

# spa business

## Lee Woon Hoe

Reveals why Banyan Tree is launching a new wellbeing concept right now

## Immune boosting

Spas get innovative with their programmes

## SPA-GOER BEHAVIOUR

Studies track consumer attitudes towards spas after coronavirus

## Touchless treatments

What options are available to spas?

SPA  
DESIGN  
2030

WHAT IS  
THE ULTIMATE  
PANDEMIC-PROOF  
MODEL?

ISPA'S NEWLY ELECTED CHAIR

# Patrick Huey

*Safety & consistency are the new markers of luxury*

PHOTO: DANIELLE KNOX / AGMAG CREATIVE

For more on this subject, please see our expanded section on Spa Design 2030 in the *2021 Spa Business Handbook*, due out later this year

Now is the time to embrace biophilic design, such as Aidia Studio's cactus inspired hospitality pod

PHOTO: ERIC L. LOPEZ BY AIDIA STUDIO

Ask an expert...

## Spa design 2030

COVID-19 is going to act as a catalyst for innovation in spa design, both immediately and in years to come. Experts give their predictions about pandemic-proof models

COVID-19 has changed our industry – and our world – in myriad ways. Across the globe, spas are scrambling to keep up with new rules and regulations on hygiene and protocols as they slowly begin to reopen in the midst of an ongoing pandemic. Social distancing, cleanliness and health and safety guidelines are at the top of everyone's mind right now, but what about the future of spa design beyond that?

How is what we're facing now going to change innovation in the future? From new surfaces and materials to advances in technology, a renewed focus on clean air and circulation, and an emphasis on biophilic design – many of these things were trends already in the making, but have

now been accelerated as we try to get a grip on the best way to do business moving forward.

And as scientists warn us that even after a vaccine for COVID-19, there are sure to be more diseases on the horizon, we wonder – what is the ultimate pandemic-proof business model for spas? How do you design for a world in which so much remains uncertain and unknown? We reached out to some of the top names in spa design to get their thoughts.



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**Diana F Mestre** owner, Mestre & Mestre Spa & Wellness Consulting

**O**ntological design is a concept that describes the circularity or feedback loops inherent in the way we design our lives. We shape the world and spaces we inhabit and they, in turn, mould us, changing our behaviour and lifestyle. In other words, what we design is designing us back. We mirror the environment we create, and our ethical responsibility is to create future structures that will improve our existence.

Based on this, the outlook in spa design will incorporate a myriad of elements impacted by technological advancements, sustainability, the science of longevity and life extension. Such design will respond to the need for better ventilation, improved oxygen-infused airflow and



advanced antimicrobial materials, including antiviral coatings and surfaces. It will incorporate water quality, biophilic design and flexible outdoor spaces that allow reconnection with nature. Design must be enhanced by sustainable, energy-efficient strategies like solar and geothermal technology and botanical herbal spa gardens.

We will also see spatial reconfiguration and

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multisensory experience spaces based more on psychological and physiological responses to stimuli, such as neuro-dreaming and mind-renewal hubs. There will be an increased interest in genomics and DNA analysis and personalised programmes created to improve health, nutrition, and fitness. Quantum rooms, where noninvasive magnetic resonance diagnosis brings the latest technology to repair and renew the body, will be seen in more and more spas.

However, in spite of all the future technological advancements, it's vital to remember that we need the connection to others, to nature, and to ourselves in order to thrive. Creating safe wellness spaces where we can nurture these connections remains at the foundation of future wellness design.

■ *Diana F Mestre has more than 35 years of experience in the development of spa and wellness projects. [www.mestre-spa-mestre.com](http://www.mestre-spa-mestre.com)*

**Josephine Leung** group director of design & development, GOCO Hospitality

**C**OVID-19 has already forced a shift in what we find important in spa design. As guests become acutely aware of health, safety and cleanliness, the spa must adapt to fulfil these needs. Resilient design, a concept that will one day be as common as universal design is today, allows spaces of all kinds to be adaptable in even the most unforeseen circumstances.

In the wake of the pandemic, I see spas and wellness destinations utilising design and technology in new and innovative ways to create guest journeys that are focused more on health and immunity enhancement, and performed in guest-centric spa treatment suites, where therapists and treatments come to them.



Through wearable tech, digital integrations with smart building management systems will be used to enhance the wellness experience, adjusting lighting, temperature, music and aromas to synchronise with the physical state of the guest.

When it comes to cleanliness through design, spas will need to walk a thin line

Resilient design allows spaces of all kinds to be adaptable in even the most unforeseen circumstances

between necessary changes and overcompensation. Interior fittings and furniture coverings will need to be easy enough to clean, or even self-cleaning. In the near future, in-room UV light fixtures that sterilise entire spa suites and touchless processes, from opening doors to checking-in, will become standard.

We're already working on several projects that incorporate resilient, sustainable design to create unique and adaptable wellness spaces that I believe will be the precursor to a new design

movement that we like to call resilient wellness. Whether the future needs more privacy or our pent-up need for intimacy and community flourishes, the spas of the future will need to be designed in a resilient way that allows for both eventualities, individually and simultaneously. ●

■ *Josephine Leung works on concept creation, master planning, strategy, programming and technical services for GOCO's spa and wellness projects. [www.gocohospitality.com](http://www.gocohospitality.com)*