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## “SPECIAL SPA CREATION”



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THE SPA WORLD APPEALS TO YOU AND YOU WISH TO INVEST IN THIS NEW SEGMENT OF THE WELLBEING MARKET? IF SO, YOU WILL ENJOY READING THIS SPECIAL SPA CREATION ISSUE OF EMOTION SPA MAGAZINE!

As a business project, the creation of a Spa implies penetrating a market, creating a profitable business, managing people and adapting to specific marketing, administrative and regulatory demands.

In order to help you grasp the intricate Spa market, KPMG offers you a preview of the 2010 “Spa figures in France”, on page 74. The creation of Spas is increasing, and the growing number of Spa customers is more experienced and want to be rejuvenated. Spas draw their inspiration from ancient therapeutic knowledge which serves inner wellbeing and universal beauty, as illustrated in the article page 62, “Mineral Water Spa”. New concepts are also emerging and you will discover one of them on page 44, “be by - the birth of an eco-responsible concept”. Human issues remain at the heart of the Spa industry, especially with regards to the strategic role of a Spa Manager which continues to evolve, as Galya ORTEGA explains on page 108. Finally, our referent columns, exclusive interviews, product tests, latest treatment trends and much more await you!

Enjoy your read!



