

Ladies and gentlemen,

I feel fortunate to see so many of you here following sixty minutes of non-stop cocktail drinking - I thought that most of you would have preferred a siesta break instead of this session, but at least my presentation also includes some visuals which will help you dream of sipping sundowners in an exotic setting.

The organisers of this event have asked me to give you an overview of how the spa business correlates with the cruising industry. In more ways than one is the short answer. Today, it is simply not possible to imagine a decent cruiseliner without sizeable spa facilities. It's like trying to have a pina collada without rum. Not possible.

The concepts of spa and premium cruising are so inexorably linked to each other simply because the market itself demands them to be. They both form part of what in broad terms we call 'luxury'. I would term it 'affordable luxury'

Luxury travel is an industry in its own right representing the elite 3 per cent of travellers worldwide who account for 20 per cent of total annual travel expenditure.

Land based health spas have long provided a range of body treatments for those who wanted to hide away at a health spa in the

country side. Cruise ships, however, were slow off the mark to provide the more extensive facilities that can be found today. Older ships provided just a fitness room with basic and outdated equipment with no proper programming. With the increase in awareness of the beautiful body and essence of well being has come a whole new generation of shipboard spas to rival those on land.

This 3 per cent of global travellers are also frequent spa users and cruise ship repeaters. It is therefore imperative for cruise companies, to invest serious amounts of cash into the development of their spa brands, in order to attract this special, affluent market niche.

They say **it's the journey and not the destination** that matters – **I say it's the combination of both** which has established cruising as an important holiday alternative amongst both the elite 3 per cent of travellers and those at the medium and higher socioeconomic level.

Many of my clients, middle class Greeks most of them, women in particular, prior to booking a cruise with any of the brands we represent, will ask my staff about the spa facilities on board the ships of Royal Caribbean Cruises, Celebrity Cruises and Silversea Cruises. Their questions range from the size of the spa, to the type of treatments they can receive, to the special skills and training of the staff, booking procedures and the prices we charge. All very valid questions, rightfully deserving answers.

What we tell all of them is that basically, our ships are above all and foremost huge floating spas. When they buy into a cruise, they automatically get access to an unlimited array of premium spa services, an ocean-going world of well-being experiences.

Let me explain. The total experience of a cruise is geared towards making guests truly special on an individual basis. Isn't this what spas are also doing? Treating clients individually is indeed crucial – but this equation of a cruiseship to a spa is not just an exaggeration based on the special customer service. Wherever you look at on board our cruiseships, you are not far from a vivid spa reference.

If the 2.500 square metres state-of-the-art spa facilities on board a Celebrity Cruises ship are not enough for a traveller to quench his thirst for well being, there are plenty of other areas where spa-like relaxation is prevalent. Whirlpools, indoor or outdoor swimming pools, ultra modern gyms for yoga or pilates are all available to our guests. Having body-pampering treatments aboard a cruise ship can be wonderful, as the ship can provide a serene environment itself.

But let's take a look at the paid-for spa facilities on board two of our prestigious brands – Royal Caribbean Cruises and Celebrity Cruises.

Royal Caribbean Day Spas offer the ultimate in relaxation. The spas include beauty treatment areas; unisex full-service hair salons; manicure, pedicure and facial facilities; separate male and female changing rooms with access to sauna, steam and shower areas; and

a full menu of massage treatments. On many ships, couples can try the couples massage or the Rasul room, which uses purifying clays and a private sauna to revitalize the body. The spas also feature a relaxation room for resting between treatments, and the Radiance-class ships feature a luxurious Thermal Suite – a unique spa suite consisting of heated tile loungers, a steam room, a sauna, an aromatherapy room and two tropical and fog showers. Most ships also feature an adults-only Solarium. Either open or covered by a retractable glass domed-roof, the Solariums are beautifully decorated sanctuaries, with pools, whirlpools and full beverage service.

### **Show Slides and Explain Details Here**

And that's not all. Our spa experts constantly try to reinvent our products and services by injecting invigorating fresh ideas catering to the ever evolving needs of our discerning guests. For example, the latest addition to the RCC fleet and the biggest cruise ship currently afloat, the Freedom of the Seas, has introduced Accupuncture treatments applied by a highly qualified practitioner.

And as the clientele of cruise companies worldwide gets younger with each passing year, this is also reflected in the evolution of the spa offering, which continues to diversify and reach the younger generation. Generation Yspa is a new brand available on board

Freedom of the Seas, which includes a special package designed for teenagers and youngsters.

With women of all ages remaining of course the backbone of the spa industry worldwide – a trend also evident on our spa business – it's Time for Men – In cooperation with Elemis, The Freedom of the Seas recently launched a revolutionary care package for men, which includes shaving, facial cleansing and massage.

Now, before it gets too relaxing, and run the risk of ending up this presentation without an audience, I would like to thank you very much for your attention and hope to see you at a spa of one of our cruise ships really soon.

Ladies and Gentlemen:

Thank you very much...