

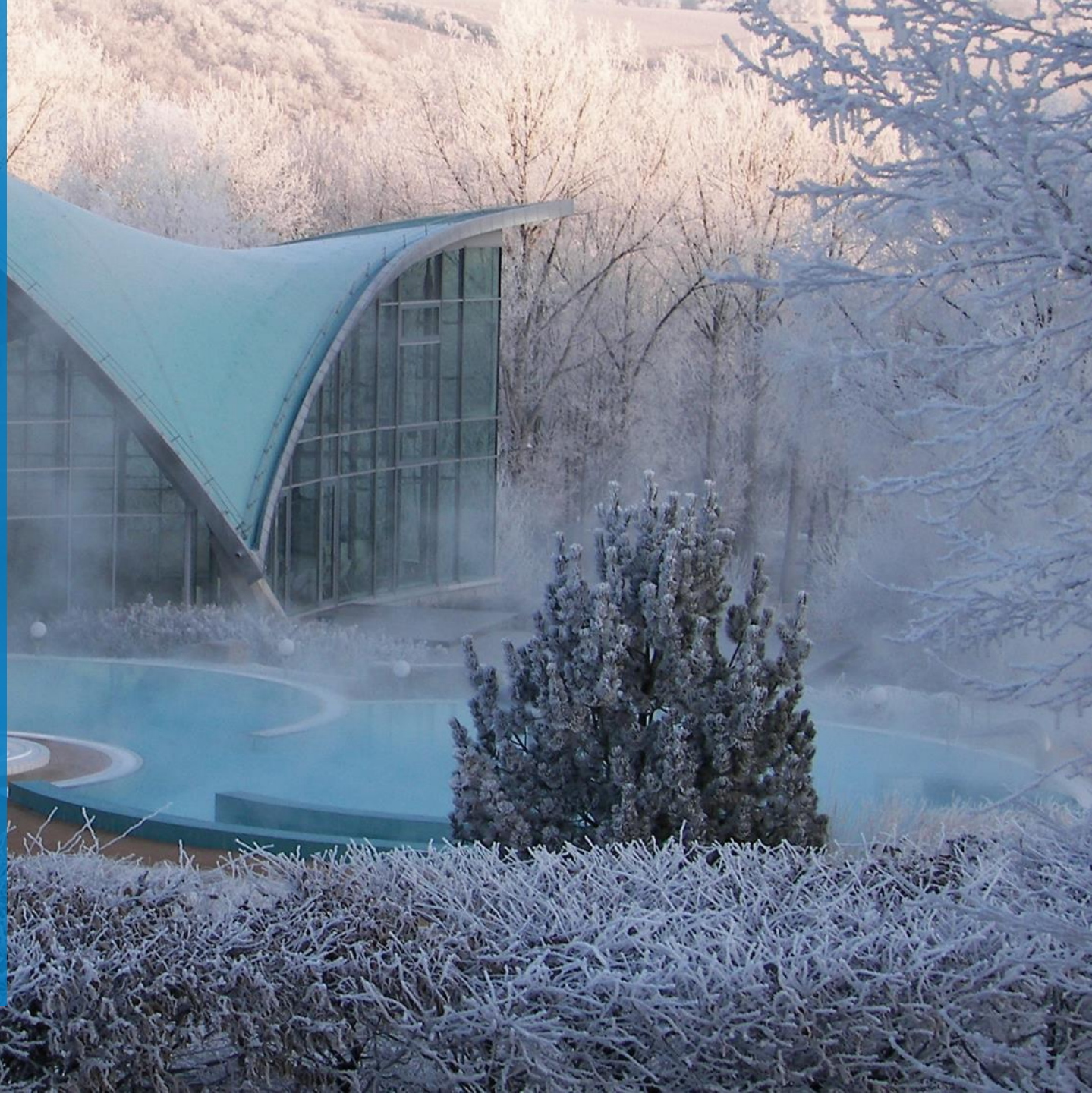


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# INCREASE ROI: THINK OUTSIDE THE HOT SPRINGS BOX

**Don Genders**

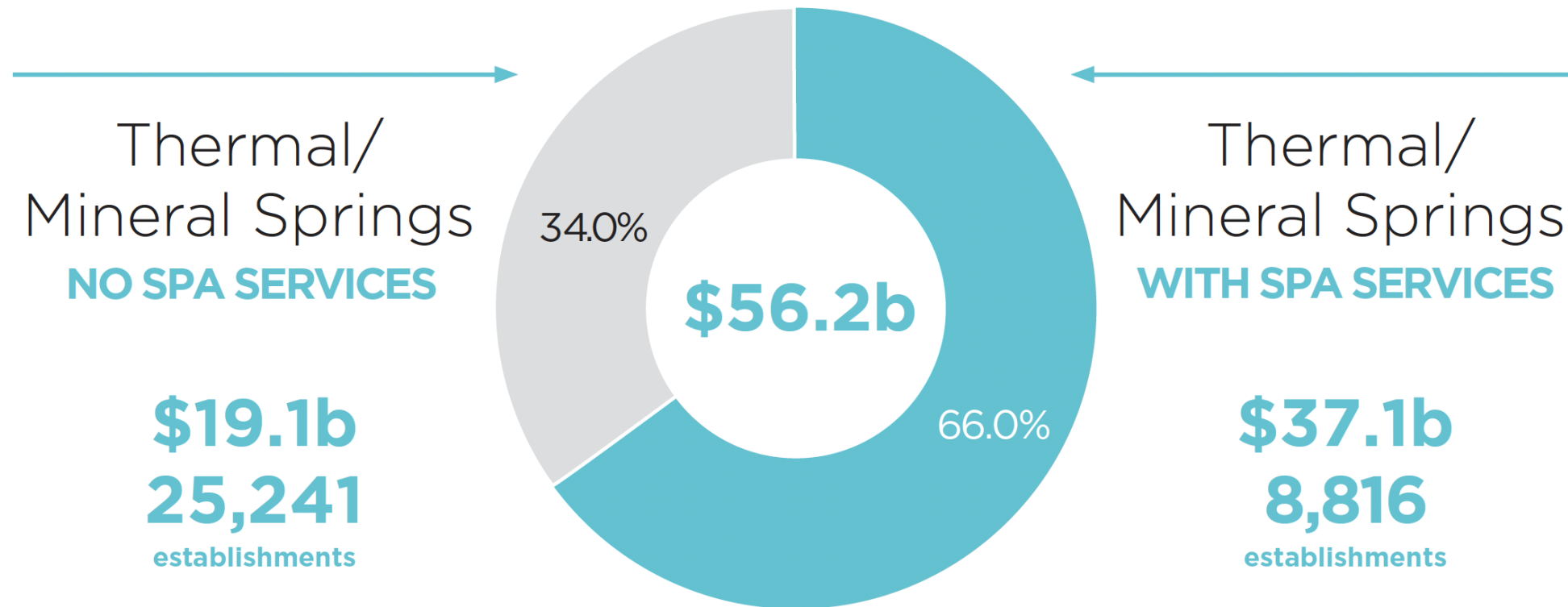
CEO, Design *for* Leisure





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## Thermal/Mineral Springs Industry in 2017



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# IRON MOUNTAIN HOT SPRINGS 1896





# METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS





# METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS



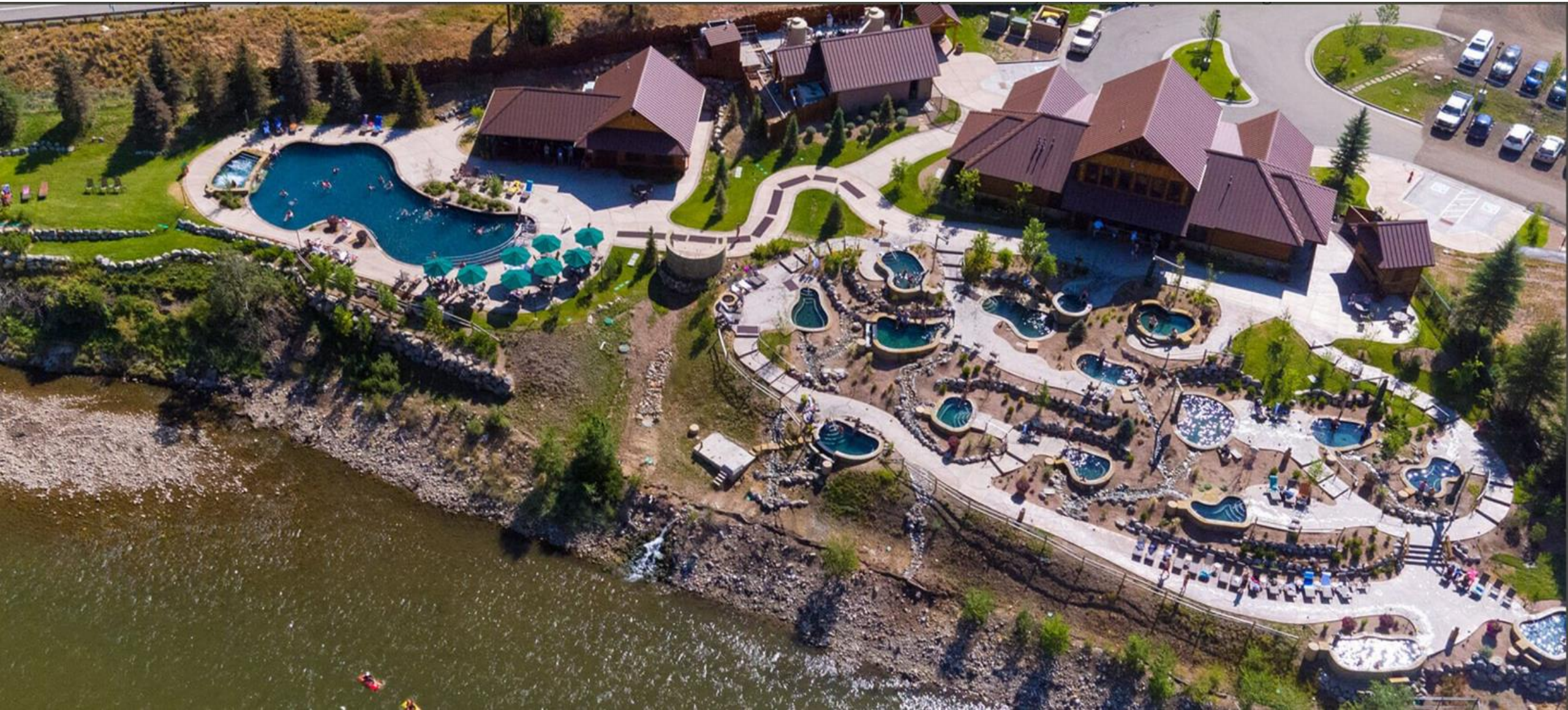


# METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS





# METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS





# TRANSFORMATION OF BAD SULZA THERME







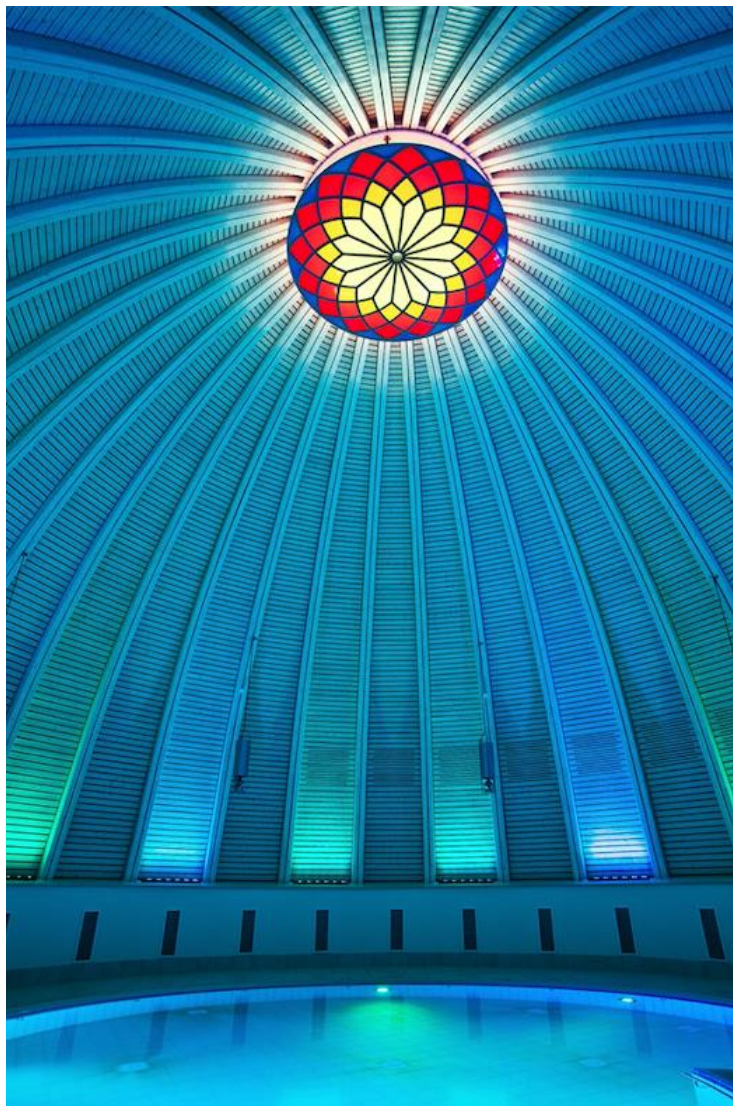
**TOSKANAWORLD, BAD SULZA**





**TOSKANAWORLD, BAD SULZA**





**TOSKANAWORLD, BAD SULZA**



# NEW HOT SPRINGS BUILD



HOT SPRINGS MEDICAL & SPA HOTEL,  
BANYA, BULGARIA



# NEW HOT SPRINGS BUILD



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# NEW HOT SPRINGS BUILD



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# RESOURCE FOR YOUR HYDROTHERMAL EXPANSION



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## GUIDE TO HYDROTHERMAL SPA & WELLNESS DEVELOPMENT STANDARDS

What You Need to Know Before Building Wet Areas

THIRD EDITION



"Hamam" translates as "bathroom" in Turkish and refers to the entire Turkish bathhouse. Hammams were derived from the original Roman bathhouses.

### Common Mistakes

- Confusing a hammam with a steam room—these are different experiences and different room types
- Improper building materials causing issues with cleaning and maintenance
- Forgetting or not providing enough space for plant room
- Poor drainage, causing water to pool on floors
- Not installing temperature and humidity sensors in easily accessed, maintainable conduits
- Placing steam outlet in positions where bathers get injured by the hot steam
- Not installing enough lighting/illumination—often forgotten is the lighting required to clean the unit
- Failing to install a way to flush/clean benches (e.g., a Kneipp hose)

and plenty of bench space where bathers can wait for treatments or relax and socialize.

A Moroccan hammam is similar to its Turkish relation but has retained more of the traditional Roman bathing ritual—sending the bather on a journey through smaller chambers with varying temperatures (like the Roman journey through the laconium, caldarium, frigidarium and tepidarium).

Note that "hamam" is sometimes confusingly used as a generic term to describe a steam bath or a steam room. This is particularly common in France and the French-speaking territories of Switzerland. For clarity, this reference book refers to the hammam as a bathing structure (including communal and treatment areas).

### Type of Use

Cleansing was the original purpose of the hammam—and today hygiene still plays a central role. Typical treatments include an exfoliating rub with a "kese" (Turkish) or "gome" (North African) mitten, a soap massage (black soap in North Africa) and hair wash. In addition, socializing and relaxation are the key goals of most bathers.

### Health Benefits

The hot air temperature and warmth of the treatment surface (whether a traditional belly stone or a modern heated treatment table) relieve muscle pain and promote mental relaxation, while the high humidity produces intense sweating, which leads to a detoxifying cleansing.

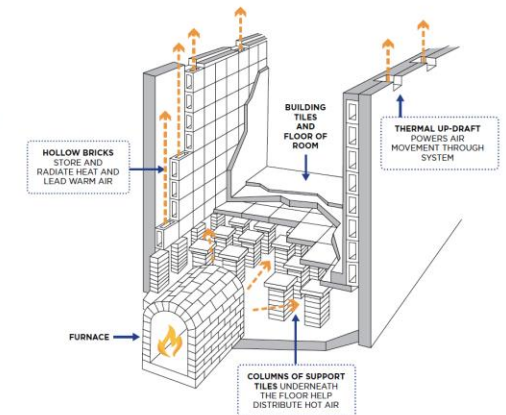
### Heat Source

Traditionally, a hypocaust provided warm under-floor heating, replaced by hot water "hydronic" systems as piped plumbing systems were developed. Often the floors were heated higher than body temperature, requiring bathers to wear wooden sandals (which became serious fashion statements in the heyday of Turkish hammams). A modern hammam will use hydronic heating, a system of pipes heating the floor, walls and benches to maintain a high radiated temperature.

Unlike a steam room, the hammam does not operate at close to 100% humidity. A high level of humidity (50% to 80%) is required, however, and this was traditionally generated by the large amount of water being used in the treatments and evaporating off the hot floors and seating/treatment surfaces. Today's guests aren't always comfortable with the public bathing rituals so massage, exfoliation, shaving and hair washing may be undertaken in private rooms. This means humidity levels often need to be augmented in other ways—either through a steam generator or water-misting system with appropriate venting and air circulation systems.

These are connected to humidity and temperature sensors, allowing for accurate control of the hammam environment.

In ancient Roman bathhouses, a hypocaust system was used to heat the rooms—similar to today's hydronic systems.







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**Thank you!**

**DON GENDERS**

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