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Middle East & North Africa

August 1 | 2010

Blending charm with modernity

One of three brands under the Blooming Spa Group umbrella, Rarinjinda Wellness Spa is scheduled to open its third branch in Patong Beach, Phuket in November.

A driving force behind this addition is the need to cater to an anticipated upswing in demand during the peak season, according to executive director, Blooming Spa Group, Khun Prasert. "It will be located in a five-storey modern contemporary building, near Jungceylon Shopping Centre, which will provide the perfect atmosphere for all customers who want to shop and relax," Prasert told *TTG*.

Rarinjinda Wellness Spa is not only seeking ways in which to react to an increase in visitor numbers but is also proactively pursuing avenues that may trigger growth. "Despite the unrest in Bangkok and other provinces, Rarinjinda Wellness Spa has taken aggressive marketing and PR activities, in part with the Tourism Authority of Thailand, to attract visitors back to the country," said Prasert.

"Traditional channels such as attending road shows and arranging agent visits have been used to attract the regular crowds of these markets. In addition, social networking channels have been used to attract the new generations of the Middle East and North Africa."

The achievement of a number of accolades, including the Best Day Spa at the Asia Spa and Wellness Festival Gold Awards 2009, have already helped to generate more brand awareness, but further plans are in the pipeline to make an intensified leap into the MENA market. "The Middle East and North Africa region is relatively new to us, but will be considered important in the coming years. Despite the global economic recession,

the Middle East and North Africa still show significant economic growth. In addition, the number of Middle Eastern and North African visitors to Thailand has continued to increase the average spending per head," said Prasert.

“The Middle East and North Africa region is relatively new to us, but will be considered important in the coming years.”

"In order to increase awareness in this region, joint activities between Rarinjinda Wellness Spa and local agents have been implemented to increase our brand awareness."

At the core of Rarinjinda Wellness Spa is its creativity – blending traditional and contemporary worldwide spa theories and delivering them in traditional Thai style, and this, in part, lends the brand a unique stance in Thailand, according to Prasert. "Rarinjinda Wellness Spa is an urban spa fully-equipped with all of the latest spa technology and facilities at high international standards, yet deeply rooted in the Thai massage and healing traditions.

"Rarinjinda Wellness Spa offers clients wellness, good health and luxurious pampering in a spa sanctuary. Our approach to healing is holistic, with treatments designed to revitalise mind, body and soul, applied with complete attention and individual focus by our highly trained therapists. Rarinjinda's spa treatments are creatively adapted from traditional and contemporary spa theories around the world and delivered in traditional Thai Hospitality and style, producing an exotic spa journey towards health and wellness," Prasert concluded.