
SPA OF THE MONTH | GULF COAST GETAWAY SANDAVA SPA CLEARWATER, FL

by Jo Ann Fenstermacher



NESTLED BETWEEN THE GULF OF MEXICO

and the intercoastal waterways on the West coast of Florida, the Sandava Spa at the Hyatt Regency Clearwater Beach Resort and Spa beckons. Undeniably the most luxurious and inviting resort on Clearwater Beach, the hotel is a popular destination choice for special occasions and tourists. The spa is designed with the casual elegance of a beach resort. From the black beta fish living in the spa lobby to the eight treatment rooms, the Sandava Spa represents the best of modern technologies and the power of the human touch.

continues



Guests of the spa are welcome to use all amenities offered at the resort. From complimentary valet parking to a genuine welcome from the spa concierge, Sandava Spa provides a journey that awakens the mind, body and soul.

The Hyatt Regency Clearwater Beach Resort and Spa opened in February 2010, and is rated by AAA as a Four Diamond property. Furnished in a classic, yet contemporary West Indies style, the resort offers 250 guest room suites. Color schemes range from light brown, pink turquoise and blue. No matter where one is in the resort and spa, they are reminded of the allure of Clearwater Beach.

Sandava Spa, located on the seventh floor of the resort, is 7,000 square feet and includes two body treatment rooms, one couples' room and five all purpose rooms. Manicures and pedicures are performed while guests relax on a warm hydrologic massage table. Resort guests may request in-room services when privacy is desired. There is also a 24-hour fitness facility where visitors can view the beach during their workout.

Guests of the spa are welcome to use all amenities offered at the resort. From complimentary valet parking to a genuine welcome from the spa concierge, Sandava Spa provides a journey that awakens the mind, body and soul.

A two-story waterfall and floor to ceiling windows in the waiting room offer a crystal-clear view of the pristine intercoastal waterways, the perfect scenery to put spa-goers in the right

continues





state of mind before treatments. The release of negative ions from the constant flow of the water seduces guests into a state of reflection, producing feelings of relaxation and calm.

Spa guests are then formally greeted with a smile and escorted to their suite for treatment. In the corner of every suite is a small tabletop Zen garden, filled with sand from the beach, a rake and three intentions. In this garden, every grain of sand has meaning. The rake helps clients calm their mind and focus on one of three intentions that they can select.



INTENTIONS AND MEANINGS

- **Activate:** Detoxify and energize
- **Nurture:** Correct and protect
- **Inspire:** Beautify and enlighten

These intentions help give the mind direction and the service a purpose. In addition, this awareness increases clarity and focus on the present.

Before any treatment, guests are asked questions about what they want to accomplish in the treatment, such as:

- "How can we design the service for you?"
- "How much time do you have?"
- "Where are you from?"

The answers to these questions are tailored to the intention selected by the guest.

The Sandava Spa offers a combination of organic and technology-based facial treatments:

Oxygen power

The **Premium Oxygen Facial (75 minutes, \$250)** is a perfect choice for the weary traveler, stressed out bride or anyone needing a temporary lift continues

The resort has been given four green keys by the Green Key Eco-Rating Program.

for the evening. Pressurized, medical-grade oxygen is sprayed onto the surface of the skin. This heightens the absorption of hyaluronic acid, which firms the skin.

Fruity facial

The organic **Blueberry Bliss Facial (30/60/90 minutes, \$75/\$125/\$175)** feeds the skin with antioxidants and gives off sweet aromas. This inspiring treatment leaves skin bright, fresh and nourished.

Signature treatment

The signature **Endless Wave Massage treatment (60 minutes, \$145)** is not a traditional massage. It is more like a dance that incorporates sea algae oil and long, full-body strokes. The marine, mineral-rich oil softens and nourishes the skin and delivers calmness to the mind. During the massage, the therapist performs a dance while concentrating on an energy field. The Endless Wave Massage offers the perfect combination of energy and bodywork.

Spa guests may arrive 30 minutes before their treatment to change into a robe and enjoy delightful spa snacks. Freshly squeezed juices, fruits, nuts and baked goods are just some of the complimentary treats that are served throughout the day. Guests also have access to the swimming pool, which overlooks the white powdered sand of Clearwater Beach. Fully air-conditioned poolside cabanas are available for rent as well. Upon completion of a spa treatment, guests are encouraged to relax in a lounge chair and enjoy the refreshments.

Business principles

1. Community involvement

The resort has been given four green keys by the Green Key Eco-Rating Program. Green Key Global is a leading environmental certification

continues



Sandava Spa practices

- Treatments range from \$45 to \$205, and packages from \$370 to \$490.
- An 18 percent gratuity is automatically included with every service.
- Plans are underway to add a full-service salon above the spa to enhance services and expand the treatment menu.
- Compensation programs for therapists, including "retail to sales" and skin care brand incentive contests, where employees can win a variety of prizes.
- Has a partnership with a medical spa. Sandava Spa offers injectable services at a satellite location for hotel guests and locals.
- The ratio of hotel guests to locals visiting Sandava Spa is 60 to 40.
- The spa uses local publications, direct mail, social media and monthly promotional specials through email, and holds special events to attract visitors. One such event is The Sugar Sand Festival, which takes place right on the beach.
- Clients must adhere to an eight-hour cancellation policy.
- Cell phones are not allowed in waiting areas or treatment rooms. Guests are requested to silence or turn off their phones, even in the locker rooms.
- Treatment menus are updated once a year, however monthly specials are offered to test drive new products and services.
- Massages are the most requested type of service at Sandava Spa.



Currently, 25 percent of Sandava's guests are men and 75 percent are women. Men are receiving spa services more frequently, so careful attention must be given to the spa menu to make them comfortable.

body designed specifically for the lodging and meeting industries. To be recognized, Hyatt met standards for the following sustainable practices:

- **Energy conservation**
- **Water conservation**
- **Solid waste management**
- **Hazardous waste management**
- **Indoor air quality**
- **Community outreach**
- **Building infrastructure**
- **Land use**
- **Environmental management**

2. BEACH PRESERVATION

Sandava Spa also adheres to the Blue Wave Ethics principles for beaches. This is the first national environmental certification available for beaches. The spa is certified by the program, designed to help maintain robust, healthy and vibrant beaches.

3. EMPLOYEE DEVELOPMENT

Every year, spa therapists are given an allowance to complete personal enrichment courses, such as continuing education classes.

Business challenges

1. APPEALING TO DIFFERENT AGE GROUPS

The average age range of guests is 25 to 60. Mothers treating their daughters to a day at the spa is a growing trend. Therefore there is a need to balance the spa menu with both anti-aging facials and teen facials.

continues



The resort's dedication to enhancing the Clearwater Beach community is evident in its business practices. From recognizing and developing staff to pledging to keep the waters of the Gulf Coast clean, this commitment is indisputable.



The difference is in the delivery.

Sesh Skin Therapy's newest innovation—**The Post Treatment Line**—delivers key wound-healing oxygen, award winning calming agents and powerful antioxidants through our proprietary penetration technology.

After laser treatment, chemical peels and aggressive aesthetic treatments, the Post Treatment Line aids in recovery by calming and soothing irritated skin, preventing hyper-pigmentation, and speeding up the healing process.

The solution for post-treatment recovery and sensitive skin.

PET™ is a patented, FDA-approved, non-toxic, non-irritating and non-allergenic penetration enhancer which works by increasing the solubility of the active ingredients and also increasing the permeability of the skin, thus enabling the active ingredients to reach the deepest layers of the skin.

cleanserepairrestorerestructurehealstimulaterhy
nulaterehydrateoxvoenatesoothemoisturizereve

www.seshaskin.com | info@seshaskin.com | 610-355-2454

2. UPGRADING MEN'S SERVICES

Currently, 25 percent of Sandava's guests are men and 75 percent are women. Men are receiving spa services more frequently, so careful attention must be given to the spa menu to make them comfortable.

The Hyatt's devotion to every guest, spa therapist and surrounding community is commendable. The Hyatt makes it a priority to care for the environment and its employees. The resort's dedication to enhancing the Clearwater Beach community is evident in its business practices. From recognizing and developing staff to pledging to keep the waters of the Gulf Coast clean, this commitment is indisputable. Managers at Sandava Spa are always looking to the future and figuring out ways to make things better for the community and its employees. ■

Jo Ann Fenstermacher is a *CIDESCO Diplomat, licensed massage therapist and full specialist in the state of Florida. She is currently a spa educator at the Aveda Institute of Tampa Bay. Fenstermacher finds tranquility in travel, spas and writing. Contact her at spaeducator@nym.hush.com.*

