

SPA

inc.

CANADA'S SPA CONNECTION

Personalizing the Spa Experience

Spa Star

**DOL-ÁS SPA'S
JOANN PATRIQUIN**

*The sexual health and
well-being opportunity*

**THE IMPACT OF TECHNOLOGY
ON THE SPA INDUSTRY**

feature

The Dol-ás Spa

EXPERIENCE

Finding rest and relaxation within East Coast personalized hospitality

BY SEAN TARRY

When thinking of places where one might be able to find rest and relaxation, or achieve a state of tranquility and well-being, there are few that can compare to the Dol-ás Spa in Harbour, N.S. Nestled into beautiful scenery on the coast of the Atlantic Ocean, visitors are cared for from the moment they enter the establishment, welcomed by traditional East Coast hospitality. And, providing a range of treatments and services meant to

rejuvenate and refresh, the spa promises guests an experience like no other.

"From the first moment a guest walks in, they can expect to feel a sense of serenity as they are welcomed into our world," explains Joann Patriquin, spa director at Dol-ás Spa. "Drawing on the essence of the East Coast and the healing traditions of global spa culture, our skilled, professional therapists and aestheticians are



feature

dedicated to helping you feel and look your relaxed, polished best. Beneath our beautiful spa lies our state-of-the-art wellness centre featuring a stunning junior Olympic-sized swimming pool. The soaring space is lined with windows to bring the outside in."

Holistic wellness centre

Operating as part of the overall offering at the Fox Harb'r Resort, Dol-ás Spa is quickly becoming known as a holistic wellness centre destination. Offering specialty treatments that include a range of different massages, facials using the exclusive Swiss skincare line Cellcosmet, along with a number of different body treatments, nail care, and more, the spa continues to build on the reputation it has already developed for itself as a provider of luxury spa services. In fact, it was recently named as one of the Canadian Spa & Wellness "Top 25 Spas in Canada." However, what differentiates the spa from others, says Patriquin, is the significant amount of focus it places on the needs of the customer.

"We aim to anticipate the distinct needs of guests; that's what sets us apart," she asserts. "From the moment a guest walks into our spa, they will experience a sense of calmness and serenity. Even prior to their arrival, our therapists will be well versed with any needs and requests so guests can expect a seamless and bespoke experience. As we're known as a five-star golf resort, we offer a range of treatments especially designed to enhance golf

mobility that you won't find at other treatment centres. We were honoured to recently be named the Luxury Resort Spa and Wellness Centre of the Year by the LuxLife Hospitality Awards."

Focus on the customer

It's the intense, almost hyper-focus that Patriquin and her staff pay toward satisfying the needs of customers that allows the spa to continuously please its guests. And, supported by a personalized approach to each experience provided within the spa, guests enjoy a pampering within a bright, warm, and welcoming environment they are not likely to receive anywhere else.

"Personalization is at the top of the list when it comes to our priorities," she explains. "To achieve a luxury spa experience for our discerning guests, we place an emphasis on customization and tailoring our treatments to the individual. Our guests travel to spas all over the world. They are seeking a premium experience that's imbued with our distinct East Coast hospitality. And that means prioritizing a personal experience and recommendations with each visit tailored to the individual guest—whether that's to improve a golf game, look picture perfect for a wedding, or treating a specific issue."

Consistent enhancement

Operating within such a competitive industry, the achievements

