

Introduction of Spas in Residential Developments

Raoul Andrews
President and CEO
Aspen Spa Management

Reasons: From a Developer's Point of View

- 1) A value added element to the Real Estate offering.
- 2) A Marketing tool to differentiate their program from the competition.

Developer's View Continued:

- 3) A way of getting government support when “Wellness or Ecotourism is a part of a Tourism Ministry’s objective.

- 4) If the Developer is also the Management Company it will provide additional income.

Reasons: From a Consumer's Point of View

For the Health and Wellness Conscious:

- a) Convenient access to service
- b) Being part of a community that makes “Health & Wellness” a priority
- c) A value added to the Real Estate Investment

International Project Examples

- ~ Nicaragua: Las Arenas, Los Congos,
Lacayo Plantation
- ~ Morocco: Marrakech
“La Palmeraic”
- ~ Mississippi: Wellness Center
“The Agapé”