



ttg mena  
luxury

for premium travel professionals

AUTUMN 2018

**NORTH AFRICA: INTERWOVEN HERITAGES**  
TAPPING INTO ITS RICH POOL OF DIVERSE  
CULTURAL OFFERINGS, NORTH AFRICA IS  
FORGING AHEAD WITH NEWFOUND DYNAMISM

**SPA & WELLNESS: THE BARE NECESSITIES**  
MOVING BEYOND THE REALM OF LUXURY,  
THE WELLNESS SECTOR IS FAST BECOMING  
AN ESSENTIAL TRAVEL COMPONENT

**INTERVIEW**  
KASHA SHILLINGTON, CEO, RESENSE SPA

**PLUS**  
EUROPE  
CITY GUIDE ABU DHABI

# ENDURING

STEADFAST IN ITS INFALLIBLE COMMITMENT TO ADVANCEMENT, THE  
LUXURY TRAVEL INDUSTRY IS BUILDING ON ITS STRONG FOUNDATIONS,  
TO SECURE THE TOURISM POWERHOUSE OF THE COMING ERA

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*Kempinski*



Our global portfolio of spas continues to create tailored and personalised experiences for our guests.

## Q&A

Created in early 2009, Resense Spa – the company behind the award-winning wellness facilities at Kempinski Hotels – is today arguably the fastest growing global spa company, with more than 50 spas in operation and development. Here, we speak to **Kasha Shillington**, CEO, Resense Spa about how the renowned luxury spa specialist is maximising the performance of its brands

### **What is your latest spa and wellness news and what do you have in the pipeline for the rest of the year?**

We are presently opening a new Kempinski The Spa at Kempinski Hotel Muscat, which is an exciting and locally cognisant spa with separate zones, specifically tailored for men and women. We will also have new spa and wellness openings in Kempinski properties in Accra, Ghana and Hangzhou, China. We are very happy that our global portfolio of spas continues to create tailored and personalised experiences for our guests, and drives strong profitability for our hotel owners and partners. We are presently refreshing the Kempinski The Spa concept, which we will launch later in the year.

**What current trends are you noticing on the luxury spa and wellness scene? What do you think is driving these trends and how are you responding?**

Some say wellness is the new luxury; yet, at the same time, it is also becoming an essential part of life. We are all fitter, healthier and more conscious of our nutrition than we have ever been before, and it is critical that hotel stays, whether for business or leisure, support our guests' routines of eating, exercising and living well. This has been clear to Resense and Kempinski since 2009, which is why we established an independent company to focus on this for our brand and service offering. It is important that we integrate spa and wellness into the design and service offering throughout our hotels and resorts. We do this on a specific site-by-site basis, to ensure it is appropriate for our guests and their needs. The integration can include everything, from a healthy café for lunch service within the spa to extending wellness opportunities throughout the property. There is no doubt that guests are savvier about wellness nowadays and it is important that we provide for that, whether that be by offering faster express treatments or result-driven treatments that specifically target people's needs.

**How has the luxury spa and wellness scene changed over the past few years and what do you think the future holds for the sector?**

The industry itself has changed dramatically, however, due to the implied and slow nature of construction, it feels less dramatic. We are now witnessing, and hopefully in our case driving, a major change, which was prompted earlier this decade when it became apparent to us that spas can no longer simply be amenities in hotels. Spas must be integrated into the entire hotel experience and must be a sensible business in their own right within the hotel or resort. The proliferation of destination wellness resorts has certainly helped this – resorts where wellness, rather than rooms, is the primary reason to stay, has made owners and hoteliers sit up and take notice. Spas must provide a concept, clear sense of place and be designed and operated with specificity to survive and be enduring in the long term. Hotel spas must align and support the entire guest experience, and work hard to continue to offer exciting and relevant experiences for guests.

