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# HORS-SÉRIE #1

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Bassin - Hôtel Spa Le Chabichou, Courchevel



Fontaine de glace - Hôtel Spa Le Chabichou, Courchevel

## Expert's Opinion

### HEAT EXPERIENCE A FUN AND PROFITABLE CONCEPT

IF YOU ARE A REGULAR SPA-GOER THEN YOU HAVE DEFINITELY HEARD OF THE "HEAT EXPERIENCE", BUT DO YOU KNOW WHAT IT IS EXACTLY? SPAS HAVE ALWAYS BEEN "HOT" SO HOW IS THIS OFFERING DIFFERENT? TO MOST OF US A SPA'S HEAT EXPERIENCE EVOKES A PLACE WITH EXTRAORDINARY FEATURES BUT HOW PRECISE IS OUR PICTURE OF THIS SPECIAL AND HIGHLY POPULAR SPACE? LET US TAKE YOU ON A GUIDED TOUR WITH AN EXPERT IN THE DEVELOPMENT OF THIS TYPE OF STRUCTURE: FRANCK TRECCO, GENERAL MANAGER OF HYDROCONCEPT...

#### How do you define the notion of Heat Experience?

**Franck TRECCO:** A Heat Experience is a multi-sensory space that is situated close to the pool to enhance the water experience. It gathers together activities that are dedicated to wellbeing, skin care, getting back in shape and detoxification, all based on an essential source: water. Water, in all shapes and forms, at different temperatures and various pressures. The sensorial space provides the benefits of all forms of water: liquid for baths, mist for showers, steam for the hammam, and solid for ice fountains. Water is the main feature but colour, music, minerals, crystals, aromas, etc. are also an important part of the picture. This space provides a wellbeing pathway that perfectly fits the Spa philosophy, a pathway that awakens the senses to the present moment. With sophisticated and quality enhancements at each step of the voyage through the different areas, this experience is complete in itself and most of all, it enriches the Spa treatment and ritual offering. It is ideal for recovering after intense exercise.

#### Temperature regulation is an important aspect to consider when creating a Heat Experience. Can you explain why?

**F.T.:** The effect water has on the body mainly changes according to

the temperature. With a "Heat Experience" concept, temperatures vary between 10 and 100°C, this 90°C contrast corresponds to the thermal shock between the Banya and ice chamber. The cold plunge is mostly used for its invigorating and detoxifying benefits. It is generally done when the body is warm, after a sauna, hammam or simply after a warm bath. Only a short plunge in the cold water is required as it is, above all, the thermal contrast that is sought. The hot bath is used for its calming effects. The soothing heat is a remarkable relaxation tool for both body and mind. A pumping effect is created when alternating the use of hot and cold that increases blood circulation and therefore boosts toxin elimination.

#### What about space requirements for hoteliers who wish to implement a Heat Experience concept?

**F.T.:** A Heat Experience requires an area measuring a minimum of 70m<sup>2</sup>, with an extra 10m<sup>2</sup> for the control room. This surface area includes the full range of water-based activities: multi-sensory pool with a 25m<sup>2</sup> deck for relaxation, hammam, body scrub treatment room, shower experience, waterfall shower, cold plunge, ice fountain... all the sensations water has to offer.

#### How can it integrate the Spa's treatment menu and how can it drive profitability for a Spa?

**F.T.:** By creating a Heat Experience discovery package in the Spa menu with prices ranging from 35 to 49 Euros. It is particularly profitable considering the numerous possibilities the space offers and enables a guest's request for a Spa service to be satisfied, even when the treatment rooms are fully booked. Once guests discover this special space, they will, without a doubt, want to further their Spa experience with additional treatment bookings. This space provides a wellbeing pathway that falls perfectly in line with the Spa philosophy. Each step of the voyage through the Heat Experience's areas – relaxation, treatment room and lastly, re-energize and renew – is carefully thought out and includes high quality equipment, ensuring guests come back. Two aspects must be considered for the profitability of a Heat Experience concept: immediate return on investment with treatment packages and the durability of the income stream thanks to the level of quality of the structure..



Hammam



Sauna Banya

# INNOVATIONS DANS LES ESPACES SENSORIELS DES EXPÉRIENCES INÉDITES ET DESIGN

PAR /BY ISABELLE CHARRIER

LA DEMANDE DU CONSOMMATEUR S'EST SOPHISTIQUEE, DE CE FAIT, L'OFFRE S'EST DIVERSIFIEE. LES SOINS CLASSIQUES NE SUFFISENT PLUS POUR SURPRENDRE UNE CLIENTELE DE PLUS EN PLUS ATTIREE PAR L'INEDIT. LE BIEN-ETRE ATTENDU PASSE PAR UN RETOUR AUX SOURCES, A LA MATIERE, A LA TEXTURE, MAIS AUSSI PAR DES SOLUTIONS TECHNOLOGIQUES, TOUJOURS PLUS POINTUES. TOUR D'HORIZON SUR 3 INNOVATIONS SIGNEES HYDROCONCEPT.



## LA ICE CAVE

**LE PRINCIPE :** La Ice Cave est un équipement sensoriel pour une expérience rafraichissante composé d'un mur de glace avec chromothérapie et d'une fontaine de glace. La Ice Cave se présente comme une cabine de soins en acrylique haute qualité possédant un système de production continue

de glace qui permet de maintenir la basse température du Mur. Elle s'intègre aussi bien dans une cabine existante que directement posée dans un espace ouvert. Idéal comme nouveauté à proposer à vos clients après une séance de hammam ou de sauna.

**LE PLUS :** La chromothérapie et le design personnalisé.

**THE PRINCIPLE:** The Ice Cave is a multi-sensory room for a refreshing experience. The room is composed of a wall of ice with chromotherapy and ice fountain. The Ice Cave is made of high quality acrylic and equipped with an ice production system that maintains cool temperatures at all times. The Ice Cave can either be integrated into an existing treatment room or directly installed in an open space. It is the perfect place for your clients to cool off after a hammam or sauna.

**WE LIKED:** Its chromotherapy features and customizable design.

## BASSIN LUDIQUE

**LE PRINCIPE :** Les bassins ludiques proposés par Hydroconcept Monaco sont fabriqués en fibre de verre multiaxial et isolé de 20 mm épaisseur de polystyrène extrudé. Les avantages de cette technique permettent la possibilité :

- De sectionner le bassin puis de le réassembler sur le site pour les accès très étroits et ainsi faciliter son installation.
- Chaque bassin ludique est équipé d'un débordement périphérique sur les 4 cotés,
- De filtrer l'eau avec son échangeur chauffage ainsi que la réguler pour le traitement.

**LE PLUS :** Déclinable en 3 versions avec revêtement mosaïque et programme d'animations.

. Le Spa ludique ATENAS (Notre photo) : 10 personnes 3,4 x 4 m. Composition : 10 sièges avec différents jet d'eau.

. Le Spa ludique PARIS : 6 x 3m, 8 personnes. Composition : 5 sièges avec différents jets d'eau ,1 position massage des mollets ,1 position massage des jambes et 1 cascade d'eau.

. Le Spa ludique MUNICH : 7 x 4 m, 12 personnes. Composition : 4 sièges avec différents jets d'eau, 1 position de massage aux mollets, 1 position massage fémoral, 1 position massage abdominal, 1 cascade d'eau et 1 canon d'eau. A partir de 78 000 euros HT avec pose.

**THE PRINCIPLE:** The hot tubs by Hydroconcept Monaco are made from multiaxial fibreglass and are insulated with 20mm extruded polystyrene. This technique provides many advantages, including:

- the possibility of dividing the tub and reassembling it on-site afterwards, perfect for narrow entrances; facilitates the installation process.
- Each hot tub is equipped with peripheral infinity edge systems on 4 sides.
- Water is filtered and controlled for treatment through the heat exchanger.

### WE LIKED:

Available in 3 versions with mosaic cladding and various features.

- The ATENAS hot tub (Our photo): 3.4 x 4 m, 10 people. Comprising 10 seats with different water jets.
- The PARIS hot tub: 6 x 3m, 8 people. Comprising 5 seats with different water jets, 1 position for lower leg massage, 1 position for leg massage and 1 waterfall.
- The MUNICH hot tub: 7 x 4 m, 12 people. Comprising 4 seats with different water jets, 1 position for lower leg massage, 1 position for upper leg massage, 1 position for abdominal massage, 1 waterfall and 1 water cannon. From 78,000 euros exclusive of tax, installation included.



## LE SPA CUBE

**LE PRINCIPE :** Un spa portable exclusif tout équipé et parfaitement designé, proposé en deux finitions blanc ou noyer.

Proposé avec 4 sièges, 27 buses inox et 12 injecteurs d'air inox.

**LE PLUS :** Une efficacité énergétique grâce au système d'isolation ECOSPA.

**THE PRINCIPLE:** An exclusive portable spa that is fully equipped and perfectly designed, available in a white or walnut wood finish. It comes with 4 seats, 27 stainless steel nozzles and 12 stainless steel air injectors.

**WE LIKED:** Efficient energy use thanks to the ECOSPA isolation system.