

## New Standards for the Spa Industry

### The “Essential Spa Standards”

On 23 December 2010, BISA members received the Essential Spa Standards. Initiated by Marion Schneider, these standards have been drafted by the Responsible Spa Committee, chaired by Ute Rührig and by Jean-Guy de Gabriac, Chair of Marketing, as an invitation to raise the bar across different areas within the spa industry in order to ensure that the client receives the best possible spa experience.

The Essential Spa Standards are divided into 13 main sections which represent the key areas of a spa (atmosphere, concept, environment, employees/staff management, spa facilities...). Each main section is further subdivided into specific standards that we believe are *essential* in order to provide the client with exactly the kind of spa experience they are searching for.

BISA will continue to develop more deliverables to help its international members benefit from best practices and convert these into great profits. With the focus on sustainability, and a strategic partnership being signed with GREEN GLOBE, “profits” are no longer limited to the profit margin that each spa aims to generate, but also encompass:

- **“profits” for the guests**, whose spa experience can lead to transformational journeys,
- **“profits” for the spa staff**, through advancement of their knowledge and skilful mastery of their science, technique and art of “care giving”,
- **“profits” for the environment and the community** around each BISA member.

## BISA elects a new Council

On 22 November 2010 a new BISA Council was elected at the Danubius Hotel in London.



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Championing International  
Spa Standards for Consumers  
and Industry Professionals

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BISA promotes educational  
programmes and standards of  
quality and service for consumers  
and spa professionals around the  
world since 1998. 2

The full BISA Council is now as follows:

- Honorary President : Masatsuyo Matsumoto
- Chairperson : Marion Schneider
- Honorary President and Secretary : Joan Thornycroft
- Treasurer : Robert Czik
- Membership Secretary : Alan Jenner
- Conference Chair : Sonal Uberoi
- Chair of Accreditation : Ute Rührig
- Chair of Marketing : Jean-Guy de Gabriac
- CIDESCO Responsible Person : Vicky Harper
- Josephine Wackett
- Howard Gosling

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