

On Location: Signature Treatments

They're all the rage: signature spa treatments that bring pampering to new heights. These special massages, baths, and wraps typically last 90 minutes to 2 hours, and are developed by individual spa directors to reflect the local culture or surroundings. They're great rewards for top incentive winners.



Chocolate Nirvana

Downing chocolate works wonders for the psyche, but who among us have imagined that melting in it would take our cares away? The signature treatments at Hotel Hershey

(Pa.), in its 17,000-square-foot spa, do just that.

First, you're gently exfoliated from neck to toes with bits of chocolate, cocoa bean husks, and walnut shells. With the sweet smell of chocolate wafting about, it feels as if you're being prepared for some kind of esoteric chocolate-god ritual. After a warm rinse, you're ready for the Chocolate Fondue Wrap. Painted in warm "moor mud" that has been infused with the essence of cocoa, you are then wrapped in a space blanket and set to bake in your body heat for the next 20 minutes or so. Just as you reach complete meltdown, feeling too relaxed to lift a muscle, the technician appears and you are loofah-scrubbed and rinsed in warm water. With your skin gorgeously soft and smelling faintly of cocoa butter, you just might become a born-again chocolate lover.—*Regina McGee*

Arizona Odyssey

At Willow Stream, The Fairmont Princess in Scottsdale, an incredibly relaxing experience called the Hava-

supai Body Oasis, inspired by Arizona's Grand Canyon, begins with a waterfall shower, followed by a warm eucalyptus footbath, and gentle facial cleansing with a lavender-infused cloth. Stress melts away. Then you're led to a spacious treatment room and given a head-to-toe chamomile exfoliation treatment that's an invigorating wake-up call for your skin. A bubbly jet bath in a very deep bathtub follows, while thin slices of cucumber soothe the eyes. It's heaven. You're already jelly when you move back to the massage table for a massage and an aromatherapy wrap. At the end, your skin feels like silk and your mind feels renewed. The Grand Canyon was never like this. —*RB*

Mellow Yellow

The Amarillo Infusion signature treatment at Sonesta Beach Resort Key Biscayne envelops you in a cocoon of yellow, which represents the energy of the Florida sun and the inner balance of the third chakra. They say it is an uplifting color, and you feel both energized and relaxed when it's over. The sequence of stress-releasing treatments includes a massage with yellow oil, a tingly sea salt exfoliation, a chamomile bath infused with yellow flowers, and a loose body wrap with a foot, hand, and scalp massage. Afterwards, it's nice to take some quiet time in the spa's blue and yellow relaxation room while savoring an overall feeling of well-being. —*RB*

What's In a Name?

Both Wyndham International and Fairmont Hotels and Resorts are banking on the appeal of a spa brand—separate from the hotel—to build name recognition. Wyndham's Golden Door is a well-known name, while Fairmont is starting from scratch with Willow Stream. Both brands are characterized by big, luxurious facilities equipped for state-of-the-art fitness and pampering. They are being aggressively marketed to corporate groups.

Wyndham acquired the rights to the Golden Door spa brand when it purchased the Golden Door destination spa in Escondido, Calif., in 1998. Since then Wyndham has added Golden Door spas at The Boulders, in Carefree, Ariz.; Las Casitas Village, in Puerto Rico; and the Wyndham Peaks Resort in Telluride, Colo.

The Willow Stream name was launched in 2001, and soon six Fairmont properties will carry the brand—in Scottsdale, Ariz.; Banff Springs, Alberta; Vancouver and Victoria, B.C.; Bermuda; and a new Willow Stream due to open in Acapulco this fall. "There's definitely an emerging market looking for the spa experience," says Fairmont VP of brand marketing Brian Richardson.

The spa relaxation room at Sonesta Key Biscayne

