

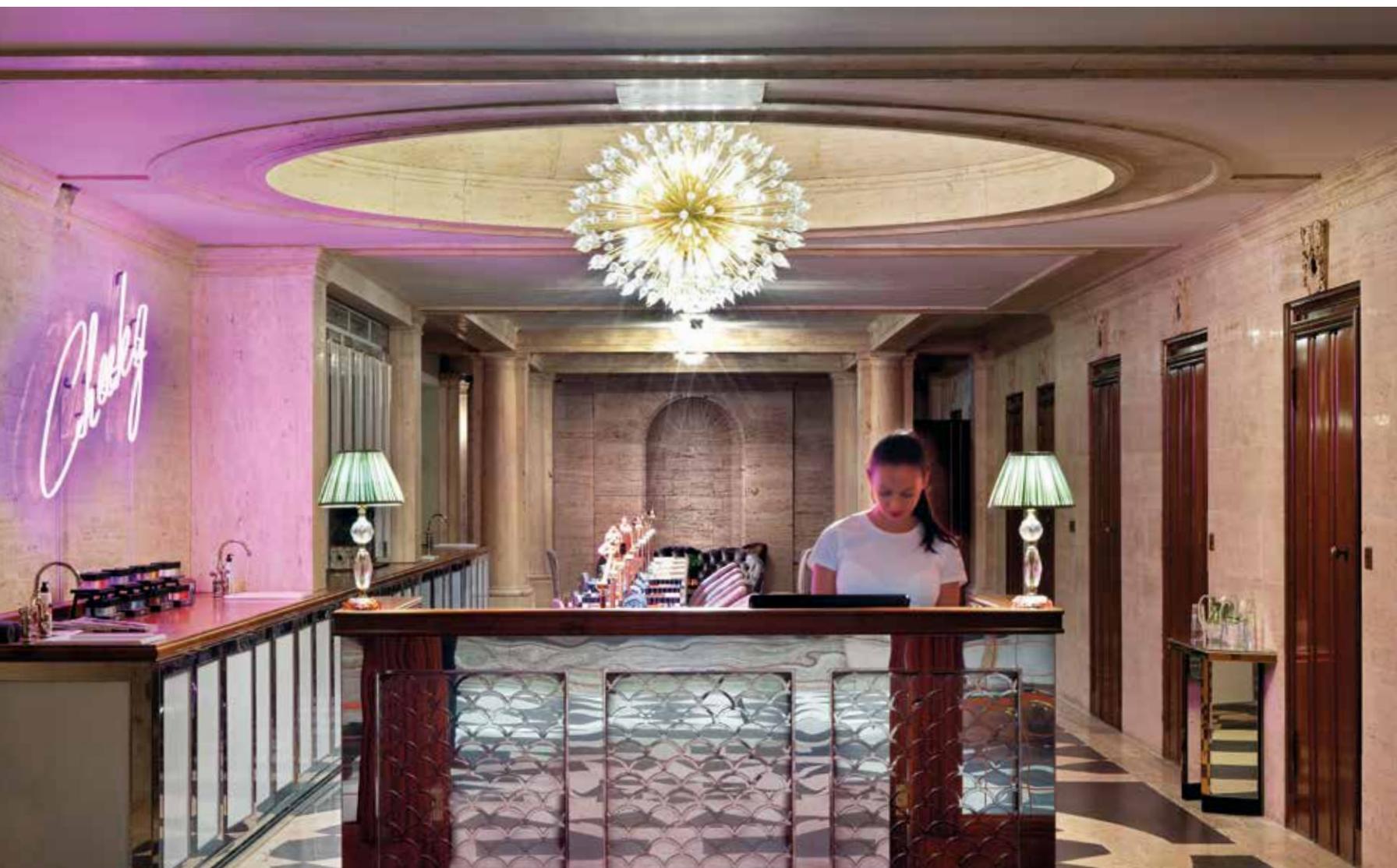
europaean Spa

THE NO.1 MAGAZINE

FOR SPA AND WELLNESS



Issue 59 | August/September 2017 | www.europeanspamagazine.com



HEART OF THE CITY

The Ned is banking on a good return in London's Square Mile

SPA RETREAT LA FORÊT

A new forest spa at Belgium's Domaine La Butte aux Bois

THE SKY'S THE LIMIT

The stunning rooftop spa and garden at Rudding Park, UK

TACTILE, YET TOUGH

Our Expert Guide to the best spa uniforms, robes and towels

A new age of vitality

GOCO Hospitality's Jamie Waring discusses how spas can best serve the wide-ranging needs of an increasingly large global population of over-65-year-olds



“We must create and market our products with a multitude of choices built in and trust that people will find their own routes to us based on their personal requirements.”

The ageing global population presents a massive opportunity for spas. This is a wide range of individuals with varying needs, many of whom fundamentally want to remain active, and spas can encourage this by providing a kinder focus as their clientele mature. By offering gentle treatments and protocols as well as education, spas are ideally placed to create and support a complete holistic lifestyle for this older demographic.

Increasing at an unprecedented rate, those aged 65 and above now make up 8.5% of the world's population – expected to be 17% by 2050, according to the National Institute on Ageing. In Europe this figure is already 18.9%, according to Eurostat, with birth rates continuing to decrease.

Among this broad, multi-layered demographic, there is one uniform truth – no-one really wants to see themselves as an ageing person. Spas can circumvent this by positioning their marketing, imagery and offering in such a way as to allow guests to recognise their aspirations while enjoying treatments and programmes that are relevant to their time of life.

For mature clients, spa treatments need to encourage and support mobility and the full range of motion as, with age, ligaments tighten and movement can be more restricted. Encouraging core stability and mindfulness is the key, as is supporting the mind-body element through spa menus and exercise programmes.

While it was once understood that, at a certain age, a brain was ‘set’ and wouldn't develop any further, we've since discovered the concept of neuroplasticity – namely, that the brain is ‘plastic’ at every age and can absorb new ideas as well as develop new pathways throughout a person's life.

Consequently, classes such as yoga and Tai Chi are excellent for an ageing population – they constitute less stressful exercise but are just as effective, particularly for encouraging the pathways between the brain and muscles, which can also help to combat the onset of various age-related illnesses such as mental deterioration.

Alongside getting older, the global population as a whole is also becoming more educated when it comes to the benefits of leading a healthy lifestyle, paying closer attention to diet, nutrition, exercise and mindfulness.

Pro-active ageing

I believe that one of the most important parts of ageing well and encouraging longevity is brain nutrition. It's all about the fuel you put in your body to live a healthy, long and vibrant life, and spas could encourage a greater integration of nature and nutrition as a foundational part of what they do, as well as offering locally-sourced and organic food wherever possible.

In addition to feeling good, people also want to look good. Lots of cutting-edge treatments are becoming more available, such as stem-cell therapy, which is already used for professional sports injury treatment and is becoming increasingly accessible and volume-driven within the spa and wellness markets.

Innovation and being constantly outward-looking is key. The diversity of the older demographic means we can't neatly box everyone into a very specific age-related profile. Rather, we must create and market our products with a multitude of choices built in and trust that people will find their own routes to us based on their individual requirements. It is vital to keep looking for the best on a global level in order to help guests to achieve their goals on a very personal, and personalised, journey. ●●●●●

Meet the expert

Former CEO of Holmes Place and COO of Six Senses, Jamie Waring is now group director of operations for global development, management and consultancy company GOCO Hospitality, which is currently building wellness retirement communities and spas around the world. www.gocohospitality.com