based WellConsult before a detailed concept was developed in-house, led by Seven Pines Resort's spa director Lucia Peris.

"We think of Pure Seven as a lifestyle spa with a focus on the individual," said Peris. "Our approach will be holistic, combining nature and the latest technology with our signature Ibizan happiness, beautiful wholefood, revitalising activities and nurturing treatments to inspire our guests."

www.7pines.com

News in brief

Gerrard International's new partnerships for 2018

UK: Leading spa supplier Gerrard International has expanded its UK distribution portfolio with two new partnerships for major upcoming spa launches in 2018.

The first venture is with the £13 million (€14.6 million) new South Lodge spa, which will open in late summer 2018 as part of the South Lodge country house hotel in West Sussex.

The second partnership will be with the new Champneys Spa onboard Marella Cruises' newest ship, the Marella Explorer, which will debut in May 2018.

Susan Gerrard, chairman of Gerrard International, said: "We are delighted that both South Lodge and the new Champneys Spa on The Sea with Marella Cruises have chosen to work with our brands. We are thrilled to be partnering with these prestigious spas."

www.gerrardinternational.com

Expedia uploads an online guide to organic spas

US: Online travel platform Expedia has launched an interactive map of organic European spas.

The clickable resource enables prospective guests to research details of a selection of European spas that offer unique wellbeing experiences and treatments.

These include Les Sources de Caudalie, in Bordeaux, which is set in a winery; Borgo Egnazia, in Puglia, whose Vair Spa uses locally grown almonds and lemons in its treatments; and La Plantacion del Sur, in Tenerife, which offers thermal circuits in a volcanic cave.

www.expedia.co.uk

Elemis welcomed at Marriott spas in the UK

UK: Leading professional brand Elemis has entered the spas in seven Marriott locations in the UK, including Hanbury Manor, Ware; St Pierre Park, Guernsey; Worsley Park, Manchester; and Sprowston Manor, Norwich.

Noella Gabriel, managing director of Elemis said: "We're delighted to bring Elemis to Marriott Hotel spas. The Marriott team are incredible to work with and we look forward to building our relationship."

www.elemis.com

European Spa partners with Spa Symposium at Cosmoprof

Italy: With more than a quarter of a million attendees from 150 countries in 2017, Cosmoprof is a key event for the professional spa, wellness and beauty industries.

Taking place at the BolognaFiere exhibition centre in Bologna, Italy, this year's event will feature a Spa Symposium in collaboration with *European Spa* magazine and the International Spa Association on March 16-17.

Sessions will highlight a range of subjects, including how spas will change by 2025, operational information on the Asian spa industry and the latest digital and social media trends.

Speaking about the event partnership, Sarah Camilleri, *European Spa's* founding editor and publisher, said: "Cosmoprof is a must-attend event for spa and wellness professionals and our partnership with the Spa Symposium promises to deliver many relevant, engaging and unique discussion points for delegates to take away and implement in their businesses."

www.cosmoprof.com

