

Hammock Beach, the accommodations are privately owned, mainly by those who want the spa lifestyle. Canyon Ranch, which presently operates five wellness facilities, has opened the first Canyon Ranch Living residential community in Miami Beach with a second community planned for Chicago. Red Mountain recently added sixteen villa residences on property, and for \$100 per day, owners can enjoy the full spa program plus three healthy meals. Last year, some guests at Sundara Inn & Spa in Wisconsin Dells, Wisconsin, said, "We wish we could live here." As a result, Sundara built eight residential villas, and have since added four more.

Girlfriend Getaways

Girlfriend getaways are hotter than ever, mainly because women want time to bond with their friends away from family responsibilities and careers. Recognizing the greater rise in girlfriend getaways, La Costa Spa in Carlsbad, California, is introducing destination girlfriend spa packages in the near future. At Aji Spa at the Sheraton Wild Horse Pass Resort and Spa in Chandler, Arizona, girlfriends have been celebrating their important occasions, including birthdays and bachelorette parties for years. "It's not just girlfriends," says Kristi Kjar, spa director. "In the past year we've seen an increase of families as well, especially mothers and daughters." Mothers and daughters are a new trend and so is the frequency of returning guests. Berni Campbell, spa director of Coeur d'Alene Golf & Spa Resort in Coeur d'Alene, Idaho, relates, "The biggest change we see is that women, who used to come to the spa once a year to bond, are now coming two or three times annually."

Upcoming Trends

"The spa is taking its show on the road so members can have their favorite therapist in the privacy of their home—part of a 'beyond spa' movement," says McDonald. "The spa is moving out of existing offerings and into new realms. There are also spa 'in home' parties, which take the spa 'girlfriends weekend' into their homes," she adds. Denise Vitiello, spa director at The Spa at Mandarin Oriental in New York City, New York, says that longer periods of time are being spent in the spa and that in the future, spa-goers will spend even more time. "Achieving a synergy of mind, body, and spirit cannot be accomplished in an hour," she says. "In order to truly experience the benefits of a treatment, guests need time to relax and rejuvenate. It takes the body at least 24–27 minutes to truly begin to relax once a treatment begins, so it makes sense that a 2–3 hour or more block of time gives guests the opportunity to better enjoy and absorb their state of relaxation, and there's more value to the treatment this way." 🌿

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