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## HOTEL BUSINESS® Fitness Centers & Spas



Pictured clockwise from above, the new couples treatment room, relaxation area and manicure and pedicure space at the Palms Hotel and Spa's new Aveda spa.

### Miami Beach hotel's transformation led by addition of new Aveda spa

By STEFANI C. O'CONNOR

MIAMI BEACH, FL.—Sometimes, being as direct as possible to let people know what you're all about can lead to the best returns. It's the basic premise behind the recent name change of The Palms South Beach to The Palms Hotel and Spa.

Located here on trendy Collins Avenue, the 243-room property is at the end of a \$5-million renovation of its public spaces that included the installation of the area's first Aveda spa, a \$1.5-million investment the hotel's owners expect will help set the hotel apart from the district's heavy competition when the spa opens this month.

"We wanted to add on the spa specifically to address our transient market, which is our most important market here, to bring it to the forefront of their minds that The Palms now has a spa," said Katja Janzon, the hotel's vp of marketing.

Janzon also is a co-owner of the property together with her sister, Nicola Meyer, the vp of distribution, and their parents, Hans-Joachim and Ursula Krause.

An international entrepreneur, Krause acquired The Palms in 1991 when it was known as the Sea Isle Hotel and proceeded to rename it two more times as, first, the Miami Beach Ocean Resort and then the Palms South Beach before settling on the current appellation. The Krauses also own the 100-room Circa 39 Hotel in Miami Beach and previously owned

the 151-room National Hotel in Miami Beach, which they sold in 2007.

Janzon said the decision to add the 5,000-square-foot spa was largely guest driven. "It came up every day on property with the concierge team and also at the point of reservation and our international tour operator clients," she said, noting the hotel had been working with outside partners to help accommodate guests' requests for spa services. The hotel did offer a small fitness center, which, as part of the spa launch, has been expanded and moved to another location in the hotel.

The spa itself is located on the hotel's lower level and leads out to The Palms garden and pool area. It has direct access



The retail area at the Palms Hotel and Spa's newly added Aveda spa.

to the beach, which Janzon said is not typical with area spas.

The spa offers six treatment rooms inside, including a couples' suite, and four cabana treatment rooms within the poolside gardens. There's also an



indoor/outdoor relaxation area with a steam room, a beauty salon and a large Aveda retail shop that features the brand's full line of products, which also are used in The Palms' guestrooms.

The spa will feature seven "sensory rituals" that will use elements of sight, sound, touch, smell and taste and are designed to enhance well-being and relaxation prior to and after each spa treatment. These include having tea, selecting a favorite aroma and music, a short hand massage, a massage of the scalp, shoulder and neck, a five-minute mini-makeover and a "pure-fume" natural aroma application.

The spa facility is under the direction of Yovanna Posada.

The Palms Spa is the first spa venture for the Krauses and also is Aveda's first oceanfront resort spa in the U.S. Janzon said that deciding on the Aveda brand was not difficult.

"It came quite naturally to us. We felt Aveda was a perfect fit not only because of [its] international brand acceptance, but also the price point of the products and the purity and the green aspects of the

product line. It's exactly what we're trying to do throughout the property. Our restaurant we're now opening [which is also part of the renovation] focuses on all-natural, pure foods and [healthful] cuisine. The hotel has just earned its first 'Palm' from the Florida Green Lodging Association and we'll be doing more and more to make The Palms a greener and healthier place to be," Janzon said.

Local interior design firm Allen Saunders and architects Shulman + Associates designed the spa, which Janzon described as "light and airy." She expects that once it's stabilized the spa could contribute "at least 5%" to the hotel's revenue stream and plans to market the facility to the community.

Additionally, the hotel is promoting the spa, offering a 15% discount on the spa bill when guests make a spa booking at the time of room reservation either directly or on The Palms' website.

Janzon felt spas in properties such as The Palms have become an expected amenity "like the minibar used to be or a business center is for a meeting guest. The general population is just becoming more used to going to spa: in their home towns for regular maintenance, and when they go on vacation they've discovered it's an added benefit to the whole experience." ■