

ESTTA Tracking number: **ESTTA634581**

Filing date: **10/22/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Trilogy I/P LLC
Granted to Date of previous extension	10/22/2014
Address	505 S. Madison Drive Tempe, AZ 85281 UNITED STATES

Attorney information	Laurence S. Rickles Eckert Seamans Cherin & Mellott, LLC 50 South 16th Street PHILADELPHIA, PA 19102 UNITED STATES lricks@eckertseamans.com, ipdocket@eckertseamans.com, lmcguinness@eckertseamans.com, blabutta@eckertseamans.com Phone: 215-851-8400
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### Applicant Information

Application No	86178373	Publication date	06/24/2014
Opposition Filing Date	10/22/2014	Opposition Period Ends	10/22/2014
Applicant	Bacchus Fund LLC 2522 Artesia Blvd. Suite 200 Redondo Beach, CA 90278 UNITED STATES		

### Goods/Services Affected by Opposition

Class 044. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Massage therapy services
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Mark Cited by Opposer as Basis for Opposition

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	TRILOGY		
Goods/Services	spa management and consulting services		

Attachments	NOTICE OF OPPOSITION - SN 86-178,373 (M1299013).pdf(395370 bytes ) EXHIBIT A TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299017).pdf(795473 bytes ) EXHIBIT B TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299018).pdf(451560 bytes ) EXHIBIT C TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299020).pdf(967911 bytes ) EXHIBIT D TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299028).pdf(3945245 bytes ) EXHIBIT E TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299029).pdf(383912 bytes ) EXHIBIT F TO MASSAGE TRILOGY NOTICES OF OPPOSITION (M1299031).pdf(983505 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Laurence S. Rickles/
Name	Laurence S. Rickles
Date	10/22/2014

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS  
BEING TRANSMITTED ELECTRONICALLY TO THE  
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By: 

DATE: 10-22-14

BOX TTAB - FEE

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

TRILOGY I/P LLC,

Opposer,

v.

BACCHUS FUND LLC,

Applicant.

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Opposition No.: \_\_\_\_\_  
Mark: **MASSAGE TRILOGY**  
Serial No.: 86/178,373

**NOTICE OF OPPOSITION**

Honorable Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Trilogy I/P LLC, an Arizona limited liability company having an address at 505 S. Madison Drive, Tempe, Arizona 85281 ("Opposer"), believes that it is and will be damaged by the registration of the mark **MASSAGE TRILOGY**, as shown in U.S. Application Serial No. 86/178,373, for the services identified in International Class 44, as published in the Official Gazette on June 24, 2014, and hereby opposes the same. The grounds for opposition are as follows:

1. Opposer is a spa management company which consults with, develops and manages spas in hotels, resorts, and mixed-use properties across the United States, including the Guerlain Spa at the Waldorf-Astoria New York and the Ritz-Carlton Marina Del Rey (California). See attached Exhibits A and B.

2. Opposer has used **TRILOGY** as a trade name in connection with its spa management and consulting business since at least as early as 2011, including but not limited to as part of the business names Trilogy Spa Ventures and Trilogy Spa Holdings (hereinafter, collectively, the **TRILOGY** trade name). See attached Exhibit C.

3. The **TRILOGY** trade name is inherently distinctive when used in connection with Opposer's spa management and consulting services, and it has acquired commercial strength and distinctiveness by virtue of Opposer's marketing and sales activities in U.S. commerce and the success of such activities.

4. Opposer actively advertises and promotes itself and its services under the **TRILOGY** trade name, including but not limited to marketing done through its own website at [www.trilogyspaholdings.com](http://www.trilogyspaholdings.com); press releases published in industry publications such as American Spa and Discover Spas, through business publications such as Business Wire and Bloomberg, and others (See attached Exhibit D); and a profile maintained on Attractions Management (See attached Exhibit E). Opposer and its spa management and consulting services offered under the **TRILOGY** trade name have also been featured in articles in third party publications including [www.fashionmag.com](http://www.fashionmag.com), [www.spaopportunities](http://www.spaopportunities.com), the Spa Finder blog, Business Weekly, and Lodging Magazine (See attached Exhibit F).

5. Opposer and its **TRILOGY** trade name are well and favorably known within the industry, and the goodwill associated with the **TRILOGY** trade name and the spa management and consulting services offered thereunder are one of Opposer's most valuable assets.

6. Bacchus Fund LLC, a Nevada limited liability company located at 2522 Artesia Blvd., Suite 200, Redondo Beach, California, 90278 ("Applicant"), seeks to register **MASSAGE TRILOGY** as a mark for use in connection with "Massage therapy services," in International



Class 44, as evidenced by Applicant's intent-to-use Application Serial No. 86/178,373 filed on January 29, 2014.

7. Applicant's mark, as intended for use in connection those services identified in the opposed application, so resembles Opposer's trade name that is likely to cause confusion, or to cause mistake, or to deceive as to Applicant's affiliation or association with Opposer and the spa management and consulting services offered under Opposer's **TRILOGY** trade name.

8. Applicant's proposed mark is confusingly similar to Opposer's trade name in that Applicant's **MASSAGE TRILOGY** mark comprises the entirety of Opposer's **TRILOGY** trade name with the addition only of generic terminology with no trademark significance. Applicant has disclaimed the generic term **MASSAGE**, and that term cannot distinguish Applicant's mark and intended services from Opposer's trade name as used in connection with Opposer's services and business.

9. Applicant intends to use its mark on services that are closely related to those offered by Opposer under the **TRILOGY** trade name, given that the services identified in Applicant's application – namely, “massage therapy services” – are the type of services that are offered through the spas that Opposer consults with, develops and manages. Accordingly, members of the relevant trade and public are likely to mistakenly believe that Applicant's services are rendered by or under license from or in affiliation with Opposer.

10. Opposer has priority of use since the **TRILOGY** trade name has been in use in commerce as a trade name since at least as early as 2011, and such use has been continuous and commercially significant, while Applicant claims no date earlier than January 29, 2014, the filing date of its intent-to-use application, for the purpose of priority in the United States.

11. If Applicant is permitted to register **MASSAGE TRILOGY** as a mark for the services identified in the opposed application, confusion of the relevant trade and public is likely to result, which will damage and injure Opposer and its goodwill in its **TRILOGY** trade name.

12. Upon encountering Applicant's mark for the services identified in the opposed application, potential purchasers are likely to mistakenly believe that such services are offered by or in association with Opposer, or that Opposer and Applicant are affiliated.

13. Any defect, objection to, or fault found with Applicant's spa services offered under the **MASSAGE TRILOGY** mark would reflect upon and injure the reputation that Opposer has established for its own spa management and consulting services offered under the **TRILOGY** trade name.

14. If Applicant is granted a registration for the **MASSAGE TRILOGY** mark for the services identified in the opposed application, Applicant will obtain thereby at least a *prima facie* exclusive right to use the mark. Such registration is a source of damage and injury to Opposer as the prior user of the **TRILOGY** trade name.

15. WHEREFORE, Trilogy I/P LLC prays that the registration of the mark of Application Serial No. 86/178,373, for the services identified therein be refused and that this opposition be sustained.

Respectfully submitted,

Dated: October 22, 2014

By: /s/ Bridget Heffernan Labutta  
Roberta Jacobs-Meadway, Esq.  
Laurence S. Rickles, Esq.  
Bridget Heffernan Labutta, Esq.  
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**ATTORNEYS FOR OPPOSER**

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and correct copy of the attached  
Notice of Opposition was served on Applicant via US Mail and Email on the dated listed below:

Nathan W. Heyde  
Varner & Brandt LLP  
3750 University Ave Ste 610  
Riverside, CA 92501-3323  
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Dated: October 22, 2014

By: /s/ John F. Metzger  
John F. Metzger

# **EXHIBIT “A”**



PROFESSIONAL SPA MANAGEMENT WORLD-CLASS BRANDS

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Providing access to the world's most iconic beauty brands for use in distinctive hotel properties...



Trilogy Spa Holdings... the critical management link between hospitality companies and international beauty brands

Trilogy Spa Holdings (Trilogy), is a professional spa management company dedicated to creating and operating the most innovative, service-centric





### Who We Are

Hoteliers recognize spas as essential components of their properties. Spas have the opportunity to.

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### Our Services

Global Beauty Brands are pursuing "brand building" alternative distribution opportunities

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and performance optimized branded spas in the hospitality industry.

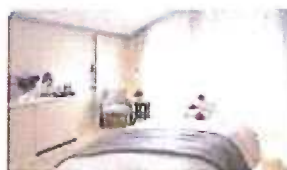
Built on a foundation of experienced spa operators and hospitality industry veterans, Trilogy is the critical management link between hospitality companies brands.

Trilogy utilizes international beauty brands and owned brands, to ensure your property is differentiated, maximizes revenue and profits for your spa and contributes to your property's value by increasing occupancy and group spend.

## Portfolio



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Well Being GUERLAIN

SPA  REY

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Trilogy Awards

Waldorf Astoria, New York · Guerlain Spa

Best Urban Hotel Spa 2013

Spa Finder Wellness

## Fairmont Scottsdale Princess, Well & Being

- Conde Nast Traveler
- "Top 100 Resort Spas" in U.S. Mainland: 2011-2014
- Forbes Travel Guide
  - Four Star Award Recipient, 2007-2014
- Arizona Republic/azcentral.com Critics' Choice Awards
  - Best Resort Spa 2013
- Arizona Business Magazine, "Ranking AZ: The Best of Arizona Business"
  - #1 Resort Spa 2012- 2014
- Scottsdale Living Magazine, Best of Scottsdale
  - Best Splurge Day Spa 2014

## Ritz-Carlton Marina Del Rey

Best Day Spa 2013

Argonaut Magazine, Best of the Westside

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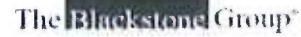
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Trilogy Properties & Client List



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## Who We Are

Successful spa operations require experienced, successful management. The Principals of Trilogy have over 100 years of combined experience in three vital areas required to serve the "four and five star" hospitality markets:

- **Spa:** The Principals of Trilogy transformed the Elizabeth Arden Red Door Spa organization from 2 units to more than 146 units in 26 markets, operating domestically and internationally.
- **International Brands:** Trilogy's Chairman co-founded La Prairie. He and other senior executives have held CEO and other senior management positions operating prestige global companies.
- **Hospitality:** The Co-Chairman and senior management of Trilogy held the CEO and other senior positions in NYSE-listed hospitality industry companies. Trilogy has deep and successful experience operating in "host environments" with third party and branded entities.



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## Waldorf Astoria New York Selects Trilogy Spa Ventures to Operate Guerlain Spa at Iconic New York City Property

New Services and Facility Upgrades Starting August 2011

May 25, 2011 | This information originated in American English.



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Waldorf Astoria New York has chosen Trilogy Spa Ventures to operate the hotel's luxury Guerlain Spa beginning August 1, 2011. Credit: Waldorf Astoria Hotels & Resorts.

**NEW YORK** - Waldorf Astoria New York has chosen Trilogy Spa Ventures to operate the hotel's luxury Guerlain Spa beginning August 1, 2011. As part of this agreement, Trilogy also assumes oversight of the hotel's Guerlain retail boutique.

"The Guerlain Spa at The Waldorf=Astoria provides truly exceptional and transformative spa experiences to both distinguished hotel guests and discerning New Yorkers," stated Eric O. Long, general manager, The Waldorf=Astoria. "We have selected Trilogy Spa Ventures to provide spa services, as well as an enhanced menu of treatments that will accommodate our spa guests' distinct needs. Their industry expertise will serve as an asset to our spa."

"Waldorf Astoria Hotels & Resorts and Guerlain are two famed luxury brands," said David Stoup, Trilogy chairman. "We look forward to aligning our organization in such a way that delivers a lavish spa experience for hotel guests and New Yorkers alike."

Nineteen floors above the famed Waldorf lobby, the spa creates a serene oasis in the famed Waldorf Towers. The 14,000 square-foot Guerlain Spa features 16 treatment rooms, consisting of 13 dry rooms and three fully appointed wet therapy suites for hydrotherapy and Vichy shower, a relaxing footbath lounge, interconnecting and double rooms for couples and groups, freshly prepared beverages and stunning views of midtown Manhattan. In advance of the August re-launch, the facility will receive a renewed lighting package and new soft goods.

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A world leader in beauty for nearly 200 years, Guerlain creates fragrances, makeup and skincare of exquisite quality and French luxury. With a reputation for unparalleled devotion to innovation and excellence, handed down from generation to generation, each creation is steeped in history and reflects the discerning tastes of elegant women worldwide.

Trilogy provides spa operations services and offers access to the world's most iconic beauty brands for luxury hospitality properties. The principals of Trilogy possess a lifetime of experience operating in the beauty, spa and hotel arenas.

World-renowned, Waldorf Astoria New York is one of the first hotels to combine elegance, luxurious amenities and premier services. For more than a century, the hotel's staff has been committed to the service traditions of the world's grand hotels, ensuring that each guest is provided with a delightfully memorable visit. Recognized as an official New York City landmark since 1992, Waldorf Astoria New York is lauded by many as the epicenter of the city's cultural, commercial, social and political life.

Reservations for services at the Guerlain Spa at Waldorf Astoria New York will be accepted beginning July 1, 2011, at +1 212 872 7200. For more information, please visit [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com) or [www.WaldorfNewYork.com](http://www.WaldorfNewYork.com).

Contact:

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About Waldorf Astoria New York

Waldorf Astoria New York, an official New York City landmark since 1993, has been an internationally recognized symbol of elegance and grace for more than 100 years. As such the Art Deco masterpiece, occupying an entire city block of midtown Manhattan, is at the epicenter of the city's cultural, commercial, social and political life. A grand hotel in the grandest of traditions, with cosmopolitan restaurants, bustling lounges and bars, more than 60,000 square feet of high-tech equipped function space, state-of-the-art business center and intriguing boutiques, Waldorf is a microcosm of the city it has served so well for so long. Waldorf Astoria New York is a member of Waldorf Astoria Hotels & Resorts and Hilton Worldwide. Call 1-800-WALDORF or visit [www.waldorfnyc.com](http://www.waldorfnyc.com) for more information.

About Guerlain

A world leader in beauty for nearly 200 years, Guerlain creates makeup, skincare, and fragrances of exquisite quality and refinement. With a reputation for unparalleled devotion to luxury, innovation, and excellence, handed down from generation to generation, each creation from the house of Guerlain is steeped in history—a reflection of elegance, sophistication, and discerning taste worldwide. For further information about Guerlain, visit [www.guerlain.com](http://www.guerlain.com).

About Trilogy Spa Ventures

Trilogy Spa Ventures was formed by David Stoup and Robert Boykin and launched in January 2011. Designed to establish mutually beneficial relationships between beauty brands and hotels, residences and mixed-use properties, Trilogy Spa Ventures acts as the critical spa management link between hospitality companies and beauty brands to ensure an optimal return for its hotel partners. Trilogy Spa Ventures is headquartered in New York, with offices in Arizona.

About Waldorf Astoria Hotels & Resorts

Waldorf Astoria Hotels & Resorts is a portfolio of more than 28 landmark destinations, each being a true reflection of their surroundings in the world's most sought after locations. Unified by their inspirational environments and unparalleled guest service, Waldorf Astoria creates unforgettable moments through the delivery of True Waldorf Service. Personal concierges deliver unparalleled, bespoke service from the moment a guest books through check out. Waldorf Astoria is a part of Hilton Worldwide, a leading global hospitality company. Experience Waldorf Astoria

by booking at [www.waldorfastoria.com](http://www.waldorfastoria.com) or [www.waldorfastoria.com/offers](http://www.waldorfastoria.com/offers). Learn more about this expanding portfolio by visiting [news.waldorfastoria.com](http://news.waldorfastoria.com).

#### About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 12 world-class global brands is comprised of more than 4,200 managed, franchised, owned and leased hotels and timeshare properties, with more than 890,000 rooms in 93 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit [news.hiltonworldwide.com](http://news.hiltonworldwide.com) for more information and connect with Hilton Worldwide at [www.facebook.com/hiltonworldwide](http://www.facebook.com/hiltonworldwide), [www.twitter.com/hiltonworldwide](http://www.twitter.com/hiltonworldwide), [www.youtube.com/hiltonworldwide](http://www.youtube.com/hiltonworldwide), [www.flickr.com/hiltonworldwide](http://www.flickr.com/hiltonworldwide), and [www.linkedin.com/company/hilton-worldwide](http://www.linkedin.com/company/hilton-worldwide).



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# **EXHIBIT “B”**



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## Accomplished Beauty & Hospitality Veterans Join Forces to Launch Trilogy Spa Ventures, LLC

Thu Jan 20, 2011 9:30am EST

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### Accomplished Beauty & Hospitality Veterans Join Forces to Launch Trilogy Spa Ventures, LLC

#### David Stoup & Robert Boykin Partner to Redefine the Branded Spa Concept

David Stoup, respected beauty and cosmetic executive, and Robert Boykin, veteran hospitality professional, announce the launch of their joint enterprise, Trilogy Spa Ventures, LLC. Trilogy Spa Ventures leverages the expertise of its founders in the beauty and hospitality industries to offer exclusive access to the world's most iconic beauty brands for use in distinctive properties. In addition, Trilogy Spa Ventures will create and manage proprietary spa brands, as well as develop retail opportunities on behalf of their clients.

"There is a great demand to be met in the branded spa business. Using my past experience in building beauty brands paired with Bob's expertise in the hospitality industry, we will redefine the spa category by creating powerful synergies between beauty brands and properties," said Mr. Stoup, Chairman and CEO. "Trilogy Spa Ventures will stand as the definitive resource to ensure the most profitable experience for the property, spa and beauty brand, as well as an unparalleled experience for spa guests."

Mr. Stoup and Mr. Boykin, Co-Chairman of Trilogy Spa Ventures, are joined by experienced spa operators with a proven track record of success managing the finest brands in the world, such as Bliss Spas, Frederick Fekkai, La Prairie, and Elizabeth Arden Red Door Spas. Select members of the Trilogy Spa Ventures team, including Mr. Stoup, Senior Vice President of Operations Julia Petrini, and Senior Vice President of Merchandising Debi Foi, began working together over 15 years ago at Elizabeth Arden Red Door Spas. Their joint efforts contributed to the growth of Elizabeth Arden Salon Holdings from two Red Door spas to 142 day spas in 26 markets throughout the United States and the United Kingdom.

The lifetime of experience held by the executives provides Trilogy Spa Ventures with the unique ability to partner beauty brands and hotel brands to create synergistic branded spas that maximize local capture and hotel guest "share of wallet." Trilogy Spa Ventures has a proprietary, brand-centric approach specific to each property, which results in a high-performance and seamlessly integrated spa solution. The company applies proven success metrics to ensure enhanced financial performance, which mitigates risk for all partners and fulfills Trilogy Spa Ventures' mandate to increase hotel rates and occupancy.

Throughout his thirty plus years in the business, Mr. Stoup has both founded and re-invented upscale consumer products and companies. Mr. Stoup's industry experience includes his current position as Co-Chairman of Weil Lifestyle, LLC, as well as co-founding La Prairie, Inc., Phillip Kingsley Products, Inc., Colours & Scents and Perry Ellis Shoes. In 1992, Mr. Stoup secured the exclusive worldwide rights to operate the Red Door Spas under

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Trilogy Spa Ventures crafts agreements to provide turnkey spa management services and ensures the expectations of all business partners are aligned. The organization shares risks and rewards with partners to earn longevity as operators by meeting financial milestones.

The Company's web site launched earlier this month and may be found at [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

#### About Trilogy Spa Ventures

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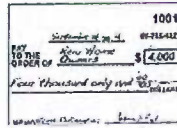
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## Accomplished Beauty & Hospitality Veterans Join Forces to Launch Trilogy Spa Ventures

*David Stoup & Robert Boykin Partner to Redefine the Branded Spa Concept*

NEW YORK, NY - January 22, 2011 -David Stoup, respected beauty and cosmetic executive, and Robert Boykin, veteran hospitality professional, announce the launch of their joint enterprise, Trilogy Spa Ventures, LLC. Trilogy Spa Ventures leverages the expertise of its founders in the beauty and hospitality industries to offer exclusive access to the world's most iconic beauty brands for use in distinctive properties. In addition, Trilogy Spa Ventures will create and manage proprietary spa brands, as well as develop retail opportunities on behalf of their clients.

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**The Hotel Asset Manager's Role in Creating Value Through Revenue Management**

*Kristie Dickinson, Vice President, Capital Hotel Management*

Ask any hotel asset manager what they are focused on these days and revenue management will undoubtedly be at the top of the list. Demand has reached record levels and supply growth remains largely in check, setting the stage for what promises to be another year of healthy RevPAR growth (forecasted in the four to six percent range, depending on the source). With strong gains in revenue comes increased profit potential. Exactly how much revenue will be realized from incremental sales lies squarely in the hands of revenue managers, who must grapple with an ever expanding distribution landscape and rising guest acquisition costs. The complexities surrounding hotel revenue management, coupled with its influence on bottom line results, has garnered much attention by hotel owners and investors, and by extension, the asset managers responsible for aligning operating team efforts. Hotel asset managers can help shape and support the revenue management function to ensure hotels achieve their profit targets and ultimately optimize the asset's overall value. [Read more.](#)

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group in May 2000.

Mr. Boykin's expertise in the hospitality industry spans property operations, corporate administration and real estate development and acquisitions. Prior to founding Trilogy Spa Ventures, Mr. Boykin enjoyed an extensive career in the lodging industry with The Boykin Group and Boykin Management Company. The firm has operated over 20,000 hotel rooms in twenty states as independent resorts, hotels and conference centers, including Doubletree, Embassy Suites, Holiday Inn, Hilton, Marriott and Radisson properties. In 1996, The Boykin Group, for which Mr. Boykin currently acts as Chairman and CEO, took its portfolio public on the New York Stock Exchange (NYSE:BOY) as a real estate investment trust (REIT) and was subsequently sold to a private equity firm in 2006.

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#### Hotel Sales & Marketing: The Heart of the Matter

Of all the areas of a hotel's operation, perhaps none are as crucial, challenging and dynamic as the Sales and Marketing department. In their rapidly evolving world, change is the only constant, driven by technological innovations and the variable demands and expectations of a diverse traveling public. These professionals occupy a vast, multi-channel universe and it is incumbent on them to choose wisely when determining where and how marketing dollars are to be spent to generate revenue from all their multiple constituencies – individuals,



corporate guests, groups and wholesalers. Complicated decisions are made and complex plans are devised, based on answers produced from intricate questions – What is the proper balance between Direct vs. Indirect Channel Sales? What kinds of resources are to be devoted to a comprehensive digital marketing program (website, email, social, blog, text and online advertising) on multiple channels (desktop, tablet and smart phone)? What are the elements driving local market conditions and how can local people be attracted and the local competition bested? How does an operation research, analyze and partner with group business generators, meeting planners, wholesalers, incentive travel companies, corporate travel departments, and franchise-sponsored marketing programs? How can effective sales incentive programs be implemented and how can a strategic marketing campaign be deployed? How are new sales leads prospected, qualified, sold and closed? The November Hotel Business Review will examine some of these critical issues and explore what some sales and marketing professionals are doing to address them.

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## Beauty & Hospitality Vets Stoup and Boykin Launch Trilogy Spa Ventures, LLC

By Julie Keller, Editor-In-Chief | JAN 20, 2011

### TRILOGY spa ventures

Longtime beauty and cosmetic industry exec David Stoup and hospitality veteran Robert Boykin have joined forces to launch Trilogy Spa Ventures, LLC.

The new company will offer exclusive access to a variety of iconic beauty brands for use in distinctive properties and will create and manage proprietary spa brands, as well as develop retail opportunities on behalf of their clients.

"There is a great demand to be met in the branded spa business," says Stoup. "Using my past experience in building beauty brands paired with Bob's expertise in the hospitality industry, we will redefine the spa category by creating powerful synergies between beauty brands and properties. Trilogy Spa Ventures will stand as the definitive resource to ensure the most profitable experience for the property, spa and beauty brand, as well as an unparalleled experience for spa guests."

Stoup and Boykin are joined by experienced spa operators with a proven track record of success managing brands such as Bliss Spas, Frederick Fekkai, La Prairie, and Elizabeth Arden Red Door Spas, including Julia Petrini, senior vice president of operations, and Debi Foi, senior vice president of merchandising

"Trilogy Spa Ventures works with each partner to establish milestones and continuously maintains accountability," says Boykin. "Most importantly we consider the alignment of values surrounding guest satisfaction as important as the attainment of financial results."

For more information, visit [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

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## Guerlain Announces Exclusive License Agreement with Trilogy Spa Ventures

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May 9, 2011

Categories: Business & Economy (/spa-news/type/business-economy)

### Trilogy to Develop 20 Guerlain Spas in Preeminent Hotels and Resorts within Five Years

NEW YORK--(BUSINESS WIRE (<http://www.businesswire.com/>))--Guerlain, one of the world's finest and most revered purveyors of fragrances and cosmetics, has entered into an exclusive license agreement with Trilogy Spa Ventures to introduce Guerlain branded-spas in preeminent hotel and resort properties throughout the United States. The parties are contemplating expansion outside of the United States as well. The announcement was made by Laurent Boillot, Chief Executive Officer of Guerlain. The financial terms and conditions of the license agreement were not disclosed.

**"Guerlain has a legacy of innovation dating back to 1828, and is known as one of the finest brands in the world for its incomparable luxury fragrances, makeup, and skincare products"**

"Guerlain is committed to enhancing brand equity and expanding its client and distribution base through the establishment of branded-spas in a select number of the world's finest hotels, resorts and residential properties," said Mr. Boillot. "We selected Trilogy to expand the Guerlain brand and experience because of our utmost confidence in David Stoup, Chairman of Trilogy, and his team to ensure that each Guerlain Spa maintains the integrity of our philosophy. We anticipate that Trilogy will develop 20 Guerlain branded-spas over the course of the next five years."

Under the terms of the license agreement, Trilogy will assume oversight of all existing Guerlain Spas in the United States and will provide counsel with respect to Guerlain spas internationally. Launched in January 2011, Trilogy provides turnkey spa management services and offers access to the world's most iconic beauty brands for use in distinctive hospitality properties. The principals of Trilogy possess a lifetime of experience operating in the beauty, spa and hotel arenas and are committed to optimizing spa performance, while helping to drive rates and occupancy in each managed property.

"Guerlain has a legacy of innovation dating back to 1828, and is known as one of the finest brands in the world for its incomparable luxury fragrances, makeup, and skincare products," said Mr. Stoup. "My partners and I are committed to creating a transformative and uniquely Guerlain spa experience for clientele that expect the best and will accept nothing less. Trilogy is honored to be entrusted with the Guerlain legacy and privileged to bring it to life in a spa environment."

There are currently seven Guerlain Spas operating throughout the world, four of which are within hotel and resort properties. Guerlain's flagship jewel is the brand's boutique and spa, located at the iconic 68 Champs Elysees since 1939.

For more information, please visit [www.Guerlain.com](http://www.Guerlain.com) (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.Guerlain.com&esheet=6696225&lan=en-US&anchor=www.Guerlain.com&index=1&md5=b3d1181f99a642dca3e10aa98de85d2f>), [www.GuerlainSpa.com](http://www.GuerlainSpa.com) (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.GuerlainSpa.com&esheet=6696225&lan=en-US&anchor=www.GuerlainSpa.com&index=2&md5=22cc96acdadbb3673bd5f8d983d1e6909>) or [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com) (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.TrilogySpaVentures.com&esheet=6696225&lan=en-US&anchor=www.TrilogySpaVentures.com&index=3&md5=aec3e5a9c4e524c5670abf8b6499eac4>).

## Guerlain Announces Exclusive License Agreement with Trilogy Spa Ventures | American Spa

### About Guerlain

A world leader in beauty for nearly 200 years, Guerlain creates fragrances, makeup and skincare of exquisite quality and French luxury. With a reputation for unparalleled devotion to luxury, innovation and excellence, handed down from generation to generation, each creation is steeped in history and reflects and defines the discerning tastes of elegant women worldwide.

### About Trilogy Spa Ventures

Trilogy Spa Ventures was formed by David Stoup and Robert Boykin and launched in January 2011. Designed to establish mutually beneficial relationships between beauty brands and hotels, residences and mixed-use properties, Trilogy Spa Ventures strategically aligns beauty and hospitality brand attributes, values and interests to ensure optimal return for each party. Trilogy Spa Ventures is headquartered in New York, with offices in Arizona

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### Spa People in the News

#### Trilogy Spa Ventures Appoints Denise Vitiello to Vice President of Operations

NEW YORK - June 02, 2011 - Trilogy Spa Ventures, LLC announces the appointment of Denise Vitiello as Vice President of Operations. Vitiello is responsible for managing the daily operations of Trilogy's branded spas in the eastern half of the United States with immediate oversight of the Guerlain Spa at the Waldorf=Astoria. This announcement was made by David Stoup, Chairman of Trilogy; Vitiello's appointment is effective immediately.

"Denise's management and operational expertise exemplifies Trilogy's commitment to hire, train and retain best-in-class staff," says David Stoup. "Her innovative and service-centric practices and philosophy have transformed spas into destinations. We know she will be an invaluable asset for Trilogy."

As Vice President of Operations for Trilogy, Vitiello is responsible for overseeing the hiring and management of all spa partner personnel and departments, development of marketing and public relations initiatives and implementation of standard operating procedures. She is also responsible for managing the execution of spa experiences, including the introduction of new treatments and services.

"I look forward to merging the incredible talent, passion and multi-industry experience that the Trilogy team has to offer," says Denise Vitiello. "I am honored to play a vital role in defining the future achievements of the company's operations."

With over 14 years of experience in the spa and hospitality industry, Vitiello joins Trilogy after eight years as Spa Director at the five-star Mandarin Oriental, New York. Under her supervision, the Mandarin Oriental spa became one of Manhattan's premier destinations. Prior to her role at the Mandarin Oriental, Vitiello

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served as the Spa Director at the Hilton Sedona Resort & Spa in Arizona and as the Spa Manager of the Hilton New York in Manhattan. She is also a member of the International Spa Association (ISPA).

For more information, please visit [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

### About Trilogy Spa Ventures

Trilogy Spa Ventures was formed by David Stoup and Robert Boykin and launched in January 2011. Designed to establish mutually beneficial relationships between beauty brands and hotels, residences and mixed-use properties, Trilogy Spa Ventures acts as the critical spa management link between hospitality companies and beauty brands to ensure an optimal return for its hotel partners. Trilogy Spa Ventures is headquartered in New York, with offices in Arizona.

[More Spa People in the News](#)

### Featured Spas

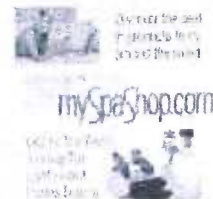


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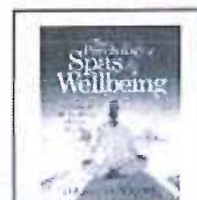
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## Richard Dusseau Appointed President of Trilogy Spa Ventures

### *Industry Veteran To Manage Branded Spa Operations*

November 08, 2011 09:00 AM Eastern Standard Time

NEW YORK--(BUSINESS WIRE)--Trilogy Spa Ventures, LLC, announced that Richard Dusseau will join the Company as President and as an equity shareholder. The announcement was made by David Stoup, Co-Founder and Chairman of Trilogy, a specialized spa management company which develops and manages innovative branded spas in hotels, resorts and mixed-use properties, including the Guerlain Spa at the Waldorf=Astoria New York.

Mr. Dusseau, a distinguished and highly respected industry veteran with a twenty-five year history in the luxury hospitality and spa industries, will join Trilogy's management team as of January 1, 2012, reporting to Mr. Stoup and to Robert Boykin, Co-Founder and Co-Chairman of Trilogy. He will be responsible for day-to-day management as well as for the development, supervision and operation of additional international branded spas in hospitality properties.

Said Mr. Stoup, "Robert and I have the utmost confidence in Richard who has exceptional expertise in the development, management and operation of spas in hotels, resorts and mixed-use properties throughout the world. He has an established track record for increasing long-term asset value through successful management, strategic marketing, distribution and operational proficiency. With our upcoming projects in Arizona, California and Florida, as well as other projects in various stages of development throughout North America, this is an opportune time for the depth and resources that Richard brings to Trilogy."

"It is both a privilege and a pleasure for me to have the opportunity to join Trilogy Spa Ventures and to work in tandem with industry icons David Stoup and Robert Boykin. I look forward to contributing to the dynamic growth of Trilogy's business, as well as to strategically building upon the great success the Company has achieved thus far, by providing our prestige hospitality clients and our esteemed international brand clients with the most innovative and performance optimized spas in the industry," said Mr. Dusseau.

Prior to joining Trilogy, Mr. Dusseau served as CEO of Spa Strategy, Inc., a company he founded in 2002. Mr. Dusseau built Spa Strategy from a regional consulting firm into one of the industry's largest consultancies, specializing in spa, lifestyle and wellness brands with over 230 projects in 38 countries, for such clients as Fairmont Hotels & Resorts, Host Hotels and Resorts, Jumeirah International, Marriott International, Starwood Hotels and Resorts, The Ritz-Carlton Hotel Company and The Walt Disney Company.

Under Mr. Dusseau's leadership, Spa Strategy developed one of the largest single spa databases of statistical information, and was the brand architect for Explore Spa brand for Le Meridien Hotels, the Talise brand for Jumeirah International, the Duke Center for Integrative Medicine at Duke University and a new lifestyle brand for Intrawest. Elaine Fenard, Co-owner, has assumed Mr. Dusseau's role and responsibilities at Spa Strategy.

Mr. Dusseau is a member of the University of Denver's School of Business Hotel Restaurant Tourism Management advisory board, is a founding member of the board of directors for the Global Spa Summit, and served on Ritz-Carlton's owners' advisory panel. He has contributed to several seminal spa industry books, is a frequent editorial contributor to spa industry trade publications, and is a regularly featured speaker at international hotel investment and development conferences on spa, wellness and lifestyle branding.

#### About Trilogy Spa Ventures

Trilogy Spa Ventures, launched by industry veterans David Stoup and Robert Boykin in January 2011, specializes in creating and operating international branded spas in prestige hotels, resorts and mixed-use properties. The Company is dedicated to developing and managing the most innovative, service-centric and performance-optimized spas in the hospitality industry. Built upon a foundation comprised of expert industry veterans in the beauty, hospitality and spa industries, Trilogy is the critical management link between prestige hospitality properties and the world's most distinguished beauty brands. Trilogy Spa Ventures is headquartered in New York, with offices in Arizona. For more information, please visit [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

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Martha Pulido, 212-377-3581

Group Manager

Main Phone: 212-688-8200

[Martha.Pulido@Evins.com](mailto:Martha.Pulido@Evins.com)



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## Richard Dusseau Appointed President of Trilogy Spa Ventures

Richard Dusseau Appointed President of Trilogy Spa Ventures

Industry Veteran To Manage Branded Spa Operations

Business Wire

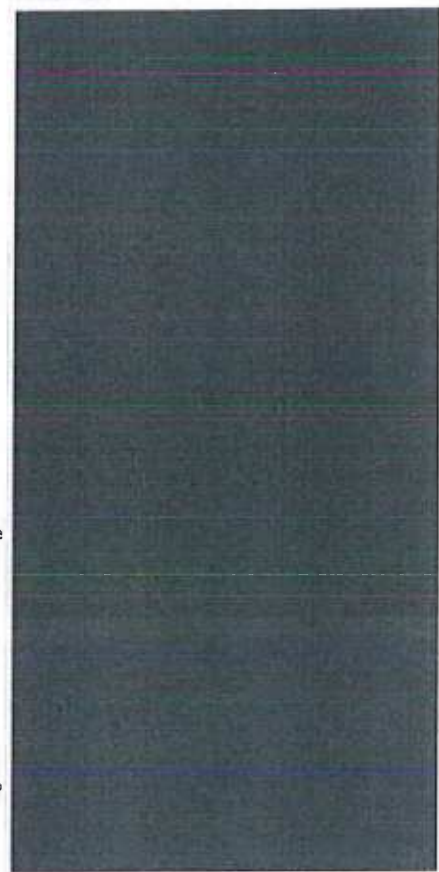
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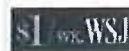
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brings to Trilogy."

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Richard Dusseau Appointed President of Trilogy Spa Ventures - Bloomberg

Trilogy Spa Ventures is headquartered in New York, with offices in Arizona.  
For more information, please visit [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

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**\*\*EMBARGOED RELEASE: DO NOT PUBLISH UNTIL OCTOBER 9, 2014\*\***



**Trilogy Spa Holdings Announces the Opening of Three New *Well & Being* Locations**  
Innovative Spa Concept Leads Substantial Company Growth

New York, NY – Trilogy Spa Holdings (Trilogy), a fast-growing boutique operator of luxury spas in America's most iconic hotels and resorts, announces the second *Well & Being* location slated to open January 2015 at Four Seasons Resort and Club Dallas at Las Colinas. Located within the premier resort in Texas, the new *Well & Being* will open at the largest luxury fitness and health club location in America. Trilogy has also committed to expanding *Well & Being* at two additional to-be-announced locations.

Currently available at the Fairmont Scottsdale Princess, *Well & Being* is an innovative spa concept featuring fully-customized wellness experiences including fitness, nutrition, integrative medicine, mind-body therapies and advanced skincare. Spreading the concept of evidence-based healthy living, *Well & Being* utilizes a community of accomplished spa, fitness and health professionals led by Chief Medical Officer, Dr. Tieraona Low Dog, a renowned expert in integrative medicine, to provide guests with a personalized assortment of medically-guided tools for immediate and long-lasting results.

*Well & Being* is Trilogy Spa Holding's newest extension after its paramount success at properties such as the Guerlain Spa in the Towers of the Waldorf Astoria New York and Spa del Rey at The Ritz Carlton, Marina del Rey. In addition, Trilogy has been retained to design and manage industry-leading operations including the Boca Raton Resort & Club, Dolce Hotels, Virgin Hotels, and the new Wilshire Grand project in Los Angeles.

"Trilogy has been successful in locations where others haven't met expectations," notes David Stoup, chairman of Trilogy Spa Holdings. "We have the capability to transform spas into highly lucrative business models within the world's finest hotels."

Through a \$3.5 million dollar renovation, Four Seasons Resort and Club Dallas at Las Colinas will offer a 176,000 square foot *Well & Being* space that boasts the addition of three studios: active motion for aerobic classes such as Zumba, suspension for Aerial Hammock Yoga and TRX, as well as functional space for the most cutting-edge HIIT systems. Trilogy's expansion will also incorporate a custom-designed clinic space for personalized nutrition and preventative health programs as well as integrated spa concepts such as healing acupuncture, Ashiatsu, and a variety of locally inspired healing and detoxifying therapies. Bod Pod Composition Measurement, often utilized by sports professionals, will be available with private diagnostics by expert fitness coaches.

"The introduction of *Well & Being* to Four Seasons Resort and Club Dallas at Las Colinas will provide resort guests and the local community with knowledgeable staff and dynamic, personalized services for a holistic approach to health and wellness," says Stoup. "Our ultimate intent is to continue providing *Well &*



*Being* guests with the signature ability to 'Live It Well' at luxury resort destinations around the world, catering to the need for wellness-focused vacations that consumers are craving."

Tieraona Low Dog, MD, Trilogy's Chief Medical Officer, is a driving force in the *Well & Being* fusion of spa and wellness offerings. Dr. Low Dog studied and currently serves as the Director of Fellowship of the Arizona Center for Integrative Medicine at the University of Arizona, founded by integrative medicine specialist Dr. Andrew Weil. She is published in numerous medical textbooks and alternative therapy health books, and frequently appears as a guest expert on The Dr. Oz Show, ABC's 20/20, CNN and NPR's "The People's Pharmacy."

"Wellness is a priority for leisure and business travel, and with the customizable wellness programs provided by *Well & Being*, guests will gain a healthier outlook on daily wellness experiences," says Dr. Low Dog. "Guests learn and develop the tools to incorporate optimal healthy lifestyle choices that will continue after leaving the resort setting."

A "Wellness Menu" specific for meeting planners will feature health and wellness programs inclusive of group laughing yoga sessions, workshops on stress management and nutrition education tailored to meet the needs of each group. *Well & Being* experts will lead groups through teambuilding breakout activities that influence increased focus and productivity while also empowering attendees to lead healthier and happier lives, both professional and personally.

The coaches in the *Well & Being* program also provide one-on-one sessions for business travelers keen on taking advantage of fitness opportunities in a time-efficient manner while on the road. *Well & Being* coaches look to teach guests how to make fitness an easy part of their hectic lifestyles, from insight on everyday packed items that can double as fitness equipment when there isn't a gym available, to making the most of a workout in a time crunch.

*Well & Being* programs at Four Seasons Resort and Club Dallas at Las Colinas will be available through packages or a la carte, with local membership offered in addition to packages for overnight guests and hotel groups. The *Well & Being* Lifestyle Membership offering will be available for all current membership categories and are designed to address both body and mind by providing a well-rounded lifestyle experience in a nurturing setting.

#### **ABOUT TRILOGY SPA HOLDINGS**

Trilogy Spa Holdings (Trilogy) is a professional spa management company dedicated to creating and operating the most innovative, service-centric and performance optimized branded spas in the hospitality industry. Built on a foundation of experienced spa operators, healthcare professionals, beauty and hospitality industry veterans, Trilogy is the critical management link between hospitality companies, integrated medical and wellness services and luxury beauty brands. For more information please visit:

[www.TrilogySpaHoldings.com](http://www.TrilogySpaHoldings.com)

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# GUERLAIN

## GUERLAIN ANNOUNCES EXCLUSIVE LICENSE AGREEMENT WITH TRILOGY SPA VENTURES

*Trilogy to Develop 20 Guerlain Spas in Preeminent  
Hotels and Resorts within Five Years*

**APRIL 26, 2011 (New York, NY)** – Guerlain, one of the world's finest and most revered purveyors of fragrances and cosmetics, has entered into an exclusive license agreement with Trilogy Spa Ventures to introduce Guerlain branded-spas in preeminent hotel and resort properties throughout the United States. The parties are contemplating expansion outside of the United States as well. The announcement was made by Laurent Boillot, Chief Executive Officer of Guerlain. The financial terms and conditions of the license agreement were not disclosed.

"Guerlain is committed to enhancing brand equity and expanding its client and distribution base through the establishment of branded-spas in a select number of the world's finest hotels, resorts and residential properties," said Mr. Boillot. "We selected Trilogy to expand the Guerlain brand and experience because of our utmost confidence in David Stoup, Chairman of Trilogy, and his team to ensure that each Guerlain Spa maintains the integrity of our philosophy. We anticipate that Trilogy will develop 20 Guerlain branded-spas over the course of the next five years."

Under the terms of the license agreement, Trilogy will assume oversight of all existing Guerlain Spas in the United States and will provide counsel with respect to Guerlain spas internationally. Launched in January 2011, Trilogy provides turnkey spa management services and offers access to the world's most iconic beauty brands for use in distinctive hospitality properties. The principals of Trilogy possess a lifetime of experience operating in the beauty, spa and hotel arenas and are committed to optimizing spa performance, while helping to drive rates and occupancy in each managed property.

"Guerlain has a legacy of innovation dating back to 1828, and is known as one of the finest brands in the world for its incomparable luxury fragrances, makeup, and skincare products," said Mr. Stoup. "My partners and I are committed to creating a transformative and uniquely Guerlain spa experience for clientele that expect the best and will accept nothing less. Trilogy is honored to be entrusted with the Guerlain legacy and privileged to bring it to life in a spa environment."

There are currently seven Guerlain Spas operating throughout the world, four of which are within hotel and resort properties. Guerlain's flagship jewel is the brand's boutique and spa, located at the iconic 68 Champs Elysees since 1939.

For more information, please visit [www.Guerlain.com](http://www.Guerlain.com), [www.GuerlainSpa.com](http://www.GuerlainSpa.com) or [www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com).

### **About Guerlain**

A world leader in beauty for nearly 200 years, Guerlain creates fragrances, makeup and skincare of exquisite quality and French luxury. With a reputation for unparalleled devotion to luxury, innovation and excellence, handed down from generation to generation, each creation is steeped in history and reflects and defines the discerning tastes of elegant women worldwide.

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# # #

### **For Media Inquiries Please Contact:**

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Martha Pulido, Group Manager  
Evins Communications (on behalf of Trilogy Spa Ventures)  
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**Spas, Health & Fitness****Addressing the Wellness Needs of Business Travelers***By David Stoup, Chairman, Trilogy Spa Holdings, LLC**Mr. Stoup*

We are in the Age of Wellness. The archaic cultures of waste and over-consumption, have given way to a healthier and more holistic mainstream ideology. Corporate social responsibility, sustainability, going-green, and locally grown are just a few phrases that define this era. Virtually every business sector has taken a stance on wellness including automotive, finance and energy. Finally tourism has joined this growing trend.

The growing popularity of wellness tourism can be directly attributed to the unhealthy nature of business travel. A study from Columbia University in 2011, found poor self-rated health, obesity, and other ailments are associated with extensive business travel are at the root of our compromised healthcare system. Spa destinations are increasingly recognizing the unhealthy trends of travel and administering certain wellness platforms, programs, and services in order to counter them. At Trilogy, we have made a distinct focus on bringing these wellness programs to the forefront of our offerings. This applies to virtually all of the spa brands we operate.

Well & Being is an integrated spa and wellness brand. Well & Being defines wellness as an active, ever evolving journey providing consumers with the tools to make personalized and insightful choices resulting in a happy/health-filled life. We do our working utilizing five pillars from which wellness can be achieved: Spa & Beauty, Fitness, Nutrition, Personal Improvement and Healing Therapies. While each pillar delivers wellness differently, collectively the pillars create a synergistic and comprehensive approach to create healthy lifestyles. Well & Being Spa's flagship location at the CAA/AAA Five Diamond Fairmont Scottsdale Princess in Arizona is a center for fitness, nutrition, and spa. The influence of wellness within the brand ultimately promotes guests to elevate their spa experience.

Well & Being Spa addresses the wellness needs of business travelers with a range of offerings including nutrition classes wellness, acupuncture, and even instructional videos on "hotel-room workouts" embedded in social media channels. For instance, "#WellnessWednesday" promotes a healthier lifestyle through Twitter and Facebook, allowing travelers to connect, tag, and share their online versions of personal wellness. Tips on nutrition, exercise functionality, and other health benefits engage social media users, creating a network of wellness and a constant dialogue promoting wellness online. The popularity of this social media campaign further demonstrates the growing community of wellness activists and a larger group of potential wellness seekers.

Similarly, the Guerlain Spa in the Towers of the Waldorf Astoria in New York caters to business travelers by offering specific treatments to relieve the body of travel stress. A leader in the beauty industry, Guerlain's cutting-edge skincare products are paired with impeccable spa services. Microdermabrasion, Micro-Current Lift, and special toning and smoothing treatments are part of an array of unorthodox yet transforming spa offers for those seeking a refresh of wellness during periods of business travel. While wellness is typically associated with health, nutrition, and exercise, these skincare treatments provide "topical" wellness with undeniable results.

Defining wellness is difficult, as there is no universally accepted definition. The World Health Organization (WHO) defines "health" as a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. While this definition of "health" has not been amended since its 1946's introduction, today "health" and "wellness" are essentially synonymous to the general public. Dr. Travis, who created the Wellness Resource Center in 1975 outlines wellness in two paradigms, reactive and proactive, the latter occurring when individuals responsibly improve health and prevent illness by integrating healthy lifestyle choices into their daily decisions.

Since wellness is a chosen lifestyle, reinforcing healthy living among business travelers is the goal of group wellness. Wellness in a conference setting has proven to drive productivity during meetings and create a unique cohesion within the group. Well & Being provides healthy cuisines, meditation instruction, wellness speakers, or even laughing yoga sessions to allow participants a chance to regroup and reflect mid-seminar. Additionally, the Guerlain Spa can even provide massage therapists offering hand or shoulder massages to ease members during longer meetings. We have received extremely positive feedback from groups who implemented wellness into their conferences, regardless of the topic of discussion, length of seminar, or type of attendee.

Because wellness is an unfamiliar concept for most business travelers, defining wellness remains crucial for its universal adoption. Although a modern definition of wellness remains ambiguous, the wellness movement has been well documented. Independent of spa, the emergence of wellness is a popular topic from an international standpoint. Wellness was a common theme at the 2014 World Economic Forum in Davos, Switzerland earlier this year. A total of 25 speaking sessions focused on wellness and preventative health



topics, doubling the amount from 2008. The 2013 Global Wellness Tourism Economy Report commissioned by the Global Wellness Institute (GWI), was the first to study wellness tourism calling it "one of the fastest-growing global tourism segments." According to the study, wellness tourism is a \$439-billion market and will grow to \$678.5 billion by 2017. Wellness tourism accounts for nearly 14% of all domestic and international tourism expenditures. In the US in 2012, there were as many as 160 million spa visits, accounting for a record high \$14 billion in revenues.

With the growing interest in spa visits for leisure and business reasons, Well & Being takes a fully integrative approach to wellness with its Intentional Living program. Members have full access to the spa facilities, exercise classes, wellness talks, and nutrition/fitness consultations. The Intentional Living program combines professional advice, personal responsibility, and a network of like-minded members willing to positively change their own lifestyles. Intentional Living is led by Well & Being Medical Director Tieraona Low Dog, MD. Dr. Low Dog is also the Fellowship Director for the University of Arizona Center for Integrative Medicine and has appeared on CNN, Dr. Oz, E!, and ABC's 20/20. She is a frequent guest on NPR's The People's Pharmacy and has over 30 publications on health, nutrition, and wellness. Her leadership and professional guidance is invaluable and her presence within Intentional Living allows members to dive deep into their own personal wellness journey.

Within the modern 44,000 square foot wellness center, Well & Being Spa boasts technological trends such as the BodPod. By using Air Displacement Plethysmography (ADP), the BodPod is the "gold standard" in measuring body mass and composition. Once a BodPod assessment is taken, a nutritionist or exercise physiologist can better personalize a specific wellness plan and provide guidelines to simplify the wellness process. In addition to technology, innovative exercise classes empower guest to push through their own comfort zones utilizing programs like Hanging Yoga or Surfset, where attendees balance on core-pumping surfboards. Classes also include special yoga sessions, mat Pilates, meditation, traditional spin and water aerobics, as well as the popular CrossFit classes or TRX Fusion which was developed by Navy Seals. With cutting-edge technology, a diverse range of exercise offerings provided, and a collection of experienced and supportive staff members, Well & Being creates an unparalleled wellness environment for Intentional Living members or daily spa guests alike.

The Guerlain Spa offers a 14,000 sq. ft. French-inspired oasis amid the sweeping backdrop of Park Avenue in Manhattan. Our fitness experts can join a business meeting to conduct short, fifteen-minute feel-good energizers from focus breakout sessions to stress relievers. In addition spa also has the ability to provide groups with a selection of inspiring and motivational speakers on the topics of optimal health and wellness. Groups can choose from a variety of traditional Guerlain Spa classes to start or end the day such as Pilates, yoga, boot camp, morning power walks and meditation/breathing training. The Guerlain Spa also provides HOCK artisanal fitness products for rent, including dumbbells, jump ropes and toning weights that take a group workout to an entirely new, more enjoyable level. A qualitative benefit of group wellness is the cohesiveness and camaraderie built between what otherwise might be a scattered group of business associates. Group unity is invaluable during a conference and incorporating wellness can create a bond that extends beyond closing words from the final speaker. A group wellness offering creates a unique setting for members who are usually expecting a traditional, rather routine conference.

As wellness further permeates into mainstream tourism, Trilogy Spa Holdings intends to continue its leadership position, understanding the needs and wants of the modern-day spa guest. Our wellness brands such as Well & Being will continue to anticipate the needs of guests with innovation and specialization, positively pushing wellness as a common lifestyle choice. Additionally, the knowledge and practice of wellness is an ever-increasing need for the business travelers. Trilogy's intention is to redefine what a spa experience is and to accommodate guests while they are away from home. By meeting the escalating demand for more tangible wellness programs within hotel settings, we want to lead the spa industry into the age of wellness. The combination of cutting-edge spa designs, modern fitness classes, and industry-leading wellness professionals will take wellness to the next level. The programming we have and will continue to develop is a testament to the current spa and business lifestyle landscape, providing an answer to the needs of the ever-evolving business traveler.

*David Stoup, Chairman of Trilogy Spa Holdings has both founded and re-invented consumer product companies throughout his thirty plus years in the beauty business. Mr. Stoup's prior experience includes his current position as Co-Chairman/CEO of Weil Lifestyle, LLC, as well as co-founding La Prairie, Inc., Phillip Kingsley Products, Inc., Colours & Scents and Perry Ellis Shoes, all of which were sold to strategic buyers. Mr. Stoup can be contacted at 619.255.7069 or [dstoup@drweil.com](mailto:dstoup@drweil.com)*



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# *Fairmont* SCOTTSDALE PRINCESS

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## FAIRMONT SCOTTSDALE PRINCESS ANNOUNCES WELL & BEING AT WILLOW STREAM SPA IN PARTNERSHIP WITH TRILOGY SPA HOLDINGS

*Integrating Health, Nutrition, Pampering, Fitness and Mind-Body Programs  
for an All-New Wellness Experience in a Resort Setting*

SCOTTSDALE, Ariz. (October 2, 2012) – Fairmont Scottsdale Princess, a distinctive Southwest resort and meeting destination in the heart of the Sonoran Desert, has announced an exclusive partnership with Trilogy Spa Holdings, to launch an innovative spa program at the AAA Five-Diamond property owned by Strategic Hotels & Resorts. Opening January 1, 2013, the new spa concept – Well & Being at Willow Stream Spa – will deliver a personal and sustainable wellness program to guests who wish to incorporate optimal health and lifestyle choices into their vacations to continue long after they leave the resort setting. Fairmont Scottsdale Princess is the first luxury resort in the United States to implement Well & Being's medically-guided and fully-customized wellness experience at its spa, combining health, wellness, nutrition, integrative medicine, fitness and advanced skincare. These services and programs will be offered a la carte or as part of a package for overnight resort guests, spa day guests and for convention groups. Local memberships will also be available.

"The introduction of Well & Being at Willow Stream Spa is a strategic addition to the experiences we offer guests at the resort," said Jack Miller, general manager of the Fairmont Scottsdale Princess. "Willow Stream Spa has earned an exceptional reputation as one the world's leading spas. It was important that we find a partner to build upon the luxurious Willow Stream Spa experience and expand our services into the wellness/intentional living arena," Miller said. "Well & Being's extensive staff of experts will provide a comprehensive, holistic approach to personal health. The experience will be personalized to meet guests where they are within their wellness journey. Guests may take advantage of as much or as little of the menu of wellness tools and experiences as they choose. It won't be a restrictive, cookie cutter wellness experience, but a personal experience that provides tools, resources and philosophy for our guests to take home into their daily lives," he said.

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New Well & Being at Willow Stream  
At Fairmont Scottsdale Princess  
2/2/2

The Well & Being brand, managed by Trilogy Spa Holdings, embraces a foundation of whole health, inspiring guests to be healthy, balanced and more energetic versions of themselves. This is a focused, customized approach that encompasses physical, natural and mindful services and programs.

Unique to each guest, Well & Being is designed to be flexible and personalized to the individual's own path and definition of health. A dynamic array of services will range from diagnostic health tests and specifically-targeted skincare treatments such as the HydraFacial, to acupuncture, massage, aromatherapy and traditional Eastern therapies. Additionally, Well & Being at Willow Stream Spa will offer cooking classes, guest lectures, and popular fitness programs, including multiple mind-body offerings, encompassing traditional and cutting-edge yoga, Pilates and movement classes.

Along with all of the new offerings, the spa menu of services is expanding with an even greater variety of massage, body and skincare treatments. Spa-goers can still simply enjoy a massage and a manicure or their favorite Willow Stream signature treatments such as the Ultimate Facial or the Pure Ener-G body treatment, as well as authentically-local treatments including the Havasupai Falls Rejuvenation and the Hacienda Retreat body polish.

Under the direction of world-renowned expert in Integrative Medicine, Tieraona Low Dog, MD, Well & Being at Willow Stream Spa will have its own medical doctor and certified Integrative Medicine practitioner on staff to implement a specialized holistic approach toward healthy living and lifestyle, giving guests exclusive access to a team of experts who specialize in various fields of complementary and alternative medicine. Utilizing state-of-the-art diagnostics, Dr. Low Dog has developed the Well & Being program to offer integrative medicine, health assessments, spa and beauty services, yoga practice, along with fitness and nutrition consultation.

"Resort guests will benefit from having easy access to services during their stay and online support long after they leave the property," said Dr. Low Dog, Chief Medical Officer of Well & Being. "It's this on-going relationship that distinguishes the Well & Being program, creating a progressive wellness experience unlike any other, allowing guests to maintain their desired health/fitness plan and goals outside the resort, receiving motivation through community engagement and year-round online and local support from leading practitioners and providers."

Each guest will be guided to create their personalized profile with the easy touch of an iPad. Once the guest returns back home, this online experience will include a socially-interactive tailored e-magazine, featuring a team of wellness professionals, spa resources and personalized customer service, continuing the education, inspiration and conversation with guests, year-round. The e-magazine will be available by subscription (or complimentary with select wellness packages or memberships) and delivered via computer, tablet or mobile device.

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New Well & Being at Willow Stream  
At Fairmont Scottsdale Princess  
3/3/3

Well & Being at Willow Stream Spa will expand its fitness facilities, dedicating several studio spaces to yoga, meditation, tai chi and breath work, reinforcing the emphasis on intentional living and mind and body balance. For yoga, there will be seven types of classes, highlighted by the new Aerial Yoga, where yoga poses are done with the support of a suspended cloth sling to allow for great stretch and more inversion, promoting circulation and flexibility. The facility will also offer a wide range of fitness equipment and programs such as TRX Suspension Training, CrossFit, Crank Cycle and immersive Rip Surfer Classes, in addition to state-of-the art exercise technology including Virtual Active forward-motion videos designed to diversify cardio workouts using Matrix fitness equipment. Top-tier personal trainers will be available to guide guests through a tailored fitness routine and to assist with goal-setting, while interactive group studio sessions will offer an exciting selection of fitness classes for all levels.

Along with the fitness programs, the spa boutique will also be expanded, creating a “lifestyle” shopping experience. Exclusive, performance-based product lines such as Radical Skincare, Naturopathica, Body Bliss and Willow Stream Ener-G create the ultimate experience in skin care pampering and maintenance.

Additionally, the spa’s salon will become a stand-alone, easily-accessible facility, directly adjacent to the spa, with a dedicated nail and pedicure lounge, and hair and makeup services. In the spa, plans also include the installation of new mud-scrub bars and rain showers in four private treatment patios.

Capturing the essence, elegance and energy of its surroundings, the 44,000 square-foot Well & Being at Willow Stream Spa offers 30 treatment and wellness consultation rooms, a full-service salon, fitness studios, a rooftop oasis pool and light, nutritious meals. Separate men’s and women’s locker rooms include steam rooms, saunas, eucalyptus inhalation rooms, and relaxation pools. Inspired by the stunning aquamarine beauty of the Havasupai Falls, a hidden oasis deep in the Grand Canyon, Willow Stream’s design and architectural accents highlight a three-story therapeutic waterfall, Sedona sandstone, river rock, fountains, streams, gardens and abundant natural light throughout the facility.

Well & Being at Willow Stream is a resort spa catering to vacationers, day visitors and local residents, assisting in creating a customized spa experience. A variety of annual membership packages are also available. Depending on the service tier selected, memberships may include preventative and integrative health support, wellness programs, access to the entire spa facilities and a variety of resort amenities.

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For more information about Well & Being at Willow Stream Spa at the Fairmont Scottsdale Princess, please visit [www.scottsdaleprincess.com](http://www.scottsdaleprincess.com) or call the spa directly at (480) 585-2732.

**ABOUT FAIRMONT SCOTTSDALE PRINCESS:**

Set against the backdrop of Arizona's McDowell Mountains, the AAA Five-Diamond Fairmont Scottsdale Princess reflects its Southwestern setting with Spanish colonial-style architecture, expansive plazas and lush, flower-filled gardens. The resort features 649 oversized guest rooms, including 69 Fairmont Gold rooms and suites, five heated swimming pools, the luxurious 44,000 square-foot Willow Stream Spa, world-class tennis center and championship golf at the adjacent TPC of Scottsdale. Dining options include BOURBON STEAK, a AAA Four-Diamond steakhouse by the acclaimed Michael Mina; modern Mexican cuisine at La Hacienda by Richard Sandoval; LV Bistro, serving favorites for the whole family and gastro-pub fare at The Grill, with stunning views overlooking the 18<sup>th</sup> green at the TPC of Scottsdale Stadium Course. Stone Rose, a contemporary bar and lounge presented by nightlife entrepreneur Scott Gerber, is the spot for cocktails in Princess Plaza. Become a fan and follow the Fairmont Scottsdale Princess. Join our online communities at [www.facebook.com/FairmontScottsdale](http://www.facebook.com/FairmontScottsdale) and <http://twitter.com/fairmontscotsdl>. The resort is located at 7575 East Princess Drive in Scottsdale. For more information, please call (866)-540-4495.

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### **FAIRMONT SCOTTSDALE PRINCESS CATERS TO THE GROUP MARKET WITH NEW PROGRAMS AT WELL & BEING AT WILLOW STREAM SPA**

SCOTTSDALE, Ariz. (March 6, 2013) – Fairmont Scottsdale Princess, a AAA Five-Diamond property, has introduced spa offerings for convention groups as part of its new programs at Well & Being at Willow Stream Spa. The resort, in partnership with Trilogy Spa Holdings and owned by Strategic Hotels & Resorts, has launched a first-of-its-kind spa program that combines health, wellness, nutrition, integrative medicine, fitness and advanced skincare. Well & Being utilizes this innovative, wellness approach to customize team building activities, educational demonstrations, and therapeutically-focused spa treatments for conference guests, enabling Fairmont Scottsdale Princess' corporate clients to invest in their employees' health and wellness endeavors.

Fairmont Scottsdale Princess' introduction of the Well & Being spa programming follows its recent debut of the Palomino Conference Center and renovated Princess Conference Center, which effectively doubled the resort's conference space. The combination of expanded conference space and novel group offerings from Well & Being further establishes Fairmont Scottsdale Princess as an unparalleled meeting destination in the heart of the Sonoran Desert.

"Well & Being's new spa experiences for groups are designed as a way for meeting participants to reduce stress, enhance productivity and ultimately improve their health," said Jack Miller, general manager of Fairmont Scottsdale Princess. "Well & Being at Willow Stream delivers a personal and sustainable spa experience to guests. Our corporate clients who wish to support healthy, balanced lifestyles for these individuals will greatly benefit from them embarking on paths to better health and receiving on-going encouragement even after they've returned home."

Fairmont Scottsdale Princess' expert team creates events and activities for groups of all sizes, working closely with meeting and event planners in order to customize every aspect. The new Well & Being at Willow Stream Spa experiences are available for any gathering and include a broad range of classes, workshops, treatments and demonstrations -- from team-building activities to therapeutic spa treatments to fun group workouts – and are based on the three distinct elements of mindful, physical, and natural which define Well & Being's group program options.

-more-

Fairmont Scottsdale Princess' Well & Being at Willow Stream Spa  
Offers New Programs for Group Market 2/2/2

The *Mindful* element inspires a calm awareness, helping guests focus on being fully present in the moment, and includes "Breathe and Balance" group class offerings such as Aerial Yoga, Discover Yoga, Morning Sun Salutations and Tai Chi. "Learn and Grow" workshops provide stress management and mindful living education with sessions that emphasize achieving a healthy weight and improving sleep. In addition, instructors are available to lead 15-minute breaks during conference sessions, focusing on meditation, energy breath work, stretching or chair massages.

The *Physical* element pertains to the body, therefore Well & Being has designed programs that support it becoming stronger, more flexible and in balance. Conference planners can make the gathering active with group fitness classes such as CrossFit, Rip Surfer, Bootcamp, Zumba, TRX and group runs. Conference attendees can also take advantage of health assessments including metabolic testing, body composition analysis, FitBit and Zeo Sleep Manager. In order to tailor spa and salon treatments to group guest needs, Fairmont Scottsdale Princess creates special group menus and pre-blocks space, as well as provides easy registration options.

The *Natural* element denotes being at ease in the world, honoring how one's natural state enhances the sense of connection humans experience. With this in mind, Fairmont Scottsdale Princess offers food and nutrition workshops for groups in Well & Being at Willow Stream Spa's new demonstration kitchen. The entertaining workshops are designed to create a healthy connection between nourishment and lifestyle with themes such as "The Healthy Kitchen" and "Discover Your Inner Foodie." Nutrition workshops and personalized evaluations complement the experience, providing tools to ensure success on individual participants' paths to wellness. In addition, traditional healing consultations blend the best of conventional and complementary medicine and include Acupressure, Acupuncture and Guided Imagery.

Fairmont Scottsdale Princess' Well & Being at Willow Stream Spa also offers "The Healthy Executive," a VIP full-day plan that includes a private consultation with Well & Being's on-staff physician and integrative medicine expert, Dr. Diane Downing, who considers medical history, health status, health goals, personal preferences, as well as use of prescription medications and nutritional supplements. Well & Being's certified nutritionist then creates a customized food plan based on body type, dietary preferences and health goals. Next, the Intentional Living fitness team and exercise physiologist perform a full evaluation of fitness levels, muscle strength, body fat and lean muscle mass, and create a personal exercise program geared toward optimal fitness. The Intentional Living health coaches then provide tools for guests to proactively manage stress and counter its adverse effects on body and mind.



## Fairmont Scottsdale Princess' Well & Being at Willow Stream Spa Offers New Programs for Group Market 3/3/3

Situated on the lush grounds of Fairmont Scottsdale Princess, Well & Being at Willow Stream Spa is a 44,000-square-foot total wellness facility with 30 treatment and wellness consultation rooms. For conference guests, Well & Being features three dedicated group fitness studios including cardio, new aerial yoga, TRX and Pilates facilities, a climate-controlled Garden Atrium for group dining and social functions, and a state-of-the-art demonstration kitchen with two 50-foot flat-panel televisions. The spa also offers a full-service salon, a rooftop oasis pool, as well as separate men's and women's lounge facilities with wet steam and inhalation rooms, cold plunge pools, dry saunas, whirlpools, and Swiss showers. Inspired by the stunning aquamarine beauty of the Havasupai Falls, a hidden oasis deep in the Grand Canyon, the spa's design and architectural accents highlight a three-story therapeutic waterfall, Sedona sandstone, river rock, fountains, streams, gardens and abundant natural light throughout the facility.

Well & Being at Willow Stream is a resort spa catering to vacationers, day visitors and local residents, assisting in creating a customized spa experience. A variety of annual membership packages are also available. Depending on the service tier selected, memberships may include preventative and integrative health support, wellness programs, access to the entire spa facilities and a variety of resort amenities.

For more information about Well & Being at Willow Stream Spa at Fairmont Scottsdale Princess, please visit [www.wellandbeing.com](http://www.wellandbeing.com) or [www.scottsdaleprincess.com](http://www.scottsdaleprincess.com) or call the resort directly at (480) 585-4848.

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## **NEW, INSPIRING INTENTIONAL LIVING RETREATS AT WELL & BEING AT WILLOW STREAM SPA**

SCOTTSDALE, Ariz. (April 15, 2013) – Living fearlessly, getting fit or simply getting a good night's sleep, Well & Being at Willow Stream Spa has developed a calendar of new "Intentional Living" retreats for 2013. Collaborating with world-renowned wellness experts, these three- to four-day weekend getaways are themed with topics such as fearless living, women's health, healing sleep, nutrition and fitness. Participants engage in interactive programming and enjoy pampering spa services, all while vacationing in the luxury of the Fairmont Scottsdale Princess. The schedule of retreats are:

### ❖ **Adventure in Everything – June 13-17, 2013**

**With Mountain Guide Matt Walker, Author of "Adventure in Everything"**

- Internationally experienced mountain guide Matt Walker takes guests on a journey to discover the five elements of adventure: high endeavor, total commitment, uncertain outcome, tolerance for adversity and companionship. This retreat includes a group hike in the nearby scenic McDowell Sonoran Preserve, journaling and meditation.

### ❖ **Healing Sleep, Healing Dreams – June 27-30, 2013**

**With Rubin Naiman, MD**

- Deep and refreshing sleep is the cornerstone of well-being, optimal health and passionate living. Dr. Rubin Naiman addresses biomedical, psychological and environmental factors that may stand in the way of healthy sleep habits, along with offering personalized strategies for improving dream patterns and slumber.

### ❖ **Women's Wellness Retreat I – July 21-24, 2013**

**With Diane Downing, MD, Lana Holstein, MD  
& Barbara Close – Founder Naturopathica Holistic Health**

### ❖ **Women's Wellness Retreat II – August 25-29, 2013**

**With Tieraona Low Dog, MD, Mimi Guarneri, MD  
Diane Downing, MD, & Siri Chand Kaur, MD**

- Women are living longer and looking better than ever before and health is the cornerstone. This relaxing, informative weekend includes morning yoga, rejuvenating facials, personalized massage, interactive cooking demonstrations, healthy foods and leading experts in women's health and natural medicine.

2013 Intentional Living Retreats  
At Well & Being at Willow Stream Spa  
Fairmont Scottsdale Princess 2/2/2

Topics for the first Women's Wellness Retreat include: *Navigating Menopause: The Role of Natural Medicine and Bio-Identical Hormones; Fabulous Coaching Tips for a Better Life; Igniting the Feminine Flame of Desire; Radiant Skin from the Inside Out and more.*

Topics for the second Women's Wellness Retreat include: *The Heart Speaks: Preventing Heart Disease in Women; Ten Natural Remedies Every Woman Should Know; Luminous Foods: Nourishing the Body and Soul, Tired of Being Tired? Learn the best way to optimal thyroid function and more.*

❖ **Breathing Breakthrough, The Mind-Body Connection – August 15-18, 2013**  
**Diane Downing, MD & Bija Bennett, YogaAway**

- We live in an age of speed and haste: working fast, commuting fast and eating fast. From the moment we wake up, we are multi-tasking to meet the demands of daily life. Dr. Diane Downing, Well & Being at Willow Stream Spa's medical director, along with Bija Bennett, internationally renowned yoga therapist and founder of YogaAway, together will teach how to create a positive impact on a diverse range of health responses from energy, aging, brain and immune strength – to sleep, happiness, family and even sex.

❖ **Keep It Fresh & Easy – August 21-24, 2013**  
**Laura McIntosh, TV Personality**

- Laura McIntosh will host cooking classes and share her expertise in preparing quick and easy meals using peak of the season ingredients, also paired with the perfect wines.

❖ **Well & Being Boot Camp – September 12-16, 2013**

- Whether a weekend warrior, an elite athlete or someone who is getting started on a fitness routine, this retreat is individualized to meet participants where they are in their fitness goals. An exercise physiologist, a nutritionist and a health coach all work together to tailor a workout program and diet to propel you forward in your fitness goals.

❖ **Well & Being Personal Health Retreat – October 9-13, 2013**  
**Diane Downing, MD**

- Optimal health is more than the absence of illness: it's having the energy and vitality to fully enjoy life. Dr. Diane Downing, the spa's medical director, will give a consultation for any diagnostic testing to evaluate heart disease, digestive health, hormonal and other genetic biomarkers. Next, a nutritionist and an exercise physiologist each offer in-depth evaluations to create a springboard to reach greater wellness. Spa coordinators schedule this retreat and appointment times around the guest's other vacation activities such as golf, tennis or relaxing by the pool.

2013 Intentional Living Retreats  
At Well & Being at Willow Stream Spa  
Fairmont Scottsdale Princess 3/3/3

❖ **Take a Delicious Healthy Bite Out of Life – October 31-November 3, 2013**  
**Alison Levitt, MD – Founder of Doctor in the Kitchen**

- This retreat is designed for those who are ready to transform their body, mind and spirit. Dr. Alison Levitt is founder of Doctor in the Kitchen, a company inspired by her strong belief in holistic healing and that food is the best medicine. Using food, herbs and ancient healing practices, Dr. Levitt shows how to use food to create calmness of the mind and energy for the body.

The three- to four-night retreats range from \$1,863 to \$3,173 per person and include accommodations, speaker events, spa treatments, consultations, select meals, take-home gifts, taxes and gratuities. Each retreat varies in its offerings and inclusions, depending on the topic and activities. Local package pricing, without accommodations and with discounts on treatments, range from \$1,350 to \$1,950. Those who book any overnight retreat before June 1, 2013, will receive a \$250 Well & Being service credit. (Some restrictions may apply.)

“The selection of retreats we have designed for the Fairmont Scottsdale Princess invites each individual to craft her or his own wellness path embracing health and vitality in mindful, physical and natural ways,” said Dr. Tieraona Low Dog, chief medical officer of Well & Being. “We have hand-picked an esteemed group of clinicians and therapists, blending the best of conventional, complementary and alternative medicine to provide a broad range of options for achieving optimal health. We are here to nurture, support and guide guests on their personal voyages, so the experience is quite different for everyone. The prevailing take away is the valuable knowledge gained about powerful new ways to live life with intention – engaging in every aspect, recognizing that your path is unique and having the courage to follow it.”

Owned by Strategic Hotels & Resorts, the Fairmont Scottsdale Princess is a AAA Five Diamond resort and meeting destination in the heart of the Sonoran Desert and is the first resort in the country to partner with Trilogy Spa Holdings to create Well & Being, expanding upon the resort’s award-winning Willow Stream Spa. The facility offers a diverse selection of spa experiences, medically-guided programs and a fully-customized wellness experience, combining integrative medicine, nutrition, fitness and advanced skincare.

Well & Being at Willow Stream Spa also offers focused single-day packages, ranging from relaxing spa and beauty retreats to full benefits driven health programs like our Total Immersion Golf Performance Workout, Body & Soul (massage), Beauty from the Inside Out (skincare), The Playlist (couple’s treatment), and Mansome (men’s treatment). Comprehensive fitness programs, working with a nutritionist, or receiving a comprehensive health assessment are all available through the day programs at Fairmont Scottsdale Princess.



2013 Intentional Living Retreats  
At Well & Being at Willow Stream Spa  
Fairmont Scottsdale Princess 4/4/4

In addition to the retreat events and packages, Well & Being at Willow Stream Spa's dynamic array of services includes Connected Living spa services, Beautiful Living salon treatments and Active & Balanced Living programs. Well & Being also offers Intentional Living coaching, healing, and diagnostics and assessment, which aid guests to blend the very best of conventional and complementary medicine.

Along with the integrative Well & Being services, spa-goers may simply enjoy a Willow Stream Spa signature treatment such as the Ultimate Facial or the Active Rx Sports Massage, as well as authentically-local treatments including the Havasupai Falls Rejuvenation and the Hacienda Retreat body polish. Individual treatment prices range from \$89-\$329 with 90-minute Individual Health Assessments beginning at \$450. Facility access is also included with purchase of a spa or wellness package of 60-minutes or more.

Capturing the essence, elegance and energy of its surroundings, Well & Being at Willow Stream Spa offers 30 treatment and wellness consultation rooms, a full-service salon, fitness studios, a rooftop oasis pool and light, nutritious meals. Separate men's and women's locker rooms include steam rooms, saunas, eucalyptus inhalation rooms and relaxation pools. Inspired by the stunning aquamarine beauty of the Havasupai Falls, a hidden oasis deep in the Grand Canyon, the spa's design and architectural accents highlight a three-story therapeutic waterfall, Sedona sandstone, river rock, fountains, streams, gardens and abundant natural light throughout the facility.

Well & Being at Willow Stream is a resort spa catering to vacationers, day visitors and local residents, assisting in creating a customized spa experience.

For more information about Well & Being at Willow Stream Spa at Fairmont Scottsdale Princess, please visit [www.wellandbeing.com](http://www.wellandbeing.com) or [www.scottsdaleprincess.com](http://www.scottsdaleprincess.com) or call the spa directly at (480) 585-2732.

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#### **ABOUT FAIRMONT HOTELS AND RESORTS:**

Fairmont Hotels & Resorts, which will arrive in destinations as diverse as Jaipur, Kyiv and Manila in 2012, is a celebrated collection of more than 60 luxury properties around the globe, including Shanghai's Fairmont Peace Hotel, The Plaza in New York, and Makkah Clock Royal Tower in the Kingdom of Saudi Arabia. The luxury brand's distinctive hotels offer a sense of heritage and sophistication, warm, engaging service and culturally rich experiences. A community and environmental leader, Fairmont is also recognized internationally for its responsible tourism practices and award-winning Green Partnership program. Fairmont is owned by FRHI Holdings Limited, a leading global hotel company with over 100 hotels under the Fairmont, Raffles, and Swissôtel brands. The company also manages Fairmont, Raffles and Swissôtel branded luxury private residences club, whole-ownership residences and serviced residences properties. For more information or reservations, please call 1-800-441-1414 or visit [fairmont.com](http://fairmont.com). Become a fan of Fairmont. Join our online communities at [everyonesanoriginal.com](http://everyonesanoriginal.com), [facebook.com/fairmonthotels](https://facebook.com/fairmonthotels), and [twitter.com/fairmonthotels](https://twitter.com/fairmonthotels). For career opportunities, visit [facebook.com/fairmontcareers](https://facebook.com/fairmontcareers).

#### **ABOUT STRATEGIC HOTELS & RESORTS**

Strategic Hotels & Resorts, Inc. is a real estate investment trust (REIT) which owns and provides value-enhancing asset management of high-end hotels and resorts in the United States, Mexico and Europe. The Company currently has ownership interests in 17 properties with an aggregate of 7,762 rooms. For a list of current properties and for further information, please visit [www.strategichotels.com](http://www.strategichotels.com).

#### **ABOUT TRILOGY SPA HOLDINGS**

Trilogy Spa Holdings, based in Phoenix with offices in New York and Denver, is a professional spa management company dedicated to creating and operating the most innovative, service-centric and performance optimized branded spas and wellness destinations in the hospitality industry. Built on a foundation of experienced spa operators, healthcare professionals, beauty and hospitality industry veterans, Trilogy is the critical management link between hospitality companies, integrated medical and wellness services and beauty brands.

# # #

# *Fairmont* SCOTTSDALE PRINCESS

## FOR IMMEDIATE RELEASE

Valerie Lee, Director of Public Relations  
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### FROM LAUGHING YOGA TO OPTIMAL PERFORMANCE: FAIRMONT SCOTTSDALE PRINCESS PRESENTS INSPIRING NEW SPA ELEMENTS FOR MEETINGS

SCOTTSDALE, Ariz. (September 27, 2013) – Energized, enlightened and empowered to live life more productively: that's the "Live it Well" philosophy of the new meetings menu with a wellness twist at the Fairmont Scottsdale Princess. Well & Being at Willow Stream Spa, a new spa concept the resort introduced earlier this year, combines health, wellness, nutrition, integrative medicine, cutting edge fitness classes and advanced skincare. Now, conference planners can incorporate this innovative spa approach in their event programming, offering attendees a broad array of spa-themed experiences that encourage optimal productivity and performance, both in and outside of the workplace.

This comprehensive group menu offers fully-customizable and fun activities that meeting planners can weave into their meetings, retreats and events held at this AAA Five Diamond resort. Either taking place in the spa itself, or taking the "spa experience" to the resort's expansive new Palomino Conference Center, wellness group options range from breakout sessions with stretching or short dance workouts, to meeting enhancements such as a Wellness Lounge with soothing music and smoothie shooters or a Spa Lunch with tips for mindful eating techniques. Attendees have limitless opportunities for engaging in healthy pursuits as part of their conference time. Fairmont Scottsdale Princess' new offerings include:

❖ **Meeting Enhancements** such as:

- **15-Minute Conference Breakout Sessions** with Well & Being at Willow Stream Spa fitness experts who lead guests in breathing, stretching, laughing, relaxing, reviving and other movement designed to stimulate blood flow, relieve tension, relax muscles, re-focus minds and energize bodies.
- **Wellness Meeting Enhancements** such as salt scrubs at all sinks, warm or cooled towels during each break, smoothie shooters, healthy fruits and snacks, plus a lounge where attendees can put their feet up, listen to relaxing music and collect their thoughts.

-more-

Fairmont Scottsdale Princess  
New Spa/Wellness Offering for Meetings  
2/2/2

- **Group Challenges** are available in the form of a *Mason Jar Challenge* food preparation demo and contest to learn about preparing healthful foods in a fun and competitive atmosphere. A *Ropes Tug-of-War* and *Zumba Challenges* are also available to energize and burn calories.
- ❖ **Spa Fitness Series** that comprise private group fitness classes held in the spa's workout studio, yoga room, or outdoors in the serene and beautiful surroundings of Fairmont Scottsdale Princess. Conference guests can select from *Fitness Hula Hooping, Yoga, Boot Camp, Zumba, Rip Surfer, Aerobics* and *Meditation* classes to name a few.
- ❖ **Spa Lunch and Learn Series** topics are educational and enjoyable, sharing lifestyle benefits and healthful culinary arts. Examples of these interactive group sessions include:
  - *Savor Every Bite – Mindful Eating* has a focus on women's health topics and provides mindful eating techniques, with a healthy cuisine lunch.
  - *Relax, Detoxify & Slow Aging* – This session teaches the group about slowing the aging process through food, supplements and exercise. Demonstration on acupressure and stress-busting techniques are provided with a healthy cuisine lunch.
  - *Cooking Demonstration* – Attendees see the chef in action and will learn how to make a healthy meal in this lively and popular event.
- ❖ **Customized Group Spa Experiences** – Well & Being at Willow Stream Spa's Group Experience Manager will design the ideal itinerary combining treatments and classes that best fit a group's specific program needs and appeal to guest interests. These include:
  - *Spa and Salon Treatment* blocks, up to 30 treatments per hour, which includes a personalized welcome flier for the group
  - *Fitness Activities and Classes*, such as Fun Run, outdoor meditation or Yoga, and Zumba
  - *Ten-minute Chair Massages*, ideal for groups, particularly upon arrival
  - *Biometric Health Screenings and Wellness Fair*; up to 32 guests receive confidential health screenings followed by fun, interactive demonstrations
  - *Tennis* – Tournaments, CardioTennis, or round robins for larger groups
  - *Gift Baskets* filled with spa wear, shoes, healthy items and supplements from the Well & Being Community Market

-more-



Fairmont Scottsdale Princess  
New Spa/Wellness Offering for Meetings  
3/3/3

Owned by a joint venture between Strategic Hotels & Resorts, Inc. (NYSE: BEE) and Walton Street Capital, L.L.C, Fairmont Scottsdale Princess is a AAA Five Diamond resort and meeting destination in the heart of the Sonoran Desert. The resort's recent expansion of its conference facilities, including the new Palomino Conference Center and renovated Princess Conference Center, has further established it as a distinctive meeting destination. The resort now has a total of 156,000 square feet of indoor/outdoor meeting and event space, making it the largest meetings hotel in the Fairmont Hotels & Resorts collection worldwide.

Well & Being brand, managed by Trilogy Spa Holdings, embraces a foundation of whole health, inspiring guests to be healthy, balanced and a more energetic version of themselves. The Fairmont Scottsdale Princess is the first location to have Well & Being, delivering a personal and sustainable wellness program to guests who wish to incorporate optimal health and lifestyle choices with guidance before, during and long after they leave the resort setting

The resort is located at 7575 East Princess Drive in Scottsdale. More information about Fairmont Scottsdale Princess is available at [www.scottsdaleprincess.com](http://www.scottsdaleprincess.com) or by calling (480) 585-4848.

#### **ABOUT THE FAIRMONT SCOTTSDALE PRINCESS:**

Set against the backdrop of Arizona's McDowell Mountains, the AAA Five-Diamond Fairmont Scottsdale Princess reflects its Southwestern setting with Spanish colonial-style architecture, expansive plazas and lush, flower-filled gardens. The resort features 649 oversized guest rooms, including 69 Fairmont Gold rooms and suites, five heated swimming pools, the luxurious 44,000 square-foot Well & Being at Willow Stream Spa, world-class tennis center and championship golf at the adjacent TPC of Scottsdale. Dining options include Bourbon Steak, a AAA Four-Diamond steakhouse by the acclaimed Michael Mina; modern Mexican cuisine at La Hacienda by Richard Sandoval; Ironwood American Kitchen, serving favorites for the whole family and gastropub fare at The Grill, with stunning views overlooking the 18<sup>th</sup> green at the TPC of Scottsdale Stadium Course. The Plaza Bar, a contemporary bar and lounge is the spot for cocktails in Princess Plaza. Become a fan and follow Fairmont Scottsdale Princess. Join our online communities at [www.facebook.com/FairmontScottsdale](https://www.facebook.com/FairmontScottsdale) and <http://twitter.com/fairmontscotsdl>. The resort is located at 7575 East Princess Drive in Scottsdale. For more information, please call (866)-540-4495.

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# *Fairmont*

## SCOTTSDALE PRINCESS

### FOR IMMEDIATE RELEASE

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## WELL & BEING AT WILLOW STREAM SPA INTRODUCES INNOVATIVE FACIALS & NEW ADVANCED SKINCARE

*Advanced skincare procedures utilize Reveal 3-D Skin Imager, HydraFacial and LED light technologies*

SCOTTSDALE, Ariz. (October 30, 2013) – Whether it's Hollywood's starlets walking the red carpet looking flawless -- or the effortless, natural beauty of running errands on a Saturday *without* make-up -- the oft-asked beauty question is, "What is 'the' secret to a healthy, radiant glow?" It starts with a recipe of good nutrition, water, exercise and a good night's sleep, then mixing in new services and skincare technologies now available at Well & Being at Willow Stream Spa. This stunning sanctuary at the Fairmont Scottsdale Princess has introduced a new portfolio of facials and skin care services utilizing the latest advancements available in the beauty industry, including NovoGlow, LED light technologies, ultrasonic devices and more.

Expert estheticians, highly-trained with these technologies, assess specific skin care needs to create a fully-customized experience for each guest. Combining the luxury and pampering of a world-class spa setting with the unique skincare found in a dermatologist's office, these treatments include:

- **The NovoGlow Facial (60/90 minutes)**

This new facial is exclusive to Well & Being at Willow Stream Spa. Spa-goers can achieve victory over aging skin with this professional treatment meant to restore and repair damaged skin cells as a result of harsh environmental factors. The unique, patent-pending NovoSerum contains platelet derived growth factors from purified umbilical cord serum, with multiple antioxidants, neuro peptides, vitamins and collagen stimulants. Anti-bacterial and anti-inflammatory agents work in concert with moisturizers and emollients to promote visible skin tissue repair, regeneration and collagen formation, giving skin more elasticity and brilliance. This powerful treatment incorporates the effective Clarisonic spinning brush to prep and deeply cleanse the skin, along with high-frequency exfoliating and oscillating power of the bt-Micro unit to enhance the efficacy and absorption of the Novo product into the skin. This ultra-modern skin care treatment is great for all skin types, men and women alike. The 90-minute version of this service includes additional facial massage to help stimulate and tone skin along with stress-reducing neck, décolleté and shoulder massage. \$179-\$259\*

Innovative New Facials & Skincare Technology  
at Well & Being at Willow Stream Spa  
at the Fairmont Scottsdale Princess  
2/2/2

- **Well & Being Facial by Naturopathica (90 minutes)**

This natural face lift from Naturopathica was developed by a clinical esthetician and aromatherapist to create a high-performance facial using natural, active, plant-based ingredients that work in harmony to restore healthier, younger-looking skin. The session begins with the Reveal Imager, a 3-D high-resolution analysis beneath the skin's surface to determine pigmentation, rosacea and vascular conditions, with personalized corrective regimen. This is followed by an herbal enzyme resurfacing treatment that includes a stimulating lymphatic "butterfly" massage technique. The ultrasonic and micro-current therapies naturally lift, firm and stimulate the skin for maximum absorption of nutrient-rich plant stem cells. \$279\*

- **Radical Extreme HydraFacial (90 minutes)**

Beloved by celebrities and television producers, the HydraFacial is a high-tech solution for guests with multiple skin issues. This uses skin specific solutions and a series of HydroPeel tips - each one has multiple peeling edges to exfoliate the skin several times each pass, achieving better, more even results. This is similar to a microdermabrasion with fluids instead of crystals. Using the highly active Radical skin care line in conjunction with the advanced performance of the HydraFacial, this treatment improves skin's texture, hydration and skin tone while providing the highest level of antioxidant protection. This treatment for the face neck and décolleté includes a special multi-peptide derma-building solution and an anti-aging LED light treatment. \$279\*

### **Taking Technology Home**

In addition to customized services, the spa has the Community Market, a boutique that offers these and other luxurious skin care lines to take the spa experience home, including hand-held facial devices for purchase such as Clarisonic, along with room fragrances, vitamins, supplements, books on well-being, clothing and travel-size spa amenities. Highlighting technology, new items include:

- **bt-Micro** - This hand-held facial device, used by professionals, combines spa-grade ultrasonic peeling with micro currents to cleanse, exfoliate, decongest, firm and tone the skin, also enhancing the effectiveness of cell renewal creams.
- **Tanda's Zap & Luxe** - Like a professional photo-facial, these hand-held devices use either LED blue light therapy to treat and prevent acne, or red light therapy to reduce fine lines and wrinkles. These wavelengths boost collagen and overall cellular energy to look more youthful, rested and refreshed.

The new spa experiences at Well & Being at Willow Stream Spa, which opened in January, is in partnership with Trilogy Spa Holdings. Fairmont Scottsdale Princess is the first luxury resort in the United States to implement Well & Being's fully-customized wellness experience at its spa, combining health, wellness, nutrition, integrative medicine, fitness and advanced skincare.

-more-



Innovative New Facials & Skincare Technology  
at Well & Being at Willow Stream Spa  
at the Fairmont Scottsdale Princess  
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Rising from the resort's beautiful Hacienda Plaza is Well & Being at Willow Stream Spa at Fairmont Scottsdale Princess, which also pays tribute to the Arizona landscape. Inspired by a hidden oasis deep in the Grand Canyon called Havasupai, the design of this alluring Fairmont Scottsdale Princess spa is drawn from nature's primary elements - air, water, earth, wood and fire.

For more information about Well & Being at Willow Stream Spa at Fairmont Scottsdale Princess, please visit [www.scottsdaleprincess.com](http://www.scottsdaleprincess.com) or call the spa directly at (480) 585-2732.

\*All treatments include use of the 44,000 square-foot spa facilities for the entire day which feature cutting-edge fitness classes, state-of-the-art exercise equipment, eucalyptus steam, Swiss shower, whirlpools, cold plunge, atrium café and scenic rooftop pool. 18 percent gratuity is added to all services.

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## Company details

### Trilogy Spa Ventures

Trilogy Spa Ventures is a professional spa management company dedicated to creating and operating the most innovative, service-centric and performance optimized branded spas in the hospitality industry.

#### Address

515 Madison Avenue, Suite 2310, New York, NY 10022, USA

#### Telephone

+1 212 874 5649

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#### Website

www.trilogyspaventures.com

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## Attractions Management magazine 2014 issue 3



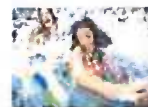
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YDE - Womenswear - Paris



Rahul Mishra - Womenswear - Paris



Moon Young Hee - Womenswear - Paris



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Paris - Womenswear  
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[April 28, 2011](#)

## Guerlain multiplies its spa network in the United States

World-famous French perfume house Guerlain has entered into an exclusive license agreement with Trilogy Spa Ventures to introduce Guerlain branded-spas in luxury hotels and resorts throughout the United States. The parties are contemplating expansion outside of the United States as well.



Guerlain Spa at The Roosevelt New Orleans hotel in LA

According to Laurent Bollot, Guerlain CEO, they expect trilogy to "develop 20 Guerlain branded-spas over the course of the next five years".

Under the terms of the license agreement, Trilogy will assume oversight of all existing Guerlain Spas in the United States and will provide counsel with respect to Guerlain spas internationally.

"My partners and I are committed to creating a transformative and uniquely Guerlain spa experience for clientele that expect the best and will accept nothing less. Trilogy is honored to be entrusted with the Guerlain legacy and privileged to bring it to life in a spa environment", said the chairman of Trilogy David Stoup.

There are currently seven Guerlain Spas operating throughout the world, four of which are within hotel and resort properties. Guerlain's flagship jewel is the brand's boutique and spa, located at the iconic 68 Champs Elysees since 1939. A world leader in beauty for nearly 200 years, Guerlain creates luxury fragrances, makeup and skincare products.

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Guerlain

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- 11/23/2013 French police on the scent of perfume thieves
- 11/21/2013 L'Oréal says travel retail boom creates 'sixth continent'
- 11/18/2013 LVMH eyes expansion in premium cosmetics market
- 4/15/2013 French luxury goods group LVMH posts 6% rise in first quarter sales
- 1/20/2013 French designer Andree Putman dies aged 87
- 11/1/2012 Perfume-makers fear EU legal blow to industry
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- 6/27/2012 Dr Martens creates French subsidiary
- 5/4/2012 LVMH suffers partial setback in eBay court challenge
- 4/11/2012 We Are Social moves to New York
- 3/29/2012 French perfumier Guerlain judged racist for 'negro' remark
- 3/28/2012 Paris court to rule on perfumier Guerlain racism charge
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Véronique Leroy - Collection  
spring/summer 2015 in Paris (with  
interview)

The catwalk star Binx Walton  
revealed

Stella McCartney - Collection  
spring/summer 2015 in Paris (with  
interview)





## Spa Partner Blog

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### Guerlain Spa Hosts SpaFinder 2012 Trends Press Event

Last week, journalists and press from major national magazines, newspapers and websites gathered at the elegantly beautiful Guerlain Spa at the Waldorf = Astoria in New York City to attend a very special event focused on presenting the [SpaFinder 2012 Global Spa Trends Report](#).



After champagne and hors d'oeuvres, guests were welcomed to the spa's relaxation area, which was transformed into a dining hall complete with centerpieces of rich red roses and Waldorf Astoria-engraved silverware. As a three course menu by Chef David Garcelon, director of culinary for the Waldorf = Astoria, was enjoyed, SpaFinder President Susie Ellis presented SpaFinder's 2012 trends.

Five of the trends were brought to life through leaders in the industry sharing a taste of their specialty and knowledge and emphasizing the importance of these trends:

First came a closer look at the [Spa, Wine & Dine Packages](#) and [Glambition](#) trends with Richard Dusseau, president of Trilogy Spa Ventures, the company that operates Guerlain. Dusseau explained to the group that Guerlain embodies the superlative luxury spa experience through its anticipation of guests' needs, impeccable service and attention to detail. In creating a new service platform, the luxury spa represents Parisian culture and the cosmopolitan lifestyle, Dusseau said. From floral artistry and handwritten welcome notes to handmade



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- [Spa Trends](#) (28)



chocolates and rotating food selections, Guerlain returns glamour back to the spa experience.

Next, the trend of **Good Vibrations** (**Sound, Music, Light and Color Therapies**) was brought to life by **Shannon Stringert**, spa operations manager, **Qua Baths & Spa**, Las Vegas, and the spa's Master Artisan, a double-certified esthetician and massage therapist, **Lori Cloutier**. Together, they presented the unique **Aura-Soma** concept offered at **Qua Baths & Spas** that incorporates color, light and vibration therapy. With "aura," meaning light, and "soma," meaning body, this treatment incorporates colors, massage, interpretation, light and acupuncture meridians to create a multi-sensory experience, connecting the mind, body and spirit.



**Yamuna Zake** then spoke to the **Healthy Feet** trend. As a master body therapist, creator of the **YAMUNA® Body Rolling** fitness and therapy system, the **YAMUNA® Body Logic** hands-on therapy and **YAMUNA® Foot Fitness**, Zake spoke on the importance of foot education, saying "one third of the bones in our body are in our feet and without them, you can't get anywhere." With her development of the three related practices above, injury prevention, healing and wellness education is taught to last a lifetime. For more than 25 years, Yamuna has relieved all kinds of pain for thousands of people, teaching them how to achieve healthy, fully functioning bodies with minimal effort.



Last but not least, the enthusiastic co-recipient of **SpaFinder's 2011 Visionary Award**, **Dr. Daniel Friedland**, spoke about **The Science of Spa** trend and **SpaEvidence.com**, the world's first website to consolidate the validation for spa and wellness approaches. As a highly respected educator and the president of **SuperSmartHealth**, which delivers wellness programs to organizations like the U.S. Army and Navy, Dr. Friedland emphasized how the creation of **SpaEvidence.com** is a real game changer in the industry; the site makes spa not just about relaxation, but about revitalization, enabling people to live their lives as their best self. His book *Evidence-Based Medicine: A Framework for Clinical Practice*, is one of the first to apply medical literature searches to patient care.



More photos from the event (click to enlarge):

- SpaBooker (1)
- SpaFinder.com (7)
- SpaFinder: The Global Spa & Wellness Directory (1)
- Survey (3)
- Treatments (12)
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## Latest Comments

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## Six Senses Spa to open at Jaypee Greens resort in India

Six Senses Spas will open its first spa in India later this month (June), at the luxury Jaypee Greens Golf and Spa Resort in Greater Noida, a suburb of New Delhi.

Located over three floors at the 170-bedroom resort, the spa will become one of the largest in the Six Senses Spas portfolio. The hotel's basement will house the spa's 'Active Floor', including a health and fitness suite, changing rooms, a juice bar, yoga studio and aerobic pool surrounded by an indigenous herbal garden.

The spa reception, another juice bar and the Six Senses Gallery are located on the ground floor, together with consultation rooms. There will also be four single treatment rooms, changing facilities with steam, saunas, an experience shower, ice fountain and private pools, private nap rooms and relaxation areas.



The spa will be spread across three floors and includes extensive relaxation areas

Specialist treatment rooms for Ayurveda, Watsu, colonic hydrotherapy and Thai therapies are also situated on the ground level.

Facilities on the first floor include male and female hammams, a meditation cave, single and double treatment rooms, a ladies club and golfers treatment area.

The ladies club will be used to host private spa parties, events and "brides to be" gatherings and provides services such as luxurious hair spa treatments, hair styling, blow dry and colouring.

Also included in the spacious women's only beauty area is a private make-up studio for special events and personalised make-up lessons.

The Six Senses Spa will offer a wide range of Six Senses Signature and locally-inspired treatments; Asian and Ayurvedic therapies; Oxygen facials, as well as beauty treat-

ments. In addition, there will be specialist results-driven programmes such as detox, weight-loss and fitness with supporting workshops and consultations.

Classes of Yoga, Pilates, Meditation, Qi Gong and Tai Chi will be available for guests to enjoy on a daily basis.

## JW Marriott expands Mexican portfolio

The 231-bedroom JW Marriott Mexico City Santa Fe has become the second hotel opened by the Marriott International-owned luxury brand in the Mexican capital of Mexico City.

Located in the Santa Fe residential neighbourhood, the hotel contains the Oriental Wellness Spa with five treatment rooms, saunas, vapour rooms, whirlpools and a meditation area.

Facilities also include two restaurants - Italian eatery Quattro and Cila, an organic Mexican fine dining restaurant. A fitness centre and a lobby bar are also available to guests.

## Marilyn Monroe spa plans announced

Niki Bryan, founder of Niki Bryan Spa Management Company, has partnered with former president of world wide operations at Walt Disney Parks and Resorts, Al Weiss, to launch Marilyn Monroe Spas.

The themed concept will include spas, salons, nail boutiques and "other concepts" located around the world through a licensing agreement with Authentic Brands Group.

Orlando, Florida-based Niki Bryan Spas, the management team currently serving in excess of 10 million spa goers across North America, will operate the new company.

The first Marilyn Monroe Spa concepts will start rolling out during the third quarter of



The new concept is inspired by Marilyn Monroe

2012. Bryan said the brand will become "one of the most exciting concepts" to emerge within the global spa industry.

"Matching the allure and glamour of Marilyn Monroe with the beauty and spa industry is a natural fit and I am thrilled to join Al Weiss on this business venture," said Bryan. Read more: <http://theix.com/news>

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# The Global Spa & Wellness Summit 2012

Experts from outside the industry inspired delegates at this year's Global Spa & Wellness Summit in Aspen, US. Katie Barnes reports on the highlights and the latest sector research

**A** Hollywood actress, the head of retail at Google, an ex-chair of Disney Imagineering, a previous surgeon general and the former President of Costa Rica formed part of the impressive list of speakers at this year's Global Spa & Wellness Summit (GSWS) held on 3-6 June.

Under the theme Innovation through Imagination, the speakers from outside the spa industry introduced some fresh ideas to help drive our sector forward. And in reflection of this more encompassing approach, the word wellness was added to the name of the summit.

Held at the Aspen Institute, Colorado, the 2012 summit attracted 325 leading spa professionals representing 40 nationalities. Co-chairs

this year were GSWS board members Philippe Bourguignon, vice chair of Revolution Placer and CEO of Exclusive Resorts, France (see *Spa Business* magazine issue 3, 2011, p44) who headed up the agenda; Richard Dussseau, president of Trilogy Spa Ventures; and Susie Ellis, president of SpaFinder Wellness (SB12/A p51).

The need to tackle the growing health crisis worldwide was a focus for two keynote speakers – John Hickenlooper, the governor of Colorado and Dr Richard Carmona, the 17th US surgeon general and now vice chair for Canyon Ranch (SB09/1 p66). It's predicted that chronic, yet preventable, diseases will cost the US alone US\$5.5tn (£4.4tn, £3.5tn) in the next few years, accounting for 20 per cent of

GDP. Carmona feels spas could have a key role to play in the solution and challenged the audience to "develop a health and wellness policy platform that will allow you to speak as one" as a step towards teaching people how to lead healthy lifestyles.

Meanwhile, in a proactive and profound statement, Peter Rummell, chair of the Urban Land Institute and former chair of Disney Imagineering, warned the industry that it has a "deadly definition – that spas are only for rich, white women. If I was king of your world, I'd get rid of the word 'spa' because it's ruining your reputation and brand".

Insightful and interesting pointers on technology were presented by Ted Souder, head of



Actress Mindy Kaling ways on mental health



Spas need a health policy platform says Dr Carmona



Technical insights from Google's Ted Souder



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## ROOOMR HAS IT...

Roomr, a new booking site, is unlike other online travel agencies (OTAs). Currently in beta mode, the site pairs in-the-know travelers with progressive, location specific hotels that offer unique cultural experiences. Part of Roomr's marketing platform is to help consumers find non-generic hotels near major art and music events, such as Coachella, Art Basel, and the Academy Awards. Co-founder David Anderone discusses the company's target audience, business plan, charitable efforts, and emphasis on authentic digital marketing.



## INDUSTRY OUTLOOK Investment Accelerates

With a strong bench of buyer groups interested in acquiring assets, worldwide hotel deal volume is expected to reach \$33 billion in 2013, according to Jones Lang LaSalle's (JLL) Hotel and Hospitality experts. Private equity players, real estate investment trusts (REITs), sovereign wealth funds, and family conglomerates will be among the key buyers. The U.S. will transact approximately 55 percent of the global transaction volume this year.



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## Hotels Aiding Water Crisis

The hospitality and tourism industry can play a big role in solving the worldwide water crisis. Whole World Water is a campaign that asks hotels, resorts, spas, and restaurants to begin filtering, bottling, and selling their own water and donating 10 percent of the proceeds to the Whole World Water fund.

## Interview: Steve Joyce

Steve Joyce, president and CEO of Choice Hotels, discusses recent deal announcements and the company's priorities for the upcoming year.



## On the BLOGS

### 'LODGICAL' THOUGHTS Luxury Hospitality and Health Care

Megan Sullivan chats  
with Richard Dusseau,  
president of Trilogy Spa



Ventures, about  
the spa development  
and management  
company's customized

wellness program for the  
hospitality industry. Trilogy  
Wellness LLC recently  
launched the first location  
of its new brand, Well &  
Being Intentional Living, at  
the Fairmont Scottsdale  
Princess.

Posted on: October 8, 2014

## Additional investment in spa and wellness

By Jeri Clausing



With the spa and wellness tourism industry continuing its robust global growth, luxury hotels and resorts are taking their spas to new levels.

Trilogy Spa Holdings and the Four Seasons Resort in the Dallas suburb of Las Collinas, for example, this week announced plans to build what Trilogy said would be the largest luxury hotel fitness and health club in America.

The 175,000-square-foot Well & Being spa and wellness center will include three fitness studios, personalized nutrition and preventive health programs, integrative health services like acupuncture, and private diagnostics by expert fitness coaches.

The center will be the second to open under Trilogy's Well & Being brand, and Trilogy executives say they expect to announce more in coming months. The first was opened at the Fairmont Scottsdale Princess in Arizona.

David Stoup, chairman of Trilogy Spa Holdings, said the concept takes hotel spas to a level that goes way beyond massage and facials.

"The traditional pampering spa is dead," said Stoup, whose company has worked to transform programs at the Guerlain Spa in the Waldorf Astoria New York Towers and Spa del Rey at the Ritz Carlton, Marina del Rey.



Jeri Clausing

Besides offering wellness and spa services to guests and local residents, Stoup said Trilogy works closely with meeting planners to add a wellness aspect to group events.

"We've been a little surprised at how popular it is with group and meeting planners," he said.

For instance, he said, groups might opt for fitness classes in the morning, workshops on stress, a presentation by a nutritionist and the executive chef at lunch or laughing yoga in the afternoon.

"There's more than the benefits they get as an individual," he said. "There's also a team-building aspect."

The announcement comes on the heels of last week's report from SRI International, which said wellness tourism revenues grew to \$49.4 billion last year, a 12.5% increase. SRI had previously forecast 9% growth.

That report, "The Global Wellness Tourism Economy," said wellness travel was growing nearly 50% faster than the global tourism overall and represented more than one in seven travel dollars spent worldwide.