



Championing International
Spa Standards for Consumers
and Industry Professionals

Review: BISA 2010 Spa Conference in Budapest, Hungary

The 5th Annual Conference of the British International Spa Association (BISA) was held from **June 3rd to 6th, 2010 in Budapest, Hungary** at the Danubius Health Spa Resort and Grand Hotel Margitsziget, a long-standing member of BISA.

The keynote address by Chairwoman Marion Schneider highlighted the activities of the past twelve months and the importance of BISA's role in bringing together the spa industry and its related sectors of health care and energy economy. BISA sees itself as a hub of the spa industry, promoting standards for education, quality and the sustainability of spas worldwide.

New Strategic Partnership with Green Globe

For years the spa sector has been one of the fastest growing industries in the world. There is strong demand for both spa vacations as well as day spa treatments in urban locations. The aim of BISA's strategic partnership with Green Globe is to deliver greater transparency for consumers and to provide education and training in sustainability practices for the spa sector. With its high energy and water consumption the spa industry needs to take a leading role in the process of greening the world and caring for nature. The first major initiative will be a review of the Spa Certification Standard, with an update co-developed and launched by BISA and Green Globe in the second half of 2010.

On the first day of the conference Janice Gronvold (USA), moderator of the first session, introduced a series of presentations by Guido Bauer, Bradley Cox and Peter Zimmer from Green Globe on the growing role of sustainability. Presentations by Linda Troeller and Micky Remann highlighted the role of spa architecture, design and art while Ute Rührig discussed the risks and rewards of building green spas.

Spa Business, Tourism and Education

A full day of the conference (June 4th) was dedicated to the topic of spa business. Moderator Mark Moloney (London, UK) emphasised the importance of professionalism for the future of the spa industry. The presentations highlighted the interdependence of tourism, health care and education. With stunning cartoons and a convincing presentation Dr. Franz Linser (Austria) demonstrated how health will play a growing role in all businesses. Dr. Terry Stevens (UK) took the audience – around 90 delegates from around the world – on a journey through the world spa tourism industry and highlighted its growing importance. Spa consultants Anna Bjurstam (Sweden) and Roger Allen (Austria) demonstrated that creating profits is a result of good strategy and long-term planning.

Well-trained, business oriented, multilingual therapists and managers are key for the long-term success of spas. Presentations by Jane Crebbin-Bailey (Derby University, UK) and Katinka Will (Adam Ries University, Germany) demonstrated new initiatives in this field. Prof. Peter Elsner (Germany) and Richard Gomersall and Kate Hardcastle (UK) provided additional insights into vital topics for spa managers and owners such as health and skin treatments and new ideas for enhancing marketing.

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BISA, the British International Spa Association, is a non-profit organisation established to promote educational programmes and standards of quality and service for consumers and spa professionals around the world. As the international spa industry continues to evolve and diversify, the need for resources, education and accreditation will increase.

Positioned to address these needs, BISA works with leading industry professionals and associations dedicated to advancing industry standards in the spa, resort, hospitality and medical arenas.

www.spaassociation.org.uk

www.internationalspa.org

Responsible Spa – Medical Spa

After an introduction to the beauty of Hungary's spa resorts by Mark Kincses, Marketing Strategic Assistant at the Hungarian National Tourist Office, Jean-Guy de Gabriac (France), moderator of the June 5th session, discussed the evolving roles of spas in the medical, wellness and healing arts before introducing a series of presentations by Dr. László Puczkó (Hungary) and Kevin Turnbull (UK; Spa and Medical Tourism), Sandra Murcia (France; Psychology), and Dr. Iman Hakim (USA; Public Health). Mary Elizabeth Bondu (France) gave an overview of water therapies for spas, Jörg Demuth (Germany) discussed standards for skin care products and Bart Zonnenberg explained the beneficial properties of salt rooms. The conference concluded with a final day of workshops on June 6th.

Over 90 delegates took part in the conference and the response was overwhelmingly positive: delegates highlighted the quality of the presentations and the familiar atmosphere of the conference and overall the conference provided an excellent opportunity to broaden and deepen their knowledge of this exciting industry. Several journalists took part and further information will be published in forthcoming press articles.

In 2011, the 6th British International Spa Association Annual Conference will take place in Buxton, Derbyshire in the UK from 22-24 June 2011.

For further information visit the BISA homepage www.spaassociation.org.uk and the conference homepage www.internationalspa.org.

A selection of responses from the BISA 2010 conference delegates:

"I wanted to thank you and congratulate you for the excellent conference you organised. I found it very very useful..."

— Sonal Uberoi, Spain

"...it was clear that you had a well-respected event and some fascinating speakers."

— Kate Hardcastle, UK

"The meetings and talks we had with attendees was an 'eye-opening' experience. You succeeded in attracting high-caliber talent from around the world."

— Guido Bauer, USA

"The presentations were very interesting and I met a lot of fascinating people."

— Gerald Berger, Austria

"I truly enjoyed the conference and much look forward to next year!"

— Anna Bjurstam, Sweden

"This conference is a really very fine platform for getting to know people dedicated to giving the world well-being and health."

— Manuela Sonntag, Germany

"The ceremony I was asked to take a leading role in was called 'Waters of the World' ... Everyone present was in agreement that we are all family and that we are one earth and one people with one love."

— Tom Blue Wolf, Earthkeepers, USA, on the opening ceremony for the conference



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