

Flurry of interest in hotel's new spa

By Caryl Lockhart

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A JERSEY spa has been attracting international interest because of its ancient Indian-based treatments.

The Hotel de France's **Ayush Wellness Spa** is the first completely Ayurvedic hotel spa in the UK.

Hundreds of people have tried it out since it opened in September 2006 offering Ayurveda — a 5,000-year-old alternative form of medicine.

And the press have become curious. Ayush has featured in the Daily Telegraph, the Daily Mail, the Observer, the Daily Express and Marie Claire and OK! magazines.

Favourable

Coverage has been generally favourable. The British Airways High Life in-flight magazine ranked the spa in its top 20 'hot spots' in the world and said that Ayush was the most authentic Ayurvedic spa in Britain. The Times Online ranked Ayush in its top ten detox spas in the British Isles and Star magazine named it spa of the week.

Hotel de France chairman Robert Parker said that he viewed the spa as a long-term investment rather than keeping up with what was in fashion.

'We saw this as developing another part of the hotel,' he said. 'We need to offer a consistent level of business throughout the year. The spa is increasing in importance all the time and ahead of where we expect-

ed it to be. It is a destination in its own right.'

Commenting on the flurry of coverage, Mr Parker said: 'We didn't know we were going to get this degree of exposure. The spa is still in its early stages, so we don't think the coverage is going to slow down. People are going to become more aware of the benefits of a wellness spa.'