

NEWSLETTER

October 2010

Championing Spa Standards for Consumers and Industry Professionals



Dear BISA Members,

Last June in Budapest, the idea of making BISA the “hub of the spa industry” was set in motion.

An annual conference is a great opportunity to meet and share. This year members asked how BISA could develop more deliverables to help them benefit from good ideas and convert these into a great profits. With the focus on sustainability, “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.

As a first step in this direction, a collaborative effort was initiated by Marion Schneider and coordinated by Ute Rührig in August within the Responsible Spa Committee with a view to drafting a list of Essential Spa Standards for BISA members.

These standards will soon be submitted to the BISA Council for approval so that BISA members will in future be able to benchmark and improve their spa procedures in key areas such as atmosphere, spa concept, environment, staff management, spa facilities, treatments, equipment, hygiene and quality management.

Innovative ideas were shared by an international task force including Robert Czik (UK), Jean-Guy de Gabriac (France), Joerg Demuth (Germany), Berni Hawkins (UK), Sonal Uberoi (Spain), Peter Zimmer (Germany) and Marion Schneider (Germany).

Of course, this represents just a first stepping stone and BISA members are actively invited to contribute and provide feedback. BISA envisages updating and upgrading the BISA Essential Spa Standards on a yearly basis!

Related to this, a further project is about to begin, co-ordinated by Jean-Guy de Gabriac, to gather best practices from international BISA members so that we can all learn from successful practices around the world and adapt them for our own everyday practice. Sonal Uberoi (Spain) and Lovina Jha (India) have already agreed to collaborate on this new endeavour and your input is valuable. So please step forward, volunteers welcome!



► It is well-known that it is not simply WHAT you know that makes a difference, but also WHO you know! As such, what better way is there to deepen one's knowledge of the ever-evolving spa industry than by getting to know other BISA members and exchanging experiences and ideas. By gathering best practices, we all stand to benefit from the process of converting good ideas into recommendations!

In order to prepare for the next BISA Council Meeting, you are invited to share your ideas about the kind of deliverables you would like to see from BISA in 2011 as well as ways in which you would be willing to contribute to one of the committees.

Another step was taken in the redrafting of the BISA leaflets in English and French in time for the Beyond Beauty trade show in Paris in September. BISA was represented at BB Paris by Josephine Wackett, Jean-Guy de Gabriac and two new members, Nader Vasseghi and Kathrin Nikolussi (both from Selfoptima.com). If you would like to receive some of the brand new leaflets to pass on to colleagues and partners who you think may be interested in BISA, please let us know. The leaflet can also be downloaded at our website.

Marion Schneider, Chairwoman
British International Spa Association
www.spaassociation.org.uk

BISA Japan

BISA Japan is the Japanese section of BISA, headed by Mr. Matsumoto and operates from its own offices in Tokyo. It actively supports the development of spa facilities, spa services, spa quality and spa education in Japan. BISA Japan will also promote BISA and its interests in other Asian countries.

The first spa member of BISA Japan is the Ritz Carlton in Tokyo. By the end of the year, BISA Japan aims to represent 20 members.

Just one year after its founding, BISA Japan has organized its first BISA Japan Conference which took place on 9 September 2010 in Tokyo, Japan. BISA Chairwoman Marion Schneider attended the event, as well as the second BISA Japan Club Party in the KEO Hotel in Tokyo. She also visited the spa at the Ritz Carlton, further members of BISA Japan as well as several other sites to learn more about the Japanese spa market.



BISA Chair M. Schneider and BISA Japan Chair M. Matsumoto

BISA Japan Club



The BISA Japan Club is a membership organisation for spa consumers which by the end of this year should have about 1000 members. Its primary fields of activity are spa, culture and service. Membership of the BISA Japan Club provides social and financial benefits, for example the opportunity to visit events, buy products, receive monthly information and benefit from contracts with other organisations through preferential prices.

The BISA Japan Club also offers health and spa products to its members, sometimes at a discount of up to fifty percent. These products have to be recognized by the Japanese government and have appropriate safety documentation. In addition, the BISA Japan Club organises international travel tours and activities in the different regions of Japan.

The president of the BISA Japan Club is Mr. Hisatake Togoe, an entrepreneur and inventor. The BISA Japan Club has its own club offices in the centre of Tokyo with three rooms and six members of staff.

59th CIDESCO World Congress & Exhibition 2010

The 59th CIDESCO World Congress and Exhibition was held from the 26th to the 30th May 2010 in the beautiful city of Stockholm in Sweden. The Congress was once again hugely successful and was enjoyed by all who attended.

Not only does Stockholm have a fantastic vibrant culture but, due to the fact that it is spread over fourteen islands and the city itself is over seven hundred years old, Stockholm has many wonderful historical places to visit. Hosting the Congress in such a beautiful city made the experience even more enjoyable and on behalf of CIDESCO Section GB 'A', I would like to extend our gratitude to CIDESCO Section Sweden for hosting such a fantastic congress.

The Examiners' Workshop was held on the 26th May. This is where the CIDESCO International Examiners gathered to discuss and update examining procedures, rules and regulations. The examiners meeting was held at Privatskolan, an accredited CIDESCO School, where the examiners concentrated on the spa examination procedures and regulations. Examiners from many countries who attended the workshop went through every aspect of the CIDESCO Spa Examinations, from the consultation to the practical aspects. Josephine Wackett, CIDESCO Board Member for Education chaired the day. Mrs Wackett then kindly led us to a nearby spa where we had a lovely lunch and tour of the spa facilities. We ended the day by discussing different aspects of education and examinations, so that all of the examiners were able to gather information from one another and learn from each other's experiences. The workshop was, as usual, incredibly interesting and informative, which is what is needed to ensure that all examinations are being conducted to the high standards that CIDESCO demand.

The Schools Meeting was held on the 27th May, where representatives of CIDESCO Schools from around the world gathered to discuss many different topics related to the standards of CIDESCO Schools, accreditation procedures and rules and regulations. President Kyriacos Poupoutsis began the meeting by thanking all of the schools for their hard work and dedication to CIDESCO, before handing over to Mrs Josephine Wackett to chair the remainder of the day.

That evening the attendees were invited to a cocktail and buffet evening to meet up with fellow colleagues and experience a fascinating glimpse of Stockholm's exciting history. The evening function was held at the Vasa Museum, which contains the only preserved and restored seventeenth-century ship in the world. The beautiful carvings on the 69 meter-long warship were among the many topics discussed throughout the evening.

The General Assembly was held on the 28th May and was attended by the majority of the 35 CIDESCO Sections from around the world. This is where decisions are voted upon and where the rules, regulations and standards of CIDESCO are updated and agreed upon every year.

The Gala Dinner was on the evening of the 28th and once again was enjoyed by all. Held in the historically impressive and beautiful City Hall, an abundance of delicious food was presented while we were entertained by a wonderful opera singer. After dinner, a fantastic Abba tribute band performed, which managed to get everyone to their feet!

The opening ceremony for the Exhibition on the 29th May was equally enjoyable: a beautiful choir sang to entertain the attendees and CIDESCO Section Sweden gave an excellent speech where they informed us about the history of their section and their vibrant city. The exhibition itself was held over two days and showcased all of the latest and greatest brands and techniques within the industry.

All good things have to come to an end and the closing ceremony followed the next day, on the 30th, with everyone saying their goodbyes before flying home.

Every year, the CIDESCO World Congress and Exhibition allows us to network, learn new things and keep up-to-date with industry trends. I do hope to see you at the next congress as it is an experience that you will not want to miss.

The 60th CIDESCO World Congress will be held from the 28th June to the 3rd of July in Korea. For further information, please visit www.cidesco-korea2011.com.

Vicky Harper

BISA – CIDESCO Section GB 'A'

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Upcoming Events



Time is of the essence, and planning ahead is key – please make a note of the following dates:

10 November (Sherwood Forest, Center Parc): UK SPA & Wellness Conference

A first class programme of speakers will bring together many leading and well-known industry figures, plus inspirational business leaders from other sectors, to showcase best practice principles from around the UK: <http://spaconference.co.uk/conference-programme>.

BISA members can register online at www.spaconference.co.uk. To enjoy the discounted rate simply select the 'Professional Association Member' as the Registration Type in the first screen. Further discounts apply for group registrations of three delegates or more from the same organisation.

8-11 November (LONDON, ExCeL center): World Travel Market

Green Globe is hosting BISA on its booth (Global Village GV 591) to build on the partnership that was announced in Budapest and to promote their combined expertise to spas worldwide: BISA's Standards of Excellence in spa education and operations, and Green Globe's world leading standards in sustainable development.

The WTM is also offering BISA members the following benefits:

- Exclusive access to dedicated WTM Meridian Club lounges located in the North and South Halls
- Complimentary welcome pack including WTM catalogue worth £26
- Lounges with free hospitality including refreshments
- Access to meeting room facilities with free internet access
- Opportunity to take part in the Speed Networking session
- Invitation to WTM's industry social events including the M-Bar Networking Reception
- Discounted access to seminars and conferences

Further details and registration details are available on www.wtmlondon.com.

15-18 November (Washington DC, Gaylord National Resort): ISPA Conference & Expo

Celebrating its 20th anniversary, ISPA will inform and inspire the spa community with passionate keynote speakers and business-oriented professional development sessions: <http://www.experienceispa.com/CelebrateISPA/index.cfm/2010annualconference/speakers>

Let us know if you plan on attending any of these events and would be able to report briefly on the event and aspects of note that we can share with other BISA members in our next newsletter.

22 November (London) : BISA Annual General Meeting

You are used to asking what BISA can do for you – now we would like to ask you what you can do for BISA! Join us and exchange your ideas about the spa industry! (Members only).

Time and location: 2 pm at Danubius Hotel Regents Park****, 18 Lodge Road, St. John's Wood
London - NW8 7JT, Tel: 0044 207 449 45 03,
Fax: 0044 207 483 07 49, www.danubiuslondon.co.uk
www.danubiuslondon.com

Last but not least, please make a note of the BISA 6th Annual Conference in Buxton: June 23 & 24, 2011. On June 23rd we will focus on spa education and June 24th on spa business.



Imprint

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