



NEWSLETTER

Summer/Autumn 2009 Issue II

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BISA2010BUDAPEST

INTERNATIONAL SPA CONFERENCE 3-6 JUNE 2010

Dear Reader, Dear BISA-members,

Recently, our organisation was the first international organisation to sign a new letter of intent concerning "Medical Wellness" (see page 4ff). Over the course of last year, seventeen German organisations have worked together to agree on a definition of Medical Wellness and what it means in practice. The intention is that it will serve as a useful reference for future discussions and as a guideline for providers in the field.

At present, the medical and the spa worlds still exist as quite separate sectors in society. Medical wellness and medical spas can be the area where both meet - for the benefit of patients as well as potential patients. Medical spas and medical wellness will, therefore, be an increasingly important topic in the future.

As this is relevant to many BISA members, please take a moment to read the letter of intent and let us know your opinions. Your feedback is, as always, valuable and most welcome.

At the forthcoming BISA Conference in Budapest in 2010 we will also be bringing both worlds together as you can see from the outline of our programme. Danubius Hotels, our host for the conference, are known to be experts in both fields, so you will have a chance to experience it first hand!



On behalf of the BISA Council, I wish you a great summer and a prosperous and happy autumn!

Marion Schneider
Chairwoman,
British International
Spa Association
E-mail:
ms@toskanaworld.net

BISA International Conference in 2010

The 5th British International Spa Association International Conference will take place from the 3-6 June 2010 in Budapest, Hungary and will be hosted by the Danubius Grand Hotel Margitsziget and the Danubius Health Spa Resort Margitsziget, a BISA member spa.

Located only minutes from the centre of the Hungarian capital, the four-star Grand Hotel and the Health Spa Resort are located on the picturesque Margitsziget, Margaret Island, in the middle of the River Danube. Stretching for 4 kilometres, the island is a protected leafy natural paradise entirely free of cars, an isle of tranquility and relaxation in the centre of the city. The Grand Hotel and Health Spa Resort are connected with one another and offer a wide range of beauty, wellness and therapeutic services based on the island's natural thermal spring waters. The spa was the first metropolitan spa hotel in the world to offer a wide range of spa services and is one of the Royal Spas of Europe.

Programme

June 3rd Green Spa:

Day: Spa Architecture, Spa Design and Art
 Evening: Spa organisations of the world networking evening

June 4th:

Day: Spa Business and Education
 Evening: Get together

June 5th:

Day: Medical Spa and Natural Healing Procedures (with special focus on water)

Evening: Healing waters (by invitation only)

June 6th:

Hands-on day with seminars and workshops.



Early Bird Pricing

The following early bird prices apply until 31 December 2009:

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

Conference fees from 1. Jan 2010

| | Regular | BISA member | Student |
|------------|----------|-------------|---------|
| Three days | 265 Euro | 225 Euro | 35 Euro |
| Two days | 195 Euro | 150 Euro | 25 Euro |
| One day | 99 Euro | 85 Euro | 15 Euro |

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

Exhibitor Early Bird Rate

1100 EUR valid until December 31st 2009
We look forward to seeing you all there!

www.spaassociation.org.uk/events



Health Spa News

We have found a website that not only helps to explain the meaning of a true spa, but also helps you to find spas that are serious about medical treatments, good value for money, not just out to offer you the latest crazy treatment and don't offer starvation diets, crystal therapies, detox – or all the other current fads. To learn more about this website, go to www.healthspanews.com

Wahanda

The purpose of the BISA newsletter is to inform you all about the latest news from BISA and also the latest news within our industry. If we can help you build a better business through this information, then we have done our job. Saying this, we feel it is imperative that we inform you of a fantastic website known as Wahanda.

Wahanda is a health, beauty and wellness website where you will find comprehensive listings of spas, salons and health centres all around the globe. Not only does it provide you with this useful list, but it also supplies you with a world of knowledge about the industry such as treatments and therapies on offer. Visit www.wahanda.com for more information on getting your business listed on the website. Please visit www.wahanda.com



Intelligent Spas

Intelligent Spas publishes first Global Spa Benchmark Report

This inaugural report provides over 1,850 spa industry benchmarks including global statistics and regional breakdowns for the Americas, Europe, Middle East/Africa and Asia Pacific. Many items show historical data from 2005 to 2008 and forecast data for 2009 and 2010.

BISA Member Discount - the report is available for sale from Intelligent Spas' web site and BISA members receive a 20% discount off the price of this report plus all Intelligent Spas' other available publications including the comprehensive, international-standard Spa Operations Manuals. Contact BISA if you have not already received the promotion code to access the discounts.

A selection of survey findings are presented in the current Spa Industry Intelligence newsletter including:

- Impact of the global financial crisis on the spa industry
- Treatment room occupancy
- Therapist productivity rate
- Average treatment rate
- Revenue per available minute
- Capture rate of hotel guests
- Spa infrastructure, treatment menus, business models
- and much more...

For more details and to read the summary of the global survey results visit www.IntelligentSpas.com and subscribe free of charge to their Spa Industry Intelligence Newsletter.

Medical Wellness

Letter of Intent

Preamble

Medical wellness describes a development in which special wellness offers are combined with relevant medical services. Medical wellness developed out of the larger “wellness movement” extending its health promoting effects by adding preventative methods as well as recognised natural therapies. Medical wellness has developed into a new branch that connects the medical market with the wellness industry.

Medical wellness is for people who wish to actively do more for themselves and their health over and above generally available health care provisions. They choose to undertake health care measures of their own accord aimed at preventing illness, stabilising their health and making long-term improvements to their individual quality of life and sense of health.

The basis for such health measures is an individual plan consisting of a carefully chosen combination of medical treatments and competent wellness, mobility and relaxation treatments that take into account the individual abilities, preferences and needs of the recipient and motivate them to lead a more health-conscious way of life, always with regard to their current state of health.

Medical wellness facilities are specialised and independently certified hotels, health centres and clinics that offer a high level of comfort and high quality standards and whose ambience and facilities promote a sense of well-being and relaxation.

The purpose of this letter of intent is to uphold and define generally-applicable high quality standards for all medical wellness treatments, to secure these in the long-term and promote them actively. This will only be possible through the concerted action of all relevant partners in politics, social care and welfare, the health economy, tourism, etc.

Instead of discussing lowest common denominators, our joint aim is therefore to define the highest possible quality standards that can serve as a standard-bearer for the whole branch and help enable one to differentiate between good and bad services.

The following key requirements for medical wellness facilities have been agreed on and recognised by the signatories and serve as a point of reference for both providers and consumers alike. These requirements can help harmonise activities in the medical wellness field and avoid duplicate certification initiatives.

1. Medical administration

- A doctor is directly involved in the day to day operation of the medical wellness facility.
- He/she is qualified as a general practitioner, doctor of internal medicine or orthopaedics and also has an additional qualification in the wellness field. If there are no additional staff with appropriate qualifications, he or she should also be skilled in physical therapy and recognised naturopathic treatments.
- The doctor responsible for the medical wellness area must be actively involved in determining the service concept (therapies, treatments, products) and be responsible for approving the individual treatment plans.
- He/she understands that communication and service quality are important for the success of treatments.
- He/she has an appropriate consulting room in the facility.

2. Medical availability

- The medical wellness facility ensures that a general medical checkup takes place on arrival. This serves as the basis for the individual's treatment plan.
- Guests should be able to call on the doctor at any time during their stay. Depending on the duration of the guest's stay, the doctor may offer interim consultations.
- In a final consultation with the doctor, recommendations for continued care at home will be elaborated and set down in writing.
- When the doctor is absent, a suitably skilled member of the medical staff must be available at all times.

3. Qualifications of employees

- All therapists must have a certified therapeutic qualification and coordinate their activities with the doctor at the facility.
- At least one therapist must be employed full time at the medical wellness facility.
- All staff must have a higher professional qualification, detailed knowledge of all services offered, work customer-focussed, uphold service quality and should have pronounced psychosocial skills.
- The management of the medical wellness facility will ensure that staff receive regular continuing professional



development in all skills areas (professional, methodical, social and personal) and customer focus and service quality in particular.

4. Integrative concept

- The medical wellness facility has a holistic and scientifically grounded understanding of health (proof of efficacy), always centred on the guest.
- The facility works towards positive health goals (salutogenic model) and integrates multidisciplinary wellness programmes.
- Employs locally-available remedies where available and medically and therapeutically sensible.
- All medical and therapeutic treatments follow a standardised assessment sheet and therapy plans and are based on the physiotherapy service catalogue.
- The facility takes measures to ensure an exchange of information and communication among all service providers.

5. Treatments aim to achieve lasting improvement

- All medical wellness programmes are geared towards helping guests achieve long-term improvements to their way of life. Programmes should enable guests to help themselves and show them how to integrate what they have learned into their day to day lives.
- Careful documentation of progress and aims makes it possible to make long-term proposals (nutrition plans, activity plans) and allows the guest to monitor their progress independently.
- Wherever possible, the consulting team at the medical wellness facility should continue to be available after the end of the guest's stay.

6. High quality of furnishing and equipment

- Overnight accommodation, catering and treatment areas in the medical wellness facility should fulfil comfort and quality standards that comply with or are comparable to official classifications, e.g. DEHOGA/IHA.
- The “hardware” of the facility should enable staff to provide professional treatment and care and create an environment that is conducive to relaxation, contemplation and well-being.
- The treatment and examination rooms should have modern equipment which communicate medical or therapeutic competency without being unduly clinical.

7. Documented quality management

- The medical wellness facility ensures reliable communication among all service providers and arranges, on request, for the safe transfer of guest's data to external partners.
- The facility should have a mechanism in place for handling complaints and employ instruments such as customer satisfaction surveys to monitor the quality of professional (medical, therapeutic, catering) treatment and other services.
- The facility has implemented an ongoing quality management system and is able to demonstrate its level of quality through proof of awarded certification and own documentation.

Signatories:

Institutions that initiated this letter of intent:

- Deutscher Medical Wellness Verband e.V.
- Europäisches Gesundheitszentrum für Naturheilverfahren
- Sebastian Kneipp Institut GmbH
- Heilbäderverband Baden-Württemberg e.V. – Medical Wellness Stars
- Wellness Hotels Deutschland GmbH

Facilities, companies and institutions that have contributed to this “letter of intent” and have agreed to officially recognise it:

- BIO-Hotels – Verein für Angebotsentwicklung & Marketing
- Deutscher Heilbäderverband e.V. (official approval pending)
- Eggensberger Wellnesshotel & Kurklinik
- Europäisches Wellness-Institut EWI
- International Spa & Wellness Association e.V. (ISWA)
- Marketinginitiative zur Förderung von Gesundheitstourismus „med in Germany – Premiummarke No.1®“ e.V.
- MWM Medical Wellness Management GmbH
- RAL-Gütegemeinschaft Kureinrichtungen e.V.
- Sächsische Staatsbäder GmbH
- The Leading Medical Wellness Hotels & Resorts
- Verband Deutscher Kurörtlicher Betriebe e.V.
- BISA British International Spa Association

[Date: 17th October 2008]

Global Spa Summit Report



‘The power of collaboration: what can we accomplish together that we cannot accomplish alone?’ was the main theme of the Global Spa Summit in Switzerland earlier this year. Many thought-provoking discussions addressed some of the current issues we are facing as an industry, ranging from design, human capital right through to marketing and spa associations.

According to the survey conducted during the Global Spa Summit, 29% of delegates cited labour shortages as the top issue facing the industry, while 22% said that the main challenge was the lack of industry wide standards for defining categories and best practices. Another key challenge cited by delegates was maintaining the authenticity of the rapidly growing spa industry, whilst at the same time attracting investors and reaching out to more consumers. A world-wide strategy and a collective collaboration would be required in order to address these issues in a coherent manner.

In the first part of this article I would like to address the following areas which are pressing in the current markets I work in and would require a collaborative strategy to shape:

- Medicine and spas: the synergy between both sectors.
- Human capital and training: on how best to manage students at every level of education and how to match what colleges teach to what operators look for.
- Yield management: given the current crisis, how can we effectively yield manage our spas? Is there a one-size-fits-all solution?

Medicine and spas: what can we accomplish together that we cannot accomplish alone?

Over the past couple of years, both local governments and health insurance companies are recognising the need to change the current national health care models throughout the world: a change from a curative and reactive model to one that is preventive and healing. With an increasing ageing population at hand, the current issue has become even more prevalent and hence the imminent need for both the medical and spa industries to adapt to this reality.

The Pre-Summit Collaborative Session chaired by Dr. Geraldine Mitton and Dr. Marc Cohen raised some enlightening points on the synergy between the medical and spa sectors and the benefits of this integration not only for these two sectors, but also for key investors in other related sectors and most importantly, the end consumer.

In agreement with Dr Marc Cohen, the power of collaboration here would be in:

1. Education
2. Research
3. Health Insurance
4. National health care and preventive health services funding spa therapies
5. Combined change models where we can use spas to create global brands for wellness
6. Institutional concept

Education is a key factor in promoting the benefits of medical offerings within spas and vice versa, and the benefits of spa therapies within the medical sector. This ties in with the next point of research.

Until now the medical sector has been sceptical about the benefits of spa therapies, including those of complementary and traditional therapies in the treatment of certain pathologies. During the Global Spa Summit claims were made that very little, if any, research or clinical studies had been conducted on the benefits of spa therapies towards health. We as an industry claim to be involved in the enhancement of well-being, but apparently we do not seem to have ‘proof’ of these claimed benefits. However, discussions on this subject with leading specialists in this field after the Summit discussions has revealed that there indeed have been tremendous amounts of research conducted into the efficacy of spa therapy in different parts of Europe, for example in Germany and the Eastern European Countries. This research does exist however a number of the clinical studies have not been translated into English and brought to light to the global spa industry, as confirmed by Marion Schneider, the Chairman of the British International Spa Association. Dr. Kenneth’s R. Pelletier, a leading specialist in this area, pointed out that although spa therapies and complementary and alternative medicine/ integrative medicine (CAM/ IM) services were not always synonymous, there was a great deal of excellent documented research supporting the efficacy of many of these services in his and other clinicians and researchers’ books. Additionally, there were as many as 100 ongoing research projects in the USA alone funded by the National Institutes of Health.

I agree with Dr. Pelletier’s observations that:

- a) we as an industry would benefit from gathering all this “research together on a website for easy access, documentation, and rapid, global dissemination” independently from the slower and more costly print media.



b) "It is clear that we are entering a time of 'evidence based medicine' and it is important for any health/medical/spa claims to be based on research. Again, conducting such research through a collaborative of the leading spas would be a great asset to the entire industry as well as to the spa clients."

It is evident that we as an industry need to come together and gather all the research done to date on the numerous benefits of these spa treatments in order to substantiate these 'claims'.

Health insurance, national health care and the potential of preventive health services funding spa therapies is another opportunity for our industry. With an increasing ageing population at hand the need for spa therapies to be funded is even greater. In the General Session presentation on 'Medical Tourism and the Role of Spas: Seizing Opportunities' hosted by Cynthia Carrion-Norton, Renee-Marie Stephano and Dr. David Vequist, Renee-Marie Stephano, the founder of the Medical Tourism Association, discussed medical and health tourism and the concept of medical clusters, where spas could tap into these medical communities offering complementary services and treatments. This poses a perfect opportunity for the participation of health insurance companies and local governments in the funding and promotion of such clusters.

The emergence of the Medical Tourism Association and of like associations and organisations reflects the beginning of a coherent synergy between the medical and spa sectors, increasing awareness not only within both sectors, but also amongst local governments and consumers on a global level.

Human capital and training: what can we accomplish together that we cannot accomplish alone?

Human capital and training have been part of the ongoing debates and challenges that we face as an industry, human capital being one of our most important and costly resources. During the Summit, both the sessions moderated by Mary Tabacchi and Kia Kyricos aimed to answer the question: how best to manage students at every level of education and how to match what colleges teach to what operators look for?

The general frustration shared by operators was the lack of practical customer care that therapists showed when they come fresh out of cosmetologist schools. Operators felt that the onus was then on them to train therapists from scratch on the basics of client care and the spa environment – the essential requirements. Educational organisations on the other hand expressed the challenges they faced in terms of the practical aspect of client care as service standards and requirements varied noticeably from operator to operator and their internal policies and procedures. One possible solution would be for operators to offer internship programmes within their spas thereby providing students with the opportunity to learn the practical aspect of client care and spa environment. Spa operators should work closely with local schools communicating their skills-set requirements, thereby allowing schools to adapt their course syllabuses accordingly. This would in turn allow schools to take over fully their educational and training role and allow spa operators to focus on the operation-specific training.



The Pre-Summit Collaborative Session also touched on two other issues within this subject that would require our attention as a collective whole: (1) employee retention, and (2) shortage of employees. A number of talented individuals at every level are being laid off and this begs the questions: what can we do as an industry to ensure that we do not lose this talent? And where are we likely to be short of employees in the future? Is it in the leadership level or the massage and cosmetologist level? Though these are far from perfect solutions, given the current economic climate, operators could look at implementing flexible contractual schemes or transferring staff to other locations within the company. As the sector grows and expands, it is evident that we will face shortages at all levels and training and retention will be key in preparing ourselves for the growth. However, like in other sectors, we should also be looking at promoting our industry to those in similar or related sectors, thereby increasing our pool of human talent.



Yield management: given the current crisis, how can we effectively revenue manage our spas? Is there a one-size-fits-all solution?

Though yield management has been in the forefront of discussions over the last few years, it is still something we as an industry are struggling to implement effectively. Delegates with a vast variety of spas under operation expressed that their yield management methods varied tremendously from region to region, from type of spa, cost bases, etc.. The main challenges cited were:

1. Commission structure of spas – whether it is really necessary to commission therapists for the work they did? If they gained every time the business gained, what would be the point of yield management in these circumstances? However, the issue at hand is more complex as we as an industry introduced the commission structure for therapists and it will be a challenge for us to remove it in the future. Staff motivation would be a key problem if incentives were to be removed, especially given the current economic climate. An alternative solution would be fixed commissions for services instead of percentages in order to ensure greater control over fixed costs and profit margins.
2. Software systems. It seems that the onus has shifted to software companies to provide systems that would permit spa operators to yield manage effectively, assisting their front office in making bookings so that it was more controlled: higher margin services being offered during peak hours and other services to be offered during quieter periods; reducing uncertainties of no-shows by holding reservations upon credit card details; managing future bookings, etc
3. Developing coherent rate fences. Apart from discounting hugely during off-peak hours and periods, as an industry we need to look into establishing effective rate fences that our clients regard as fair. An option here would be to take a look at other industries that have effectively implemented yield management techniques.

It is evident, however, that there is no one-size-fits-all system for our industry. Each spa is different and operators would need to understand the complexities of their business before implementing a yield management system. That said, together we can develop both physical rate fences (for example treatment room location or type; therapist, etc.) and intangible rate fences (treatment duration; time of the day or week, etc.), thereby educating our end client. Provided our consumers perceive these conditions as ‘fair’, they will not mind paying the premium.

These topics, amongst others, were discussed during the Summit this year and are topics that I feel are essential for us an industry to come together and tackle. As the medical sector evolves and shows greater interest in the spa sector, we as an industry need to come together and establish the synergy between these sectors, one that is beneficial for these sectors and the end consumer. In order to ensure the integrity of our spa therapies, our role as an industry is to develop and benchmark standards and to nurture our most important and costly asset: human capital. Operators and schools need to communicate more openly. Schools need to get involved with the complexity of spa operations in order to understand one another’s requirement and adapt ourselves accordingly. As the industry expands in terms of both supply and demand, we will need to have coherent yield management systems in place that will assist us to run our businesses in an effective and efficient manner. In summary, the way forward for our industry is through collaboration, not only within our sector, but also with other and related sectors, such as the medicine, health, tourism and wellness. Our role as industry professionals is to develop synergies with these sectors which will attract foreign investors to the spa industry while at the same time maintaining the authenticity of our industry and our therapies.



Please visit www.globalspasummit.org
Report by Sonal Uberoi – www.spa-ballance.com



BISA Spain and Portugal

The aim of BISA Spain and Portugal will be to continue the power of collaboration both within the Spanish and Portuguese sectors and on an international level. BISA Spain and Portugal will get involved in the establishing and implementing of uniform benchmark standards by:

- 1) Promoting minimum standards of quality and service within the Spanish and Portuguese Spa industries, bringing them in line with global standards.
- 2) Improving and promoting education for spa therapists and professionals.
- 3) Promoting consumer confidence through quality standards via the BISA "Waves of Excellence" accreditation system.

Participation in achieving our goals will be encouraged from industry professionals throughout the spa and related sectors, from spas, training schools and educational institutions through to businesses, media and other local organisations and governments interested in the spa industry.

How would we like to achieve this with our collaborating partners? By addressing the following issues together:

- Through networks and contacts of spa industry professionals who will be part of the Council.
- Through other local associations, organisations and federations.
- Holding conferences in various training centres and educational platforms to encourage those involved (or who are interested in getting involved) in the proper growth of the Spanish and Portuguese spa industries.
- Press releases in key trade publications, both within the spa and/or aesthetics sectors as well as other related sectors, e.g.: hotel and leisure, cosmetics, education...
- Presentations and collaborations with associations in related sectors: hotel and leisure, cosmetics, education...
- Through spas that would like to apply for the BISA "Waves of Excellence" accreditation system to gain consumer confidence
- Through BISA UK and other international partner associations.

For those partners and members interested in receiving further information on BISA Spain and Portugal, please contact Sonal Uberoi via email: sonaluberoi@spa-balance.com.

Beauty Connection News

Professional Beauty have launched an online newsletter where they give information regarding their Beauty Show every single month. Within the newsletter, you will be offered bargains with exhibitor offers, the chance to view video's of the masterclasses provided at the shows in Manchester and London, enter competitions to win loads of fantastic prizes, ask a beauty expert for advice as well as keep informed about the latest beauty news and gossip. To sign up to this informative newsletter, log onto www.professionalbeauty.co.uk.



Report on the 2010 Health Tourism Planning Workshop from Healthcare Cybernetics

A one-day planning workshop for the 2010 World Health Tourism Congress (WHTC) was held on 2 June 2009 at the impressive Albert Luthuli Convention Centre (ICC Durban – the largest conference center in Africa – and one of the most advanced conference facilities in the world) – in Durban, South Africa.

The event was organized and hosted by the KwaZulu Natal Tourism Authority – which will also be hosting the 5th WHTC in the same city and venue (1 and 4 April 2010).

The workshop included the following:

- Constantine Constantinides presented a comprehensive overview of health tourism (what it is – and what it can be).
- A presentation (with considerable factual data) on the status of health tourism in South Africa and KwaZulu-Natal, delivered by Ms Karen Kohler, Research Manager, KwaZulu Natal Tourism Authority.
- Dr. Tshepo Maaka gave a very well documented account of health tourism in Gauteng and the facilitative & logistics services which make it possible.
- Dr. Diliza Mji (a surgeon by training), followed, with an outline of South Africa's medical offerings – in terms of services and facilities.
- The final presentation was delivered by Mr. Hadi Malaeb, who described and explained what the World Health Tourism Congress is all about. Furthermore, he pointed out the benefits and responsibilities associated with hosting the event.
- After a lively Questions and Answers Session, the attendees split into two groups to engage in group discussions. The groups were “instructed” to come up with ideas and suggestions aimed at ensuring that the event would be a memorable one for the attendees – and that it would have a long-term beneficial effect for South Africa. The feedback from the group discussions were collated and handed to a representative of the Local Organizing Committee for processing.

For a more detailed report on the planning workshop please visit www.healthcarecybernetics.com

Report on the 1st Medical Tourism Conference in Croatia from Healthcare Cybernetics

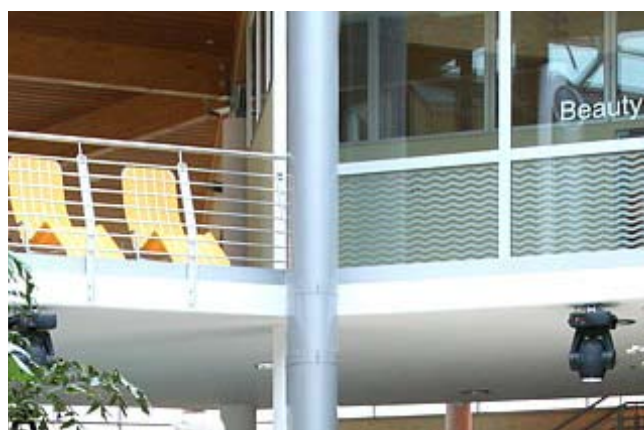
Healthcare cybernetics reported back on the 1st Medical Tourism Conference in Croatia this year. It was held between 26 – 28 April 2009 in Vodice – a charming Mediterranean holiday resort town on the Dalmatian Coast.

It was a pointedly small “objective-focused” event – and one, which certainly achieved its objective.

The principle purpose and objectives of the conference were:

- to review the past – and what can be learned from this – and see what initiatives could be revived and revised to make them “relevant today” and implemented in the context of contemporary health tourism.
- consider the issues of “standards and regulations” which impact competitiveness and stand in the way of further development.
- to get knowledge, ideas and insight from industry insiders and experts from abroad.
- to rally the stakeholders, set the stage and provide the impetus for a fresh and dynamic health/medical tourism industry *re-start*.

For more information visit www.healthcarecybernetics.com



Fantastic new essential book for Spas

A difficulty for many spas is to maintain their pool water correctly, to avoid the occurrence of diseases due to poor water quality maintenance. To remedy this, we recommend the new edition of the authoritative "Swimming Pool Water, Treatment and Quality Standards for Pools and Spas".



**POOL WATER
TREATMENT
ADVISORY GROUP**

THE NEW EDITION OF SWIMMING POOL WATER

The essential guide for everyone involved in the design, treatment, management and scrutiny of pools of all sorts – expanded, refined, updated, still authoritative

Swimming Pool Water was first published in 1999 and its unchallenged reputation has earned it sales of over 8,000 copies. Ten years on, the principles of pool water treatment have barely changed, but there are new developments, new ideas, new research, new concerns – new challenges.

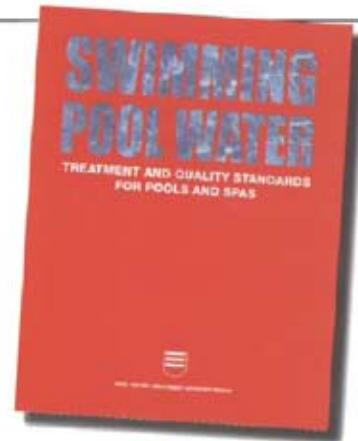
For over five years, the Pool Water Treatment Advisory Group's experts have been working on this new, second edition, against a background of change. The new edition, at 190 pages, is over 50 pages longer than the last. The new material is a rewarding mixture. There is more information in familiar areas – updated and refined where necessary. And there are new areas altogether. The rather different emphasis of the new edition is indicated by its longer subtitle – Treatment and quality standards for pools and spas. The new book has totally new chapters on spas and a wide variety of other pools – as well as on other topics.

Twenty-six chapters – 190 pages

- What is a swimming pool?
- Types of pool
- Planning and design
- Maintenance
- Design
- Hydraulics
- Filtration
- Disinfection
- Dosing
- Pool water chemistry
- Testing and controlling pool water chemistry
- Healthy swimming
- Dealing with outbreaks
- Microbiological testing
- Pool chemical safety
- Plant maintenance
- Cleaning
- Personnel protection, emergency procedures
- Spa pools
- Leisure pools
- Hydrotherapy pools
- Outdoor swimming and padding pools
- Pools in other locations
- Contact pools
- Interactive water features and play apparatus
- The pool in its environment
- Problem solving
- Bibliography
- Glossary/ Index

How to order

SWIMMING POOL WATER Treatment and quality standards for pools and spas ISBN 0951700766
 £48 including postage
 From all good bookshops, from www.pwtag.org or from this order form (call 01206 325000)
 By a return date 15 March



There are ten new chapters:

- What is a swimming pool? The principles of swimming pool construction and water treatment.
- Dealing with outbreaks: What causes them and how to deal with them – including definitive advice on faecal contamination
- Spa pools Commercial and domestic hot tubs
- Leisure pools Including water features
- Hydrotherapy pools
- Outdoor swimming and padding pools
- Pools in other locations: Hotels, schools, holiday camp, ships, upgrading
- Domestic pools
- Interactive water features and play equipment
- The pool in its environment: Looking into the future at issues like lighting and energy conservation

And seven other chapters have been substantially updated:

- Types of pool – A-Z
- Management and training – including more on management systems
- Filtration – incorporating lessons from recent PWTAG research
- Disinfection – including a review of new disinfection treatments
- Pool water chemistry – includes a review of the health effects of disinfection byproducts
- Healthy swimming – updated material on microbiology (including *Cryptosporidium*), asthma and infections
- Pool chemical safety – update advice on regulations, delivery, storage; plus the definitive chart of recommended pool chemicals

OFFICIAL ORDER FORM - Swimming Pool Water

Please complete in BLOCK CAPS and return with your remittance to Greenhouse Publishing, The Hollies, Botesdale, Diss, Norfolk IP22 1BZ, UK

Please forward..... copies of SWIMMING POOL WATER Treatment and quality standards for pools and spas ISBN 0951700766
 £48 each (UK) or £52 each (Europe) £54 each (Overseas) including postage and packing. (Bulk reductions by arrangement)

Full Name: Company or organization:

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Type of card (ie. Visa, Mastercard, Access, etc.): Expiry date: / Start date: / Switch/Delta issue No.

Card Number: Name on card:

I enclose an official order (local authorities only) and agree to pay within 30 days of invoice

Upcoming Events

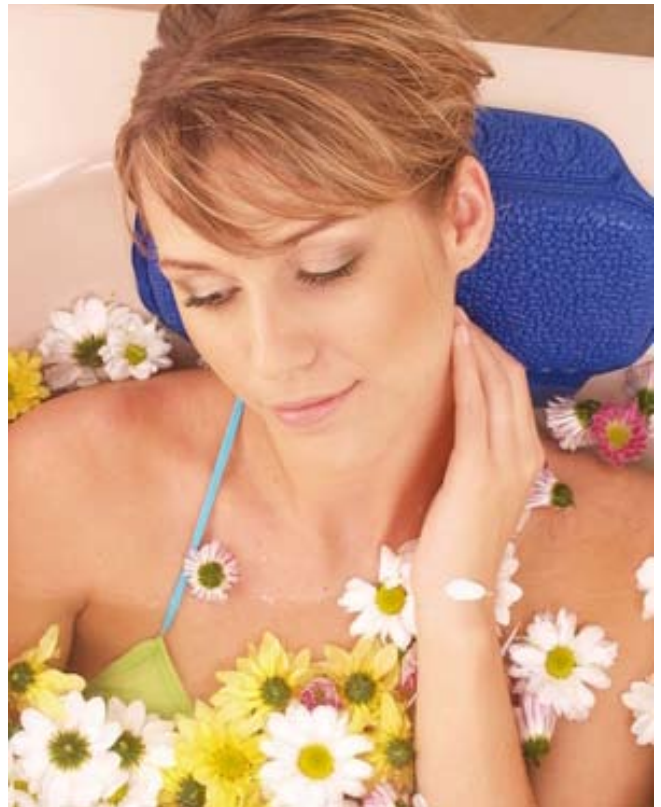
As you know, we like to keep all of our BISA members updated on what is happening in our industry and interesting events that are available within the next few months. While we feature larger industry events on our homepage – www.spaassociation.org.uk/events/ – we have come in contact with another website that lists even more events and we would like to share our discovery with you. Leisure Diary is a website produced for the leisure industry, run by Katie Barnes the Managing Editor of Spa Business, which provides you with an easy to use search engine, where you can search for up and coming events in the beauty and spa industry in your region. Leisure Diary is a fantastic way to keep up to date with all of the industry's latest events and networking opportunities.

Even though you can log onto www.leisurediary.com to view the latest and greatest exhibitions and events in the Beauty and Spa Industry, we like to keep you informed too! We have selected a few of the events that BISA feel are quite exciting and that will help you to build your business and connect with others within the beauty and spa industry:

European Spa: 13.-15. 09.2009

BISA along with European Spa have a fantastic 40%-off offer for all BISA Members wishing to attend European Spa on the 13th and 14th of September in Paris.

This exciting exhibition offers four sessions in which international experts talk about the key points involved in setting up and optimizing spas. Divided into four independent,



half-day modules, the programme is based on a search for solutions in terms of spa start-up, management, renovation and optimization.

Each day will be placed under the responsibility of an international expert who will play the role of host and moderator, offering participants the chance to ask questions and exchange ideas with the speakers at the end of the presentations. The programme is made up of talks by experts who are being chosen now and whose experience is significant. Among the speakers, the international expertise of Mark Wutke and Kevin Turnbull has already been confirmed.

For more information, see European Spa's sneak preview at http://doc.publi-interactive.com/Beyond-Beauty/Preview_SPA_UK/2009061101/ and take a look at the full details of the event on <http://www.spaassociation.org.uk/events/european-spa-exhibition-and-summit-2009> where you can download a general registration form. BISA Members should contact us at spahouse@spaassociation.org.uk to receive the special discounted registration form.

**EUROPEAN
SPA SUMMIT**

Spa-Expo

The first and only specialised Russian workshop representing wellness tourism for Russian travel professionals takes place on the 20th October 2009 at the Holiday Inn Sokolniki Hotel in Helsinki. For more information, please visit www.spa-expo.ru.





Olympia Beauty

From the 20-21st September 2009 at the Grand Hall, Olympia, London, Olympia Beauty will take place. Amongst the many activities and exhibitors, Olympia Beauty will be showcasing the hottest launches and collections from thousands of products and will have two exclusive live stage areas that are free to all visitors! For more information on the show, please visit their website www.olympiabeauty.co.uk

You will be pleased to know that BISA have a stand at Olympia Beauty and we look forward to seeing you all there. It is always great for us to meet new BISA members and get a chance to catch up with existing members, and Olympia Beauty is a perfect opportunity for us to do just that!

Spa and Beauty Congress

Taking place in Moscow from the 24th to the 26th September 2009 is the Spa and Beauty Congress. Consisting of both theoretical and practical conferences, workshops and panel discussions, this congress targets spa and wellness directors and managers, health and beauty professionals and clients and investors by incorporating the most important issues of the spa and beauty industry. For more information on this congress call +7 (495) 225-45-51 or you can e-mail them at spafund@calsnet.ru.

Wellness Spa & Beauty Exhibition

The fourth edition of Wellness Spa & Beauty Exhibition will take place from the 23-26 October 2009 in Milan, Italy, and aims to meet the needs of users and companies by presenting a diversified and comprehensive exhibition covering both beauty and spa sectors. The concept behind the exhibition is not only to be a meeting-point between supply and demand, but also to create a professional upgrading opportunity for all trade operators who operate in the wellness and beauty sector. For more information visit: www.wellness.fieramilanoexpos.it/?id=Mi0xODAtciI1bmcg

Cosmobeaute Vietnam 2010

The 3rd Vietnam International Exhibition & Conference On Cosmetics, Beauty, Hair & Spa is being held from the 22nd – 24th April 2010 at the Saigon Exhibition & Convention Center (SECC) Ho Chi Minh City, Vietnam. For more information, please visit www.cosmobeautevietnam.com

Introducing Filibri



We would like to introduce you to Frances Hoffmann from Filibri Publishing and Media Service who is responsible for the design of our BISA-Newsletter.

Filibri is an owner-managed German Publishing and Media Service that cooperates primarily with German publishing houses. Filibri's main services are translations from English into German, book layout and book cover design as well as the design of websites and other printed matter and websites.

Frances Hoffmann founded Filibri in 2007. Since February 2009 she supports BISA by designing this newsletter.

For further information please contact Frances Hoffmann:

mail: frances.hoffmann@web.de
phone: +49 366306 62626

filibri
Verlags- & Medienservice

Bisa: Vision Green Spa & Blue Water

Planning a Sustainable Future for the Spa Industry

Minutes from First Planning Session

Date: July 21, 2009, Location: Toskana Therme, Bad Sulza
Prepared by Ute Rührig and Janice Gronvold

In the inspiring setting of the Toskana Therme, BISA assembled a group of international spa experts and business professionals who met for a first discussion on greening trends for the spa industry and hospitality industries. Expanding upon BISA's mission to advance the spa industry through education and quality standards, BISA recognizes sustainable business models are essential for the future viability of the industry. With a view to integrating green business practices into BISA programs, university and professional alliances are currently being developed to provide green resources to BISA members. The objective of these efforts will be to provide industry resources and educational opportunities to industry professionals who would like to learn more about topics such as green design, building and construction, water conservation, waste management and energy efficiency.

It is important to note the design, planning, material selection, construction and operational needs of each spa and/or hotel property will vary by location and country. The role of local building departments, architects, engineers, contractors, interior designers and other design and construction professionals will be essential to make informed decisions in the design and planning process for new and existing structures. Recognizing developments in international

sustainable business models, resources, policies and regulatory guidelines will continually evolve, professional alliance partners addressing these topics will be of benefit to BISA members. The first alliance partner being developed is with the Adam Ries Fachhochschule Erfurt which offers programs in Sustainable Energy Economics and Tourism Management. Marion Schneider of Toskana Therme and Janice Gronvold, of the University of California, Irvine met with Adam Ries Director, Katinka Will on July 23rd to discuss project opportunities that can interface between BISA and Adam Ries. Janice Gronvold will be meeting Katinka Will in Washington D.C. in September and additional meetings with Katinka Will, Marion Schneider and Ute Rührig will address alliance programs to be developed with more detailed information to follow for the next planning meeting in Bad Orb on October 10, 2009. These efforts will also contribute to selection of speakers and topics for the BISA conference in Budapest in June 2009 with web resources on sustainable spas and hotels to be developed for the BISA website.

With a wide variety of resources, print and electronic, now available on sustainable business models, BISA will be positioned to provide relevant resources to industry professionals seeking to integrate green business practices into their projects. As alliance partners and sustainable business resources are developed for BISA programs and website, the following categories have been identified as a first step for further development:

- Design Process for Optimum Performance Buildings
- Construction and Selection of Materials
- Green Business Operations
- Green Procurement
- Criteria for Selecting Green Personal Care Products
- Internal Staff Education and Training
- External Education and Marketing

Next Meeting:

We appreciate all who are interested in this topic and look forward to seeing you October 10 in Bad Orb at 11 am in Kurhaus Hotel Bad Orb, Germany (only 25 minutes to the Frankfurt Airport).

Attendees

Marion Schneider, Christian Lohmann, Jonathan DeVierville, Janice Gronvold, Ute Rührig, Micky Remann, Musia Heike Bus, Martina Nergl, Udo Sowade, Hans-Peter Kuhl, Helge Beck, Ute Beck

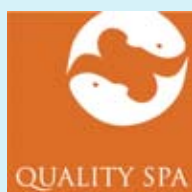


Ute Rührig

is general manager of QUALITY SPA a development company for Spa- and leisure projects. Working as a spa consultant Ute is also an experienced spa architect, expert and independent keynote lecturer on wellness and spa success. She has been actively

Chair BISA Green Spa & Blue Water task force

involved in the health services sector since the late 80's and is known in the spa industry as an innovator and originator of creative ideas. Besides her business she works as a certified assessor and teaches a course on spa business at the FH Westcoast.



SPATEC Europe 2010



Following a successful SPATEC Europe event in Portugal in March 2009, preparations are in full swing for SPATEC Europe 2010 which will be held at the 'Le Merdien Lav' in Split, Croatia from the 14th to the 17th April.

SPATEC is a 2-day forum of face-to-face meetings between UK and European spa owners, directors and senior personnel, with leading spa suppliers from over forty different product categories. SPATEC Europe will bring together around 80 of Europe's most important spa, wellness and beauty operators (buyers) of leading medium-to-large hotel, resort, destination, medical and day spas to meet with over 80 key leading domestic and international suppliers to participate in a series of one-to-one meetings over two dedicated business days. Both buyers and suppliers choose who they would like to meet and are each given a personal schedule of 20 minute meetings. Each meeting takes place at the buyer's dedicated

meeting table. These pre-arranged face-to-face meetings allow delegates to talk business and network in a way that is simply not possible with trade shows and conferences.

"SPATEC is a very efficient use of my time, where I can dedicate 20 minutes of quality time to each supplier. I have been telling many suppliers that if they want to meet me they should book SPATEC as they will be guaranteed devoted time to speak."

– Andrew G, Group Spa Director of Mandarin Oriental Hotel

Over 20 global leaders from the spa industry have already committed to attending SPATEC 2010. Confirmed speakers include Andrew Gibson from Mandarin Oriental, Ian Richardson from the Jumeirah Group, Stephanie Ridge from David Lloyd, Nic Oldham from Q Hotels, Philippe Attia from Dolce Hotels plus guaranteed representation from both Starwood Hotels and the Ritz Carlton Corporation.

As official partners of BISA, SPATEC Europe will be offering all BISA members a 10% discount for all registrations received before the end of September 2009.

Further information about the event can be obtained at www.spateceu.com or by contacting the Event Director, David Zarb Jenkins: david@mcleaneventsinternational.com or on 00356 21370207.

Dream Yoga Practitioner Certification Programme

Did you know that your soul knows why you are stuck and what you need to do to get unstuck? You have within you both a pattern of wholeness and a unique path that will take you there. Learn how to listen to that path by interviewing characters in your dreams!

Dr. Joseph Dillard (*1949) is an experienced psychotherapist with a background in studies with comparative religion, philosophy, social work and Holistic health sciences. Dream Yoga Integral Deep Listening is the result of his life's work

Who should take this program?

- those who seek clearer direction in their life;
- those who seek healing of childhood wounds;
- those seeking greater inner peace;
- those seeking to find the right life partner;
- those seeking inner help for physical healing;
- those wanting to find meaning for the suffering and pain in their lives;
- those seeking to improve relationships with spouse and family;
- those seeking a powerful way of helping others to do the same.

Accepted Further Education: DreamYoga has been accepted as a registered further education by the German Psychotherapeutenkammer in the Category C with 35 points per module.

Module I: September 15th to September 29th, 2009
in Bad Orb (45 minutes from Frankfurt/ Main)

Module II: September 16th to September 20th, 2009

Module III: October 2nd to 6th, 2009

Module IV: September 11th to 15th, 2009

place: Hotel an der Therme, Bad Sulza, Germany

Also as a beginner participation at all modules is possible.

contact: Hotel an der Therme,
Rudolf-Gröschner-Straße 11
99518 Bad Sulza, Germany

email: kraemerm@toskanaworld.net

phone: +49 36461 92 000

Websites: www.toskanaworld.net; www.dreamyoga.com;
www.deep-listening.com

BISA Japan

Following the establishment of BISA Japan in March and the BISA Japan Club which gives its members a variety of services and advantages, a formal agreement of cooperation between both was established on the 11th of June.

As part of its activities, BISA Japan will participate at the Diet and Beauty Exhibition in Tokyo (1st-3rd of September). The aim is to publicise the BISA Japan activities and promote the „Japanese type of SPA“ which is based on the rich Japanese water culture. (www.dietandbeauty.jp)



Mr. Hisatake Togoe, President of BISA JAPAN CLUB



From left to right: Delvis Bona (BISA Chair of Education), Mr. Matsumoto (Chair of BISA Japan), Marion Schneider (Chair of BISA)

BISA Japan has started the preparations for the year 2010 BISA International Conference in Budapest, Hungary which will be held June 3rd to 6th and is looking forward to this important event.

On the 7th of September, Robert Czick from BISA UK will be officially visiting Tokyo and discuss topical matters including the prospects of Spa Education in Japan. Council members Mr Czick and Ms Vicky Harper will be also attending the **58th CIDESCO World Congress** in Kyoto, Japan (9-14th of September) as the representatives for CIDESCO United Kingdom section.

www.cidesco-kyoto2009.com

58th CIDESCO World Congress



The 58th CIDESCO World Congress 2009 is taking place from 9th to 14th September 2009 in Kyoto, Japan.

Please remember the congress is only 2 months away, so don't forget you Hotel bookings and register now at:

www.cidesco-kyoto2009.com



BISA – new members

For those who want to join BISA: you can find all which is necessary at <http://www.spaassociation.org.uk/membership> - please, do!

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E-mail: spahouse@spaassociation.org.uk

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