

# TIPS FOR TRAVELERS

## Luxury Spas Are Luring Visitors

by Julia Ryan

(NAPSA)—There's good news for those who want to be pampered on their next vacation. A growing number of travelers are now planning entire trips around the luxurious services offered at resort spas.

The spa industry is humming with activity, luring visitors with such exotic treatments as mango sugar glow body scrubs, jet lag wraps, hot stone massages, wild blossom scalp and shoulder massages, warm paraffin dips, eyebrow waxing, mud baths, flower wraps and more.



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If you have experienced these treatments first-hand you are probably part of a surging spa trend that sees visitors making 136 million spa visits per year to some 12,100 spas across the U.S., according to the International Spa Association (ISA). The ISA says the U.S. spa industry generates more than \$11 billion in revenue a year.

Massaging this trend are new services that include exotic healing practices and rituals inspired by various cultural traditions. Emerging markets for these and similar services include couples, teens, men and even pregnant women.

The spa experts at Travelers Advantage, along with our partner Spafinder.com, have kicked back, relaxed and rated the top resort spas in America. Here are snapshots of three:

- Canyon Ranch, Lenox, Massachusetts is referred to by some as "the land of ahhs." This spacious 100,000-square-foot facility offers such exotic fare as the grape seed verbena body treatment, as well as



**Studies show that visiting a spa as a vacation destination is growing in popularity.**

six gyms, exercise rooms, indoor pool, indoor tennis courts, running track, beauty salon and more.

- Miraval Life in Balance, Tucson, Arizona is surrounded by a soothing desert landscape, breathtaking mountain views, and plenty of peace and quiet. The resort encompasses 317 acres of wildflowers, meadows, streams and waterfalls. Guests can pamper themselves with innovative treatments, massage therapies and bodywork such as neuromuscular therapy, reflexology and shiatsu.

- Rancho La Puerta, Baja, California. One of the first spas in existence, it was created in 1940 and is surrounded by 3,000 acres of lush gardens, swimming pools, and cozy cottages, all in the shadow of the majestic Mt. Kuchumaa. The new Villas Health Center offers such signature treatments as scalp massages, reflexology, the loofah salt glow and detoxifying facials.

*Ms. Ryan is vice president of Travelers Advantage. Learn more at [www.travelersadvantage.com](http://www.travelersadvantage.com) or by calling (877) 841-1335.*