

The Royal Gazette

Pamper yourself at Spa Month



Sense Spa at Rosewood Bermuda (Photograph provided)

Visitors and residents will be encouraged to pamper themselves next month with spas across the island to promise special deals.

The offers come as part of the second annual Bermuda Spa Month, organised by the Bermuda Tourism Authority.

A BTA spokeswoman said the inaugural spa month recorded almost 2,000 appointments, and that some spas extended their offers until March because of their popularity.

Victoria Isley, BTA chief sales and marketing officer, said: "By focusing this special promotion in February, we aim to inspire Valentine's Month travel, as well as grow visitation to Bermuda year-round — one of the National Tourism Plan's key priorities.

"We're thrilled to see even more of our spa partners participating this time around, and we are promoting it strategically via digital marketing, social media and public relations."

The BTA said 11 spas have agreed to take part in this year's promotion with discounts of up to 50 per cent on select treatments.

This year's participants include Cambridge Beach's Ocean Spa, the Elbow Beach Resort and Spa, Willow Stream Spa at the Fairmont Southampton, Natura Spa at Grotto Bay Resort, Exhale at the Hamilton Princess and Beach Club, Sisley Spa at the Loren Hotel, the Newstead Belmont Hills Golf and Spa Resort, Spa del Sol at the Pompano Beach Club, La Serena Spa at The Reefs, Sense Spa at Rosewood Bermuda and Siam Spa in Hamilton.