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# Hotel Spa: Now More Than Ever

In the aftermath of the global health crisis, there is a newfound appreciation for the need to be fit – both in body and mind – and hotels that provide a spa or wellness clinic will reap the rewards. What are clients seeking? Better health, fitness, nutrition, appearance, sleep and mindfulness. It is no longer sufficient for spas to only offer massages or facials; clients are demanding more for the benefit of their overall well-being. For example, a medical spa might offer services such as botox, dermal fillers, body sculpting, and microdermabrasion. Other spas are emphasizing the importance of preventative therapeutics and are using technologies such as body scanners to evaluate their clients' health. Some spas are enlisting osteopaths, naturopaths, fitness coaches, yoga masters, even psychologists, to promote vitality, stress management, and emotional balance. The July issue of the Hotel Business Review will report on these and other advancements, and document how some hotel spas are integrating them into their operations.

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