



# Polynesian Spa

Hot Mineral Bathing & Spa Therapies



## Media Release

April 2010

### MORE SPA THERAPIES SOON AVAILABLE AT POLYNESIAN SPA

Polynesian Spa will increase its spa therapy capacity by 50% in response to demand, by refitting an unused area as two, couples' luxury therapy rooms, and a relaxation room. "Australian demand for spa therapies has dramatically increased over the last year," says Managing Director Martin Lobb. "This has offset a drop in clients from UK and Europe, but these countries are expected to bounce back, especially with the build up to the Rugby World Cup in 2011. Our new, luxury couples' therapy rooms, both of which will have lake views, will help ensure we do not disappoint clients who have set their hearts on a relaxing hot mineral soak followed by one of our renowned spa therapies."

Polynesian Spa has continuously renewed and redeveloped its unique site on Lake Rotorua over the past few years, and has focused on delivery of high quality hot pool bathing and special spa therapies. As a result, Polynesian Spa experienced an overall increase in demand in its spa therapies last year, despite the recession. "We were solidly booked throughout the year," says Mr Lobb.

In the latest development, Polynesian Spa's renowned Spa Essentials gift shop (which carries a wider range of New Zealand and Australian skincare and spa products than any other retail outlet in the country) will be extended and revamped. Increased display space will be added for the extensive range of swimwear, and new fitting rooms provided. The main foyer and reception will also get a more contemporary look with new décor and carpet throughout.

Beginning in April, this development is due for completion in July 2010.

Ends

For further information please contact

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