

BISA introduces the Essential Spa Standards (ESS)



Every year more tourism providers jump on the wellness wave. Many who have a nice pool area and offer a beauty treatment call themselves a “spa” without being a proper spa. In 2011 the situation is more confusing than ever: spa consumers still lack reliable information to help them find their way through the “spa-jungle”.

To counteract the negative effects of this development on the industry the British International Spa Association (BISA) has worked on the definition of essential and verifiable criteria to test and certify the quality standards that spas should meet. As part of an ongoing collaboration with professionals across the global spa industry, BISA is now proud to present and share with its membership the BISA Essential Spa Standards (ESS).

The BISA Essential Spa Standards contain verifiable, binding criteria that define at least four-star quality, attractive and well-maintained spa areas, well-trained staff, sustainable use of energy resources and special wellness-oriented cuisine. The ESS focus on what is truly essential in order to help spas concentrate on the most important criteria for being a good quality spa.

In partnership with Green Globe, BISA also offers sustainability standards with more than 300 criteria. Together, BISA and Green Globe Certification offer a worldwide auditing system to help spas in their efforts to raise quality. Essential Standards for spa schools and for spa consultants are currently also under development by work groups including BISA’s Accreditation Committee.



The Essential Spa Standards are a work in progress. We encourage and welcome all BISA members to participate in updating this document. The aim of this practical guide is to continually “raise the bar” in education, professionalism, quality and sustainable business practices within the spa industry. The attraction of this

service is already winning BISA new members and BISA is currently building up national sections.

For further information and enquires please contact:

Ute Rührig
BISA Chair of Accreditation at
accreditation@spaassociation.org.uk

BISA 2011 International Conference, Buxton, UK



Date: 23-24 June 2011
Venue: Buxton, UK
Organizer: British International
Spa Association

The 5th BISA Annual Conference in Budapest was an inspiring gathering. For all who were unable to take part, next year's BISA 2011 conference will take place in Buxton in the UK from 23-24 June 2011 and will be organized together with the University of Derby.

The title and theme of this year's conference is The Spa's Role in Preventative Medicine.

Thursday 23rd June will focus on education. Friday 24th is aimed towards spa business. On the evening of Wednesday, 22nd June there will be an “early arrival” reception. Further details will be released in December 2010, so please check back for more information.

Make a note in your diary today!

If you would like to contribute ideas for the key-note speakers, workshops or sessions please get in touch. As it is taking part in conjunction with the University of Derby, this is an ideal learning opportunity for students from colleges and universities around the UK and internationally and we would welcome feedback on prospective topics of interest.

If you have any questions regarding the conference, or would like to know how you can sponsor the event then please do not hesitate to contact the events team on

eventsassistant@derby.ac.uk or alternatively you can call the Conference line on +44 (0)1332 594446.

Sponsorship and exhibitor packages

BISA is offering four tiered levels of sponsorship ranging from full conference sponsorship and the opportunity to present oneself in all media and speak at the conference to an exhibition stand and logo placement in associated media. Please see the BISA website for details.



Conference fees

Delegate packages

Day rates include conference attendance, lunch, tea and coffee throughout the day and entrance to the exhibition area.

	1 day package	2 day package
BISA members	£149 + VAT	£239 + VAT
Regular visitors	£179 / £150 + VAT	£259 / £249 + VAT
Students (full-time)	£39 + VAT	£78 + VAT

italics = Early Bird Rate (valid until April 2011)

Partner's package

including lunch, tea and coffee and entrance to the exhibition area.

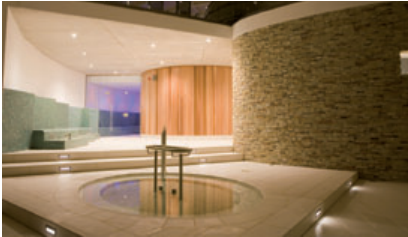
	1 day package	2 day package
Partner	£69 + VAT	£138 + VAT

Gala Dinner including drinks prior to the gala dinner:

	Gala Dinner
Regular	£59 + VAT
Student	£49 + VAT

Please note that from 1 Jan 2011, the UK VAT rate has increased to 20%.

The magical, healing waters of Toskana Therme



The Art, Science & Spirit of Hydrotherapy

with Anne Bramham

June 25-29, 2011

Toskana Therme

Bad Sulza, Germany

Focusing on Hydrotherapy's rejuvenating and therapeutic potential, this 5 day experiential workshop integrates Europe's traditional "Spa Kur" approach with the emerging US spa wellness model. The workshop provides a detailed, step by step blueprint for integrating a comprehensive program of Hydrotherapy treatments

into your menu of services. Whether addressing sports injuries, fluid retention, stress related disorders or esthetic concerns, Hydrotherapy excels in delivering pain free, positive results. Led by ASTECC founder Anne Bramham the program includes practical and theoretical instruction in various disciplines.



Anne Bramham

A respected industry mentor with more than twenty five years of professional experience as a consultant, designer, and trainer of spa therapies, British born Anne Bramham is the founder of ASTECC (American Spa Therapy Education Certification Council). With an extensive background in Hydrotherapy applications, Anne has been instrumental in introducing therapeutic wellness techniques to the US spa marketplace. Widely regarded as the benchmark for spa therapy education, her ASTECC curriculum has been adopted by luxury spas throughout the US.



Imprint

British International Spa Association, Spa House,
Winchet Hill, Goudhurst, Kent, TN17 1 JY, UK
spahouse@spaassociation.org.uk