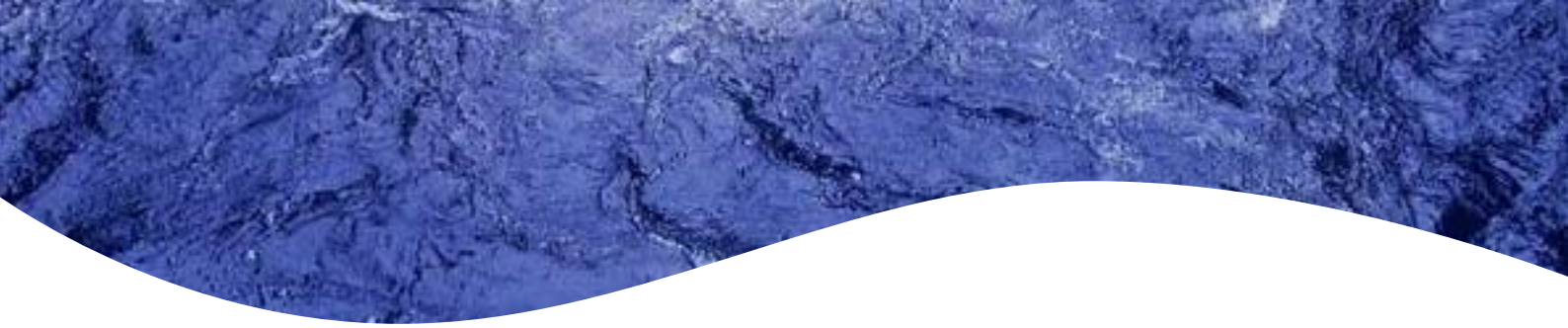

BISA spa ASSOCIATION

NEWSLETTER

Winter 2009 Issue III

Tel: +44 (0) 1580212954 E-mail: spahouse@spaassociation.org.uk

Happy New Year To All Members

Dear BISA members, dear BISA friends, dear readers!

As the founding member of BISA and as BISA treasurer I would like to take this opportunity to inform you about the advantages of becoming a BISA member. Most importantly you support a spa organization which thinks and acts globally and cares for the core issues of the spa: the quality of service, education, the water and its international character.

Once a year BISA offers a conference for its members and the industry. The next will be in Budapest June 3rd till 6th 2010 and I recommend that you take advantage of the early bird rate of 1100 Euro for booking a booth there.

If you want to inform the attendees about your products or services it is valid until the end of this year (then 1250 Euro), and it is enough if you book it in this year, the invoice will come in January. To book exhibition space please contact Elisabeth Hils:

e-mail: exhibitions@spaassociation.org.uk
Tel: +49 7221 3939733

As a native Hungarian I will help BISA with my translation skills and our Chair Marion Schneider and I are asking all of you to consider helping to make this event a success. We still need more volunteers and also your financial support by you booking already your entrance fee or considering sponsoring.

Since 2004 Zoltan Czibulka has organised an international event in Budapest which in 2010 launches the "1st Olympics of tourism" www.olympicsoftourism.com and guess what: at the same time as BISA is having its congress in Budapest.

Zoltan and Marion agreed upon advantages which the organisations will grant one another and also co-operation concerning the program. We plan to have one big party together at Saturday June 5th.

So I hope to meet you at the Queen of spas and healing waters and on behalf of the BISA board I wish you Merry Christmas and a successful and happy New Year.

Robert Czik

BISA founding member and treasurer

BISA International Conference 2010 in Budapest

The British International Spa Association will hold its 5th Annual Meeting in Budapest, Hungary **June 3-6, 2010**. The event will take place in the **Margitsziget Health Spa Resort** and neighbouring **Danubius Grand Hotel Margitsziget**. Considered the first metropolitan spa hotel in the world to offer a wide range of spa, beauty and wellness services, it is recognized as one of the Royal Spas of Europe.

Committed to advancing business resources and educational opportunities for spa professionals, BISA will host a selection of presenters from around the world in a wide range of specialities with a focus on spa business, education, architecture, spa treatments, medical spa services, products and equipment.

Guest speakers will include: Jane Crebbin-Bailey, Prof. Dr. Peter Elsner, Janice Gronvold, Mark Wuttke, Ute Rührig, Prof. Dr. J. Paul DeVierville, Linda Troeller, Blue Wolf, Kate Hardcastle/Richard Gomersall, Mark Moloney, Terry Stevens/Yvonne Crook, Iain Trousdell, Sonal Uberoi, Micky Remann, Anna Bjurstam, Roger Allen, Olivier Aron, Prof. Zeki Karagulle and Marion Schneider. Various spa business and healing arts professionals will be providing hands on seminars on June 6.

Programme

June 3rd:	Responsible Spa – Spa Architecture, Design and Art Evening event: Presentations from international spa organisations
June 4th:	Spa Business and Education Evening event: Documentary films and discussion about water
June 5th:	Medical Spa and Natural Healing Treatments Evening event: Networking party
June 6th:	Seminars and workshops

Conference Rates

	Regular	BISA member	Student/Low-income*
Three days	260 Euro	215 Euro	35 Euro
Two days	175 Euro	140 Euro	25 Euro
One day	90 Euro	75 Euro	15 Euro

The participation fee for the hands-on day will be on a per workshop basis.

Hotel Conference Fees payable directly to the hotel quoting "BISA 2010"

Delegate fee per person per day	59 Euro
Single room per night	120 Euro
Double room per night	135 Euro

Room prices include breakfast buffet, use of the spa, pool and fitness rooms. Delegate fee applies for all conference delegates per conference day attended and includes lunch, coffee, tea and refreshments, pen & paper. All taxes included.

For hotel bookings contact Erzsébet Schmidt at the Danubius Hotel Margitsziget:

erzsebet.schmidt@danubiushotels.com Tel: +36 1 889-4779 Fax: +36 1 889-4989

BISA spa ASSOCIATION

Championing International Spa Standards for Consumers and Industry Professionals

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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/events

www.danubiushotels.com/en/hotels/margitsziget

*BISA recognizes income disparity in the international marketplace. We do not want to discourage possible attendees from participating in BISA events due to financial limitations. Please contact us to inquire on requirements to receive a conference fee reduction.

Invitation for BISA Members - Exhibitors BISA 2010

Exhibit at the International BISA Conference 2010 in Budapest!

As announced in our press release 06/2009, the British International Spa Association (BISA) will be holding its fifth International Conference in the Hungarian capital from 3rd to 6th June 2010.

The conference will take place on Margaret Island in the heart of Budapest at the Danubius Grand Hotel Margitsziget and the adjacent Margitsziget Health Spa Resort.

Following the successful formula of our previous conferences, we will again be offering our members and selected manufacturers, companies and organisations the opportunity to present themselves and their products to professional visitors from all over the world.

We would like to cordially invite you to exhibit at the conference.

As you know, visitors to the conference are all professionals in the spa, wellness and medical sectors and product exhibitors at our previous conferences have received excellent feedback that in some cases have led to long-term business relationships. Should you decide to exhibit at the next conference up to two employees of your company may also attend the conference free of charge.

To benefit from the early bird rate of EUR 1100, book before 31 December 2009.

For an impression of our previous conferences, please see the events sections of our website. If you have any questions, please don't hesitate to contact me.

We would be delighted to reserve you a place in the exhibition area and I look forward to hearing from you shortly!

Best regards,

Elisabeth Hils
Exhibition Manager
e-mail: exhibitions@spaassociation.org.uk
Tel: +49 7221 3939733

Elisabeth Hils is general manger of the translation company ENGLISH-BIZ in Baden-Baden. She provides certified translations from English into German and vice-versa. The specialised translations cover the entire sphere of business administration, including marketing, quality management, contract law and corporate management. Since 1988 she has been involved in the spa industry.

Elisabeth Hils founded the owner-managed company in 2002. Since December 2008 she supports BISA in the PR and exhibition sectors.

For more information: www.english-biz.de

58th CIDESCO World Congress & Exhibition 2009

I would like to take this opportunity to inform you all on the CIDESCO World Congress and Exhibition 2009. We gathered for the 58th World Congress in Kyoto, Japan. Kyoto is said to be one of the most beautiful cities in Japan, it's unbelievable history and amazing temples showed all that attended the Congress, just that.

Once again, the CIDESCO Congress and Exhibition was enjoyed by all that attended. It was held from the 9th to the 14th of September, allowing for lovely weather.

Robert Czik and Victoria Harper attended the CIDESCO Congress and Exhibition on behalf of CIDESCO Section A GB. Robert Czik was honoured to be invited to a true evening of entertainment, the evening was incredible, with the presence of Geishas and traditional Japanese food, enjoyment was had by all. Towards the end of the evening, traditional Japanese games were played, one of which turned our treasurer, Robert Czik into a lion, an old woman and a dog! Certainly a night to remember!

The Examiners meeting was held on the 9th of September, where all of the CIDESCO International Examiners gathered to discuss examining procedures, rules and regulations. Josephine Wackett, CIDESCO Board Member for Education chaired the day. Mrs Wackett began the day by saying a very big thank you to all of the Examiners as well as all of the staff at CIDESCO Head Office, Zurich. The workshop was incredibly interesting and amongst many other aspects of education, it also allowed for discussions between the Examiners, giving them a chance to network and exchange views on both the beauty and spa examinations.

The 10th of September gave way to the Schools meeting, which was attended by the representatives of many schools throughout the world. This was the day where the CIDESCO Schools gathered to discuss important topics such as accreditation procedures and the importance of keeping the standards of CIDESCO Schools throughout the world, high. The meeting was attended by many schools throughout the world.

On the evening of the 10th, we were invited to a traditional Japanese evening, we walked through the streets of Kyoto, and onto a beautiful restaurant situated on the river. Drinking traditional Japanese beer and sake as well as eating fresh Japanese sushi, it was an experience of a lifetime.

On the 11th of September, the General Assembly was attended by around twenty of the CIDESCO Sections from around the world. The General Assembly is where all of the Sections from the different countries around the world gather to make important decisions on the rules, regulations and standards of CIDESCO.

The opening ceremony for the Exhibition on the 12th of September was very informative, there was a guest lecturer demonstrating camouflage make-up and a speech on the history of CIDESCO itself. It was a wonderful beginning to an informative exhibition where skin care companies, equipment and make-up were on show. That evening, a welcome party incorporating cultural entertainment, topped off a wonderful day.

The Gala evening was held the next evening on the 13th of September, which followed a day of guest lectures and a fantastic nail competition. As always, the gala evening topped off the wonderful experience that we all had in Kyoto, Japan. The make-up competition and closing ceremony followed the next day on the 14th of September, bringing the whole experience together and giving everyone a chance to say their goodbyes before flying home.

Every year, the CIDESCO World Congress and Exhibition allows us to meet new people and learn new things and I sincerely hope that you will join us at the next one; it is an experience not to be missed.

The 59th CIDESCO World Congress is to be held from the 26th-30th of May 2010 in Stockholm, Sweden. For further information on the Congress, please log on to www.cidesco-stockholm2010.com.

I do hope to see you there!

Vicky Harper
BISA – CIDESCO Section A GB
vicky@findershealth.com
www.spaassociation.org.uk

Trends in Medical and Wellness Travel

World Medical Tourism and Global Health Conference – Los Angeles, October 2009

Given the **extraordinary costs of medical care in the United States** and developed countries, it is not surprising that high quality and affordable medical travel is increasingly attractive to people seeking cost savings, reduced waiting periods, better quality care and specialty procedures they may not have access to in their home country. Examples of these and other developments were highlighted during the recent World Medical Tourism and Global Health Conference held in Los Angeles. With over 160 speakers and 1,500 participants, the conference provided an informative overview on a diverse range of topics concerning medical travel and healthcare consumerism.

There are three categories of medical and health tourism: **outbound**, (travelling outbound to other countries for medical care), **inbound** (patients from other countries travelling inbound to a country), and **intrabound** (domestic), patients seeking care outside their geographic area. These segments represent a growing multi-billion dollar international industry for a wide range of recommended and elective procedures such as cardiac surgery, orthopaedics, cancer diagnosis and treatment, alternative cancer clinics, weight loss, fertility and vitro fertilization procedures, cosmetic procedures, stem cell therapy, dental surgery, and healthy lifestyle programs. These services are taking place at hospitals, surgery centres, clinics, spas, destination health resorts, and hotels with medical and wellness services. Popular medical and health travel destinations include Singapore, South Africa, India, Thailand, Malaysia, South Korea, Costa Rica, Turkey, Israel, Switzerland, the United States, Germany, Hungary, the Philippines and Latin American countries such as Brazil, Argentina, Bolivia, Mexico, Venezuela, and Columbia.

At the recent conference, representatives from countries around the world presented developments and unique features of their **medical and wellness tourism programs**, research organizations profiled trends, and a wide range of related topics included insurance issues, accreditation, advances in technology, electronic medical records, and employer-led medical tourism.

Health related travel has been recorded throughout human history, but beginning in the 1980s and 1990s, drivers such as globalization, the Internet and increased worldwide travel accelerated consumer awareness to a growing international industry providing medical specialties and wellness services. Centres for excellence vary country by country, and one example is **Singapore Medicine**; a multi-agency government initiative was launched in 2003 to develop Singapore as a premier international medical travel destination. Research partnerships with international medical schools, research centres, and pharmaceutical companies have been developed with the hub of these efforts coordinated with the $300 million Biopolis, a biotechnology research centre that also opened in 2003.

In **India**, significant public and private investment are directed towards hospital developments and specialty centres of excellence. The "Medicity" project, $250 million dollar collaboration between India and General Electric is designed after Mayo Clinic and John Hopkins in the United States is designed for an Indian, expatriate, and international clientele.

In **Thailand**, another premier medical travel destination, competent doctors at affordable rates treated over 1 million foreign patients last year in world-class facilities.

Bumrungrad International, ("bumrungrad" means "care for the people"), is Thailand's premier medical center and pioneer in medical tourism. Bangkok's International Medical Centre offers services in 26 languages, recognizes cultural and religious diversity, and has country specific marketing campaigns. For example, one of the features in their marketing initiatives to Japan is the option to stay in a special wing designed exclusively for Japanese patients with Japanese speaking staff, accomodations and food selections.

Spas and wellness hotels are an important part of the health travel industry and Switzerland, Germany, Dubai and Turkey are just a few examples. In the recent *Spa Business Magazine* article, "Bank On It" by Terry Stevens of Stevens & Associates, significant levels of investment and strategic initiatives by the Swiss government and tourism industry in their wellness sector were profiled where "nature, authenticity and health" are central positioning elements in their marketing campaigns.

Mr. Stevens will be a guest speaker at the **BISA 2010 Conference in Budapest** speaking on "*New Tourists and New Demands: Market Trends in Wellness Tourism.*" Joining him will be Yvonne Crook, Managing Director of View Marketing Limited, an international marketing and brand management company speaking on "*Market Trends in Wellness Tourism: The Implications for Branding and Positioning Resorts and Destinations*."

Germany's tourism association promotes a "Welcome to Wellbeing" campaign, featuring holiday travel packages indicated by wellness, beauty, activity and health symbols at leading hotels and resorts promoting healthy climate, healing waters, and natural therapies. In the German healthcare, spa and wellness arena, an Executive Course in International Healthcare Management and Medical Tourism is being developed by a European Joint Educational Initiative on the emerging business of medical tourism and cross-border healthcare. Dr. med. Robert Gerl, is the Program Coordinator and Professor Dr. Horst Kunhardt, Program Director, both from Deggendorf University, are working with a number of universities in Europe and the United States to develop this program that will be launched in 2010. For further information, you can contact robert.gerl@german-healthcare-services.com.

In **Dubai**, where medical facilities are equivalent to the United States and UK, billions of dollars have been invested to position Dubai as a leading destination for medical, wellness and spa services. The first phase of Dubai Healthcare City, to be the largest medical facility between Europe and Southeast Asia, with a new branch for Harvard Medical School, will be opening in 2010. The second phase, dedicated to wellness, disease treatment and prevention is currently being planned.

Turkey, with a long history of thermal spas, is positioned to join the European Union and receive membership by 2014. Offering high quality hospitals and facilities for medical, thermal spas and wellness services while incorporating five-star hotel and resort accommodations, they have developed alliance partnerships with Harvard Medical School and Johns Hopkins Medicine among others.

Healthcare "clusters" or geographic concentrations of interconnected companies and institutions often in a particular specialty give advantage to regions promoting "centers of excellence" in destination surgical, medical and wellness specialties. Countries like Singapore, South Korea, and Thailand illustrate cluster examples with close alliance partnerships between governments, medical facilities, universities, and research organizations with travel and tourism agencies, hotels, spas, resorts and destination attractions unique to a particular area.

The growth of destination medical and health travel is driven by many factors such as cost, range of choices, reduced waiting times, quality of care, foreign economic development, location and regional attractions. With expanding healthcare clusters, alliance partnerships, international marketing campaigns, supported with significant investment and a growing consumer driven healthcare market, the possibilities for spa, resort, hotel, medical, hospital, research and strategic alliances will continue to grow. These developments will create new opportunities and challenges in a dramatically changing global healthcare and wellness landscape. For those interested in this field, the **World Medical Tourism and Global Health Conference**, to be offered again September 22-24th, 2010 in Los Angeles, is one of many international venues addressing the medical and wellness tourism marketplace. www.medicaltourism-congress.com

Janice Gronvold, BISA member USA, is Principal of Spectrec, and a business and marketing communications professional in the spa, resort, hospitality and medical arenas. Ms. Gronvold serves as an instructor and advisor for the Spa and Hospitality and Hotel and Tourism Management Certificate programs at the University of California, Irvine. Ms. Gronvold was a contributor to a *Whole Person Healthcare*, a book series addressing new paradigms of healthcare based upon wellness models. She also contributed to a soon to be released book titled *Busting the Silos*, profiling emerging business management trends in medical and wellness tourism. Write to Janice: Janice@spectrec.com

Is retailing key to running a profitable spa/salon business?

Living the dream

When you're thinking of starting any business, your mind wanders to thinking about the fruits of your labour. You dream of buying a new house in the sun, going on dream holidays each year, treating friends and family to nice gifts at Christmas… you look at the numbers and then it hits home (or your accountant tells you) - it's really really tough to make money from running a spa or salon operation.

Is pure treatment revenue enough?

Although there is growth in parts of the industry, for example the spa sector, it is generally a very crowded market with salons popping up on every high street corner.

But if the competition isn't enough to put you off then let's take a look at the numbers. Think about how much revenue (realistically) on average you can make out of a treatment room per hour. Multiply that by the number of hours you can fill that room each day (again, be realistic here and take seasonal changes into consideration to get an average number). Now minus from that your rent, rates, salary and stock for the day.

If you have a lot (if any) profit left after this calculation I would be surprised (and would love to see your workings to see where I'm going wrong!)

But let's not let that put us off because, mad as our accountants might think we are, we all have a burning passion for the business of health and beauty.

Additional revenue streams from retailing

To make the numbers stack up we need additional sources of revenue. An obvious starting point is retailing of products. Easier said than done… but who ever said that running a profitable business would be easy?

Retailing on back of treatments

How do you encourage therapists to retail products? There is no set answer to this but I have a few pointers. Firstly, make sure you get retail training from your chosen product house. Include receptionists on this as they often pick up sales once therapists have gone back into treatments.

Secondly, make sure product recommendations are written down - if not, your clients may well forget and may be too embarrassed to ask. Thirdly, see the treatment as 50% of the service and retailing as the other 50%. The treatment you perform in salon will have a good short-term effect but to maintain long-term results using the correct homecare is essential.

Retailing to passers-by

If you are in a good location with passing traffic then you should seriously consider how you can encourage passers-by to stop at your establishment. Ensure you have good, clear and clean signage which gives people a clear statement about what you do. If you have an open window make sure your display is kept neat, seasonal and is refreshed regularly in order to get noticed.

To encourage purchasing of retail products from you rather than the local pharmacy or department store why not advertise complimentary skincare consultations to clients. You may also want to run product workshop open days/evenings to encourage new users to your establishment.

Retailing online/mail order

With increasing demands from clients for 'easy' shopping solutions you may also like to consider a mail order service for products and gift vouchers. You can encourage purchasing by sending out regular newsletters or reminders to 'top up' or try a new product at approximately the time they would be running out of their last products purchased.

The internet can also be a good tool for generating new clients and additional revenue. Just a basic internet site can be set up for as little as £50. This is a good starting point to taking advantage of the most powerful and cost-effective marketing medium (in my opinion) in the world.

You may like to consider having a small shop on your website where clients can purchase products and gift vouchers direct from you. If you have chosen the right product house partner (see below) you will find they will support your retailing operation online by giving you marketing materials and technical support to help you make your site look professional and generate good business.

Kate Bunyan is the founder of the Spa Find skincare brand and is a Company Director of Finders International, a family-run business started in 1981 by Kate's father Robert Czik. Finders International manufactures and distributes the Spa Find and Dead Sea Spa Magik brands as well as Hydro-floatation and spa equipment. Finders also run a small chain of 'urban day spas' under the Kalmora Spa brand. For questions, write to kate@findershealth.com

Choosing the right product house for your business needs

When you choose which products are right for your business you need to take into consideration if they are conceptually the right products for your business (e.g. are you focusing on results-driven, clinical treatments or more holistic/pampering spa treatments) and how much support they will give you to make your business work commercially.

A good product house will work with you as a business partner and offer services like retail training, staff incentives, regular promotions etc, to help you increase turnover and keep staff motivated

A profitable spa/salon business?

So to conclude the debate (if there ever really was one) about whether it's a good/profitable idea to run a salon/spa business in the current climate, I vote YES. But, I make a plea for you to encourage additional revenue streams in your establishment, which can increase turnover quite dramatically without any additional overheads and keep our industry booming.

Advertising in the BISA Quarterly Newsletter

The British International Spa Association (BISA) distributes a newsletter at least twice a year to a large number of spas, spa directors, spa managers, schools and individual spa therapists throughout the world. Due to our large database, we are thus able to communicate information to spa industry professionals on a regular basis.

We would like to offer your company advertising space within the BISA newsletter. The costs are as follows:

1/2 page advert - £315
Full Page advert - £500

As a member of BISA we can offer you a discount of 10 % on your advertising space.

Please e-mail Vicky Harper at vicky@findershealth.com to book you space, or for any further information.

BISA on Facebook

We are proud to say that BISA now has its own social networking group on Facebook with industry experts and spa goers as its members. If you would like to join the BISA Social Networking Group, just log on to facebook at www.facebook.com and search under groups for BISA, then click join! We look forward to welcoming you to our group.

BISA spa

The International Standards of Spa Excellence

The International Standards of Spa Excellence (SM) 2010, Managing for the Sustained Success of a Spa - A Quality System Approach with Guidance and Examples (5th edition) by Linda Bankoski and Julie Register 262 pages

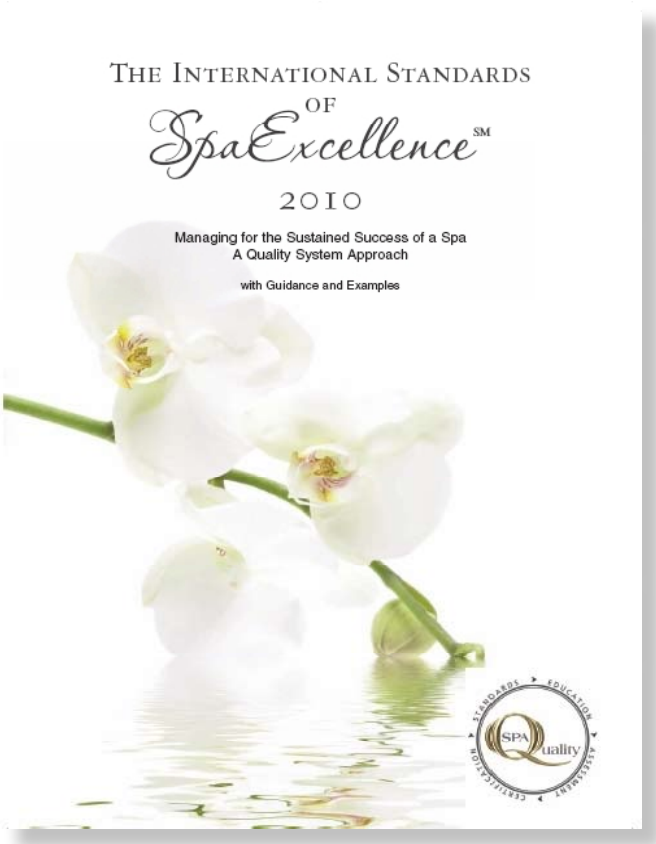
The Standards have been sold to spas in over 20 countries.

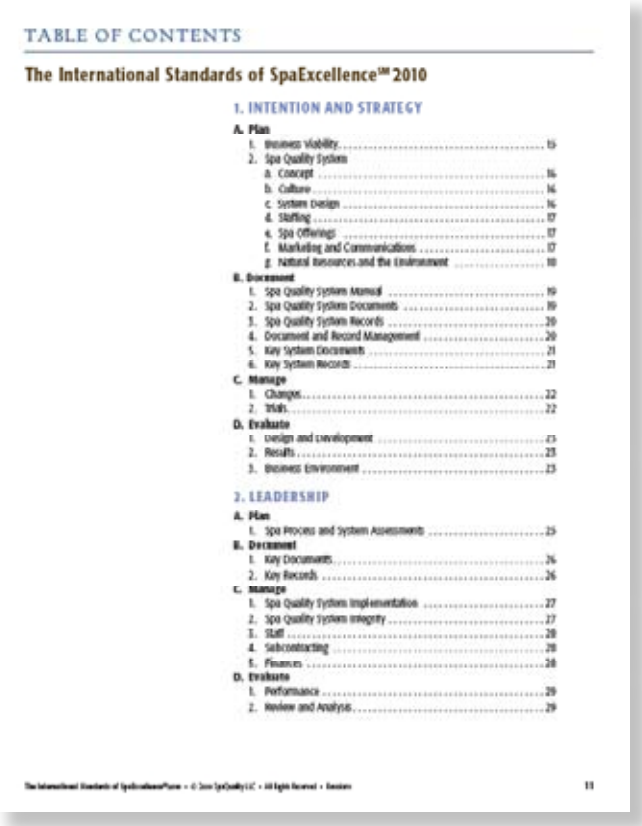
At this time, we would be happy to offer current members of BISA a 10% discount on he purchase.

Regular price: $95 USD - BISA price: $85 USD

BISA members can email Julie Register at info@spaquality.com or Julie.Register@dol.net to request The Standards (don't forget to mention that you are a BISA member!). Julie will invoice you via PayPal or credit card payment. Once payment is received, Julie will send you an email with the pdf document attached.

More information on this publication can be found at http://spaquality.com/pages/standards.htm including the changes to the current edition, the process based model, and the Table of Contents.





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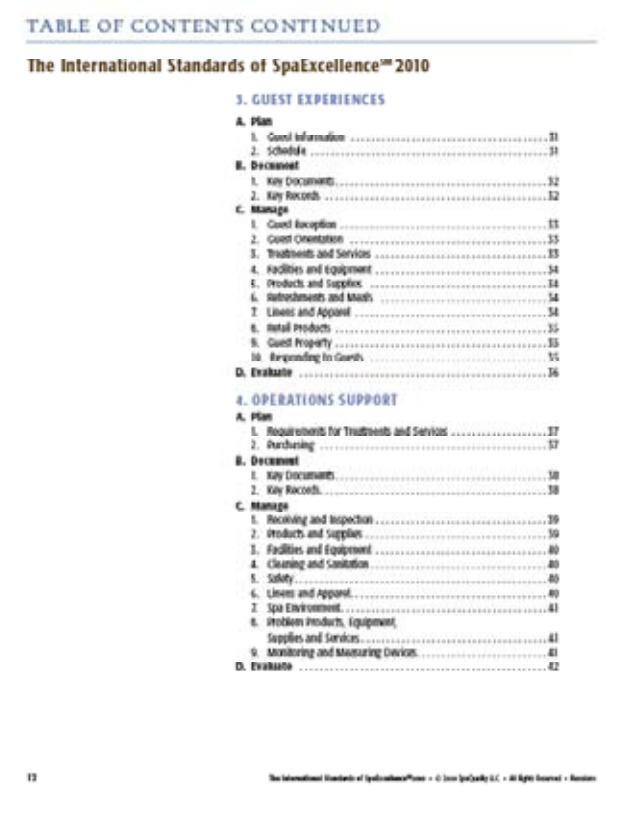

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Education at BISA's 5th Annual Meeting

The British International Spa Association (BISA) will hold its 5th Annual Meeting in Budapest, Hungary June 3-6, 2009. The event will take place in the Margitsziget Health Spa Resort and neighbouring Danubius Grand Hotel Margitsziget.

During this meeting representatives from universities and schools from different countries will exchange information about current and future educational programs designed specifically for spa industry professionals.

For further information, please contact: Janice Gronvold at janice@spectrec.com

Students/Low Income Attendees

BISA recognizes income disparity in the international marketplace. We do not want to discourage possible attendees from participating in BISA events due to financial limitations. Please inquire for a reduction at ms@toskanaworld.net

Professional Beauty 2010

Professional Beauty will be held from the 7th to the 8th of March 2010 at Excel in London. We will proudly be representing BISA there and would like to offer you, our members, the possibility of joining us on the stand, to help represent BISA and promote your own business as well. For more information, please contact us at spahouse@spaassociation.org.uk

The Olympics of Tourism

The very first Olympics of Tourism is being held from the 3rd to the 6th of June2010 in Budapest. The organisation of this event has been taking place since 2004. First Olympics of Tourism offers not only a sporting event but workshops around tourism, a cultural program, excursions, a trip to an important horse show and parties. More about this event at www.olympicsoftourism.com.

The ISMH 37th World Congress

The ISMH (International Society of Medical Hydrology and Climatology) is holding their 37th World Congress from the 23rd to the 26th of June 2010 in Paris, France. This year they will be presenting the latest medical balneology scientific achievements. This congress enables scientists from all over the world to illustrate the various aspects of balneological research. For more information, please go to www.ismh2010.org.

59th CIDESCO World Congress and Exhibition 2010

The 59th CIDESCO World Congress is to be held from the 26th-30th of May 2010 in Stockholm, Sweden. Once again, it will be that time of year again where industry experts will gather and discuss the way forward for beauty and spa therapies. We do hope to see you all there as it will be another experience not to be missed! For further information on the Congress, please log on to www.cidesco-stockholm2010.com.

Glow 2010

BISA is proud to say that we are a supporting organization for the Asia Medical Tourism & Wellness Congress also known as GLOW 2010 in Kuala Lumpur scheduled to be held on the 13th & 14th of May 2010. Due to BISA being a supporter of this congress, GLOW 2010 has offered our members a 15% discount if they would like to attend the congress. GLOW 2010 will reveal approaches and techniques to sustain the SPA & Wellness business during economic crisis, future advancement in the medical tourism industry and also benefits of how wellness programs can bring huge returns to the corporate world. It will also incorporate the latest trends and techniques that emphasise health and wellness and create an excellent networking system. For more information, please log on to www.glow2010.com

Balwois 2010

The fourth International Scientific Conference BALWOIS 2010 is to be held in Ohrid, Republic of Macedonia from the 25th to the 29th of May 2010 at the Hotel Bellevue. Balwois 2010 is a platform for creating partnerships in helping to solve water scarcity problems, floods, droughts, environmental degradation and risk affecting different regions. For more information, log on to www.balwois.com/2010.

BISA and The Responsible Spa Group

Ute Rührig, chair

The 2nd working session of the Responsible Spa Group took place on October 10 in Bad Orb. In a first joint decision the group changed its preliminary working title "Green Spa" to "Responsible Spa", expressing the broader scope the group is aiming for with this endeavour. As a working structure, the group next defined 5 areas of spa expertise as topical subgroups:

- Quality Management (spa & wellness consulting, quality management; chair: Winfried Dreckmann)
- Personnel (personnel development & training, relationship management, awareness; chair: Martina Nergl)
- Concept (architecture, technical installation, design, planning, feasability; TBD)
- Marketing (PR, tourism, marketing, benchmarking, integration, networking; TBD)
- Economics (hotel & spa management, controlling and finance; TBD)

Goals and To Dos

During the BISA Annual Conference 2010 in Budapest c day will be dedicated to the "Responsible Spa" theme topical work group and plenary sessions as well as a press conference:

- There will be expert presentations plus an area for sponsoring companies and post presentations.
- Students of the Adam Ries Fachhochschule Erfurt will show a documentation of the "Responsable Spa" project of Toskana Therme Bad Sulza and Bad Orb.

The next meeting of the Green Spa Action Group is on April 19th, 2010 in Hotel an der Therme, Bad Sulza at 9 am. There will be an evening of networking and socialising the evening before on the 18th of April 2010. If you would like assistance in booking your accommodation, you can do this through Marion Schneider at ms@toskanaworld.net.

For the Budapest Conference on the 3rd of June we want to find the chairpersons for the three topical subgroups Concept, Marketing and Economics. Qualified persons interested in participating are welcome to please contact Ute Rührig info@quality-spa.com.

For the group: Ute Rührig, Chair

For more information please do not hesitate to contact me at info@quality-spa.com

BISA Membership

BISA membership is open to anyone who has an interest in the Spa Industry and who is interested in helping to establish minimum standards of quality in both service and education within the industry. There are several categories of membership, as follows:

Student Membership

A Student Member is entitled to use BISA after their name and to discounts and privileges negotiated by the Association for the benefit of members. Student Members are entitled to vote on matters concerning the Council or operation of the Association. For Spa Students doing the BISA/SQA Diploma the first year's membership is free of charge.

Annual Membership £30

Individual Membership

An Individual Member can be a Therapist, C.A.M., Medical, Sports Therapist or Consultant Member. An Individual Member is entitled to use BISA after their name on personal stationery, and to discounts and privileges negotiated by the Association for the benefit of members. Individual Members are entitled to vote on matters concerning the Council or operation of the Association.

Annual Membership £85

Individual BISA/CIDESCO Membership

As above but applicants have to have been awarded a CIDESCO Diploma. They are then eligible to be entered on the CIDESCO Register and receive copies of the CIDESCO Newsletter.

Annual Membership £85

Corporate Membership

A Corporate Member includes Businesses, Companies, Product House, Media etc. who are interested in the spa industry. A Corporate Member will be entitled to use the BISA logo in marketing, advertising and stationery, and to discounts and privileges negotiated by the Association for the benefit of members. Corporate Members are entitled to vote on matters concerning the Council or operation of the Association.

Annual Membership £250

Spa Membership

Spa Membership is open to Spas who have fulfilled the Spa Accreditation criteria (detailed under BISA Accreditation)

Annual Membership £200 (plus other expenses details under BISA Accreditation)

Training Centre/School Membership

Training Centre/School Members are entitled to use the BISA logo on stationery and to discounts and privileges negotiated by the Association for the benefit of members. The Training Centre/School will be entitled to vote on matters concerning the Council or operation of the Association.

If the centre wishes to teach the BISA/SQA Spa Therapy Diploma, then they will also have to register with SQA.

Annual Membership Fee £250 (plus travel and accommodation expenses for a single inspector, payable in advance)

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