

spa business

Couples' treatments are particularly popular with honeymooners

PHOTOGRAPH COURTESY OF CHIVA-SOM

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Couples' treatments are a growing trend in city-based day spas so it seemed natural to incorporate one into the recently opened Spa Philosophy in Macau.

These treatments are particularly popular with couples from 25-35 years, especially honeymooners. However, because of the exposure to outdoor spas in Asia, couples of all age groups are beginning to appreciate these treatments, which offer a chance to relax their bodies and minds while spending time with the person they care most about.

At Spa Philosophy, clients are encouraged to customise their own spa ritual as it gives a greater degree of flexibility to the customer. Three-hour treatments start at HK\$1,100 [€129, US\$141 or £89].

In order to market these treatments effectively, Spa Philosophy employed Hong Kong lifestyle marketing company CatchOn, which did an excellent job of pre and post-opening marketing. Since November of last year, this has helped to generate a total of US\$130,000 [€119,180 or £82,482] in media publicity.

For most people, visiting a couples' suite is something they may do once or twice a year as a birthday or anniversary celebration, so I would like to see the development of a more complete experience, where the couple is encouraged to stay and relax after their treatment, partake of some refreshments, enjoy the view and have a quiet time. This would preferably be outdoors, on a balcony or in a secluded garden area. If indoors, the interior should be a warm, stylish, modern lounge area, with piped music and a mini fridge containing champagne and strawberries or chocolates.

SUSAN HARMSWORTH

CEO AND FOUNDER, E'SPA, LONDON



With every couples' suite creation, the key elements are luxury, space, comfort and operational functionality.

When we created the couples' suite at the Spa at the Renaissance London Chancery Court Hotel, we designed it to offer the ultimate shared experience – with a steam shower for two, foot ritual thrones for each

person and mood enhancing colour-therapy light.

E'SPA's philosophy is deeply rooted in treating people as individuals, so our clients can book a number of hours in a couples suite and their therapist tailors a ritual to suit them. Couples' suites cost in the region of £250-£300 [€361-433 or US\$394-473] per hour.

Intense training maintains a high standard of professionalism in our therapists. It's important that each therapist maintains maximum focus on their own client and, although this is a shared room, the treatment itself should be as personal, therapeutic and relaxing as the client would experience in a private treatment room. The room should be properly prepared and therapists should also be highly sensitive to client privacy by using correct draping to maintain modesty at all times. Clients are always encouraged to relax following a treatment either in the suite or the relaxation area – we were recently party to a romantic proposal during this time.

In the future, the term 'couples' suite' may become redundant with an increase in friends, sisters and mothers with daughters enjoying this facility. A shared experience can be the perfect way to rebuild bonds. However, it's important to research the target market and understand a guest's requirements before investing in a facility. ●

uniting the world of spas

destination

day

resort

hotel

club

medical

thermal

curative