



Secrets of Spa Party Success

**Global Spa &
Wellness
Report**

UNWELL CLIENT
PROTOCOLS

Treat her ^oSIN
not her age

**Social
Spa-ing Raises
Revenues**

Diary Dates
WORLD WELLNESS
PROJECT SUMMIT &
ASPA CONFERENCE

Dining lounge at the Infinity Pool, Paresa



DELIVERING GENUINE DESTINATION WELLNESS



Premchit Prateap Na Thalang

Solving the Challenges, Benefiting the Guests, Enjoying the Rewards

WITH SEVEN MILLION Australians suffering from one or more chronic ailments, hotels and their spas are in a unique position to be rewarded for helping to improve the health of the nation.

The tragedy of the age we live in is that as societies modernise, the health of society deteriorates - this is true for 'modern developed' societies, as well as for 'developing' societies. Chronic, non-communicable ailments and diseases are now the major cause of disability and death worldwide, accounting for fifty-nine percent of all deaths and forty-six

percent of the financial burden of diseases - all largely due to industrialisation, urbanisation, economic development and increasing food market globalisation.

Significantly, a large number of chronic non-life threatening and life threatening ailments and diseases are preventable. The World Health Organization estimates if the major risk factors for chronic diseases were eliminated, at least eighty percent of cardiovascular diseases and type 2 diabetes, and forty percent of cancers, would be prevented.

Also significantly, the primary modifiable causes of these ailments and

diseases are well-established and well-known - unhealthy diet, unhealthy lifestyle, unhealthy relationships and physical inactivity.

The good news is that more and more individuals are taking personal responsibility for their health and wellbeing, and are:

- Realising that by taking care of themselves now, they can prevent, or reduce, future medical issues and costs, as well as improve the quality and length of their life.
- Proactively searching out and being willing to travel to find more natural, alternative, complimentary and preventative wellness solutions, which offer more sustainable, moderate, consistent and practical wellness improvements.
- Seeking out more wellness information in environments that: facilitate learning, offer the experience of genuine wellness and induce the motivation to make lifestyle changes.

The Opportunity

The good news for entrepreneurial hoteliers with spas is that these facilities can offer the ideal environment to enable guests to make a tangible difference to their health and wellbeing. With a wellness philosophy underpinning their offering, in a place of relaxation and service, hoteliers can offer guests: delightful rooms for recuperative relaxation and sleep; nutritious and delicious wellness cuisine; peaceful gardens for meditation and yoga and an enjoyable spa environment for delivering genuinely therapeutic treatments.

The Challenges

However, several challenges must be addressed by a hotelier offering 'genuine wellness' to guests who, whilst happy to pay for it, do expect any such offering to in fact be genuine. Their expectation is for programs, therapies, products and services, which are authentically wellness, supported by technical knowledge and expertise, that deliver tangible results and value.

The typical hotel and spa however, even if it is 5-star, does not have in place the programs, therapies, products and services necessary to deliver genuine wellness. Nor does it typically have the professionally qualified wellness practitioners on staff with the knowledge and expertise to design and implement such requirements to achieve the expected results and value. Hiring this

expertise from outside is usually not the solution either, due to the high investments required to engage such professionals, whether for short or long term. Even without implementing a genuine wellness offering, hoteliers are already regularly challenged in attracting and retaining people with the basic hospitality and spa knowledge and expertise required to just keep their current operations running smoothly. Hence, few hoteliers have been able to implement a genuine wellness offering and thereby benefit from improving the health of their guests - perhaps until now!

Pre-Packaged Wellness Retreats

In recognition of these challenges, Premchit Prateap Na Thalang - inheritor of twelve generations of ancestral Siamese healing wisdom and secrets, internationally certified aromatherapist, organic cosmetics formulator, natural perfumer and acclaimed chef - has introduced packaged Wellness Retreats, specifically for luxury destinations. The Experience Premchit Wellness Retreats break new ground as self-actuated retreats being made available at selected, exclusive boutique hotels located in exotic destinations. The retreats utilise safe, effective, enjoyable, holistic natural therapies as a positive response to the chronic ailments of modern life.

The Retreats connect Premchit's and her Advisory Board's professional wellness knowledge, expertise, education, training, programs and products with the people, services and facilities of selected hotel partners. The result: the hotel's ability to offer guests enjoyable and genuine wellness retreats.

"I wanted to enable hoteliers to increase the value of their people and facilities by helping them offer a much higher level of wellness that is genuine and effective in its design and delivery, whose high quality and service can be sustained over time, and that is affordable and enjoyable for hoteliers, their team and their guests", said Premchit.

Premchit supports her hotel partners with a comprehensive Activation Program, which provides the wellness knowledge and skills, education and training, necessary for the hotel to begin delivering the Wellness Retreats to the world-class standards established by the brand.

To sustain quality, part of the standard protocol includes a quarterly Mystery Guest Program to audit the on-going knowledge, quality and service levels of the hotel team. This regular feedback is used as the basis for an on-going Learning and Service Program, which is implemented with each hotel partner. In essence, Premchit provides the hotel partners with everything they need, initially and on going, enabling them to



Dining Room of the Cielo Residence with floor-to-ceiling window looking out to the Andaman Sea, Phuket.

offer genuine wellness retreats to guests.

Follow Up Care

A crucial key to the success of this retreat model for hotels is that Premchit also offers comprehensive before, during and after retreat support to guests via personal wellness consultations, recommendations, and homecare ambrosias and elixirs to assist guests to achieve and maintain ongoing optimal wellness.



Natural Detox Retreat Components

The first Experience Premchit Retreat launched is a Natural Detox Retreat, at Paresa, TripAdvisor’s #1 resort in Phuket, Thailand. “We are always looking to offer guests new experiences, benefits and services. When Experience Premchit presented their Wellness Retreats we immediately saw how forward thinking they are and how beneficial to our guests’ resort spa experience they could be”, said Scot Toon, General Manager of Paresa. “We offer a luxury resort experience and with the expertise, training, products and on-going support provided by the Premchit team, we are now able to deliver amazing wellness retreat experiences to the levels of service, luxury and expectation of our guests.”

The Retreats offer flexible models to suit the hotel or the guest, for instance The Natural Detox Retreat is available in 3, 7, 10, 14, 21 and 28-day programs. This provides either a ‘jump-start’ to a new wellness lifestyle, or an ‘intensive-refresh’

of an existing lifestyle, with the key guest benefits being:

- Learning about the why, what, when and how of the body’s detoxification processes and their everyday critical importance to wellness for a long life of health and vitality.
- Understanding and experiencing the detoxification benefits of delicious Ambrosia Therapy, luxurious Elixir Therapy, silent Meditation Therapy, gentle Movement Therapy, enjoyable Music Therapy, heavenly Scent Therapy and wonderful Treatment Therapy.
- Achieving significant progress in gently, effectively and safely detoxifying their body of accumulated environmental and lifestyle toxins.
- Acquiring the ‘take-home’ knowledge and tools to make positive changes to protect against exposure to environmental and lifestyle toxins and to implement the four keys to sustaining excellent health - a healthy diet, regular

physical exercise, a healthy lifestyle, and having healthy relationships.

- Having plenty of ‘me’ time to do whatever brings calm to the mind, relaxation to the body and joy to the heart, for this too is therapeutic!

The Profits

Considering the length of stay of retreat guests and the significant amount of food, beverage, spa and other services required, the packaged Wellness Retreat concept represents a significant incremental revenue opportunity for hotel partners and a powerful marketing tool.

The Experience Premchit Wellness Retreats are an excellent conceptual innovation toward solving the dilemma of being able to offer genuine wellness within hotels, retreats and resorts. 🌿

BY NORMAN JONES

Director of Imagineering, Norman is a key Advisory Board Member of Experience Premchit Retreats. Norman invites enquiry from Australasian hoteliers who wish to offer a genuine Wellness Retreat to guests to assist in the maintenance of wellness and the easing of modern ailments, in an environment of relaxation and service, where the journey in retreat is always an enjoyable experience. For more information review www.ExperiencePremchit.com and contact Premchit@ExperiencePremchit.com.

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