

The Business Resource for SPA & WELLNESS

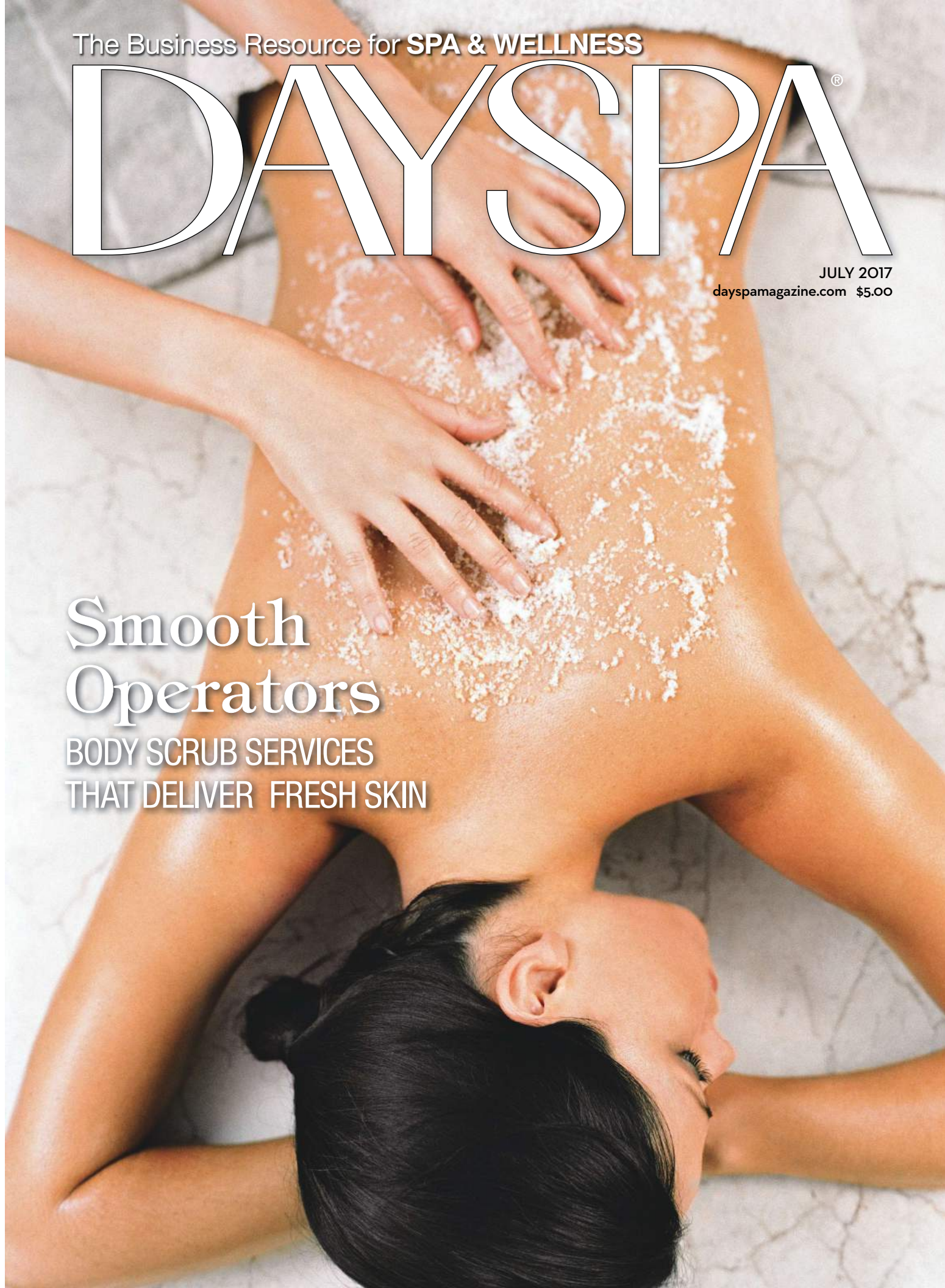
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Destination: Wellness

How five
standout spa
properties are
paving the path to
guests' health.

By Vicki Arkoff

Wellness is no longer a buzzword, but rather a solemn oath for an increasing percentage of the health-conscious public. According to the Global Wellness Institute, the worldwide wellness industry is a \$3.7 trillion market. Of that total, \$99 billion is attributed to the spa industry, \$119 billion to the wellness lifestyle real estate sector, \$542 billion to the fitness and mind-body category, and a whopping \$563 billion to the steadily growing wellness tourism category.*

To serve the booming market for genuine wellness services, a rising number of progressive spas are capitalizing on the movement with innovative and comprehensive wellness packages—led by experts in the field—that go beyond lip service. These incorporate everything from medical assessments, fitness programs, nutritional advice, cooking classes, mind-body therapies, group discussion sessions and, of course, spa treatments that nurture the body and soul.

Here, *DAYSPA* picks the brains of managers and operators at top wellness facilities in North America to find out more about their latest popular packages.

* Numbers reflect an overlap in segments.
Source: Global Wellness Economy Monitor, January 2017.

COURTESY SPARKLING HILL RESORT AND SPA

The Cliffs Wellness Center at Mountain Park

Marietta, South Carolina

How it stands out: Active living is a full-time commitment at The Cliffs' collection of private residential health and wellness communities located in the Carolina Blue Ridge Mountains. Six Wellness Centers are at the heart of the seven luxury home tracts, providing spa services (\$75-\$170) and more than 2,800 wide-ranging health, fitness and performance classes, including yoga, water aerobics, Zumba, balance, and golf and tennis conditioning.

How it came to be: "Long-term wellness has been an integral part of The Cliffs since its founding in 1991," says David Sawyer, president of The Cliffs Clubs, which began with residential golf courses designed by Tom Fazio and Jack Nicklaus, among others. The new Mountain Park center ups the ante with The Cliffs' most elaborate wellness center yet: The Escape Fitness Octagon workout circuit adds high-tech pizzazz with the U.S.'s first Escape Fitness FunXtion machine, a cloud-based virtual trainer.

How it packages wellness: Membership is de rigueur for nearly all residents of The Cliffs, so instead of an à la carte menu, an annual Active Membership includes amenities for well-to-do property owners through initiation fees (\$25,000-\$50,000), plus monthly dues (\$260-\$996). The Cliffs' residential spa concept attracts an active demographic that takes its health seriously, whose needs are met with the wellness center, a three-pronged educational curriculum (gardening, cooking and nutrition), cycling and extensive sports facilities. "Our programs and spa services strive to keep our members swinging faster, serving harder and moving stronger," says senior wellness manager Ryan Kamszik.

What it includes: Active Membership allows residents unlimited use of The Cliffs' wellness centers, plus the beach club, golf courses, tennis courts, clubhouses, dining and marina facilities, as well as full access to outdoor activity areas, encompassing hiking, biking and walking paths, and horse trails.



COURTESY THE CLIFFS WELLNESS CENTER AT MOUNTAIN PARK