

magazine

Edition 01/2019

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Psammo Therapy

A tradition that dates back thousands of years



Psammotherapy – or hot sand therapy – comes from the word *psammo*, which is the Greek word for sand, and its origins date back thousands of years ago, to Ancient Egypt. The Egyptians took “baths” in the hot desert sand, which was naturally heated by the sun’s rays, to treat a number of ailments, from scoliosis to inflammatory diseases.

In psammo therapy, the sand cradles and contours to the body, while the heat stimulates the skin and increases blood circulation to the dermal tissue. Today, Gharieni has taken this age-old healing technique and combined it with the most sophisticated technology and design to create the innovative MLX Quartz bed.

Filled with warm quartz sand crystals that create the perfect contour to each individual body, the MLX Quartz bed cradles and cocoons the body before the treatment even begins. The built-in heater warms the quartz crystals to the perfect temperature, and the deep, dry heat of the quartz sand transports the heat slowly, gently and deep through the entire body, for the ultimate in relaxation.

‘ROI on the Quartz bed has been exceptional’

Interview with Clive McNish, General Manager of Glen Ivy Hot Springs

Please can you tell us a bit about Glen Ivy?

Glen Ivy Hot Springs has been in existence for more than 150 years and welcomes more than 200,000 guests per year. The resort is one of the largest of its kind in the United States and features 19 pools, saunas and steam rooms, three restaurants, a cocktail lounge, and over 50 treatment rooms.

The property was acquired by GOCO Hospitality in 2016, and in the last three years has undergone a multi-million dollar renovation. We place a tremendous emphasis on delivering five-star service, and have extensive



training programs to ensure that every guest who visits Glen Ivy Hot Springs will enjoy an exceptional wellness experience.

Why did you bring in the Quartz bed?

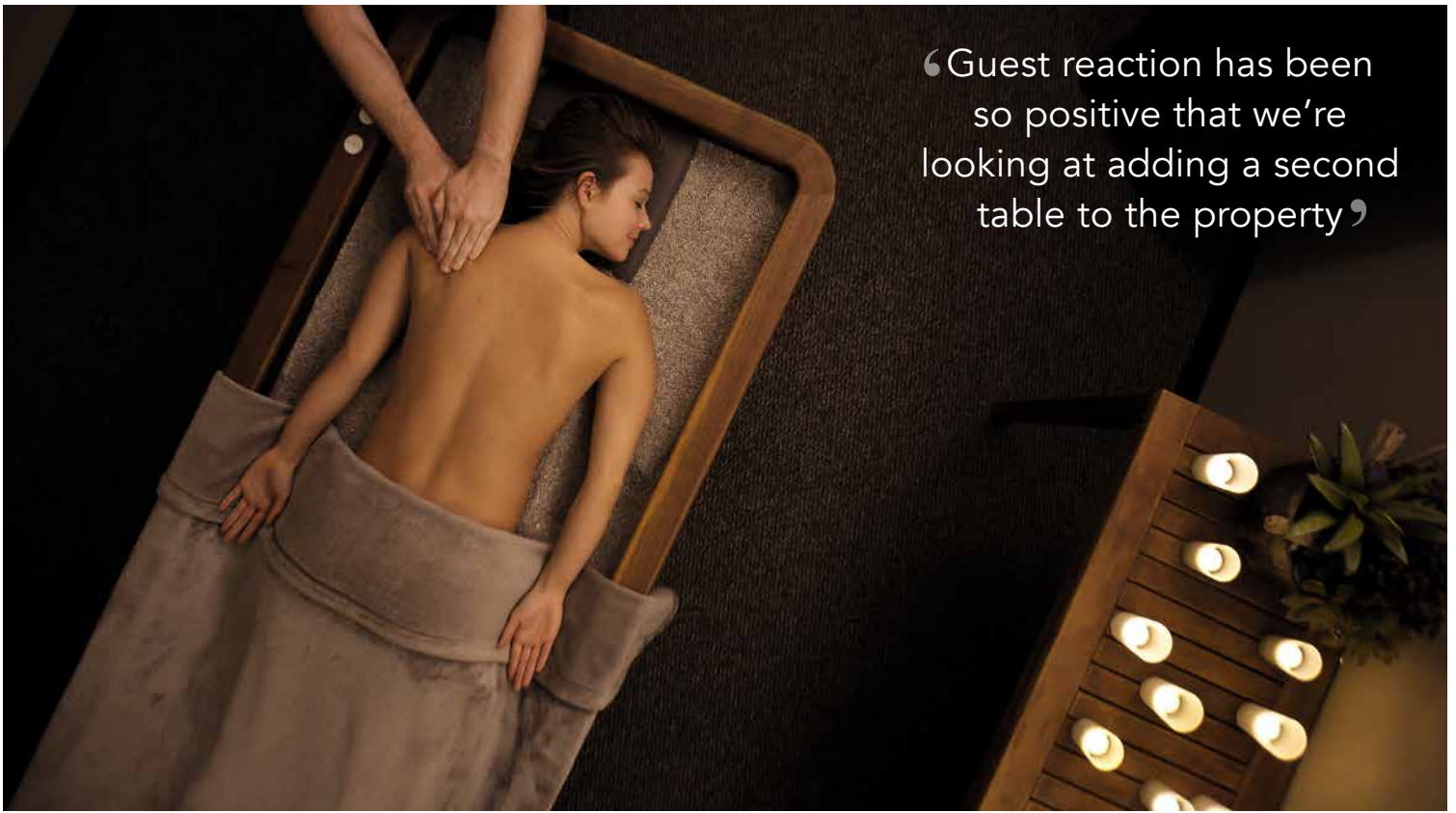
We added the Quartz bed to our offerings in January 2018, and over the last year we've had over 1,200 guests experience a massage on it.

In adding the table to our menu, we wanted to provide our guests with an elevated massage experience and to introduce them to the physical and emotional benefits of

MLX QUARTZ BED RETURN ON INVESTMENT

Treatment Description	Treatment Length in minutes	Cost	# of treatments per day per therapist	Daily Gross Revenue	Weekly Gross revenue	Monthly Gross revenue	Additional Monthly Revenue	Cost Gharieni Quartz Table with Gold quartz, Maxi accessories set and training	Investment recouped (in month)	Surplus income after one year	Surplus income after 5 years
Day Spa Massage*	50	\$89.00	6	\$534.00	\$3,738.00	\$16,020.00					
MLX Quartz Upgrade	50	\$129.00	6	\$774.00	\$5,418.00	\$23,220.00	\$7,200.00	17,882 €	2.5	68,518.00	414,118.00
Resort Spa Massage*	50	\$150.00	6	\$900.00	\$6,300.00	\$27,000.00					
MLX Quartz Upgrade	50	\$200.00	6	\$1,200.00	\$8,400.00	\$36,000.00	\$9,000.00	17,882 €	2.0	90,118.00	522,118.00

*source: ISPA industry study



‘Guest reaction has been so positive that we’re looking at adding a second table to the property’

psammo therapy. We remain very excited to have one of the only tables of its kind in the region. Reaction to the Quartz bed has been phenomenal – in fact, bookings have been so strong and the guest reaction has been so positive, that we’re looking at adding a second table to the property.

Has the Quartz bed helped marketing efforts?

The Quartz bed truly adds a whole new dimension to the guest experience. Having the Quartz bed allows us to continue to develop our reputation as a wellness resort and to expand our market positioning. Therefore, the Quartz bed has become a standard mention in our marketing message. It has also generated tremendous enthusiasm among the Southern California and industry press. We’re able to capitalize on this enthusiasm, and much

of our press coverage over the last year has been precipitated by a massage utilizing the Quartz bed.

Has the Quartz bed helped with ROI?

ROI on the Quartz bed has been exceptional. Demand for the table is high, and guests are paying a premium price for the service. We recouped our investment within four months of purchase.

Of almost equal importance, though, is the enthusiasm it generates for our staff. Our team conducts over 400 treatments each day and is comprised of over 100 therapists. Having the Quartz bed is as exciting for our providers as it is for our guests. The Quartz table has been a fantastic addition, allowing us to offer a multidimensional service which not only wows and delights our guests, but also keeps our therapists stimulated and engaged.

At Glen Ivy, the Quartz bed has generated excitement from guests as well as the press, but the therapists also love working with it