



MEDIA RELEASE

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Polynesian Spa's High End Luxury Therapies in More Demand

Rotorua's iconic hot pool spa, Polynesian Spa, has been experiencing a "very pleasing" increase in top of the market spa therapies despite the international tourism downturn.

"Our luxury spa therapy bookings have increased significantly in the past year. This is a bit of an enigma of the recession," says Polynesian Spa managing director Martin Lobb. "Despite the nationwide downturn in tourism numbers, our spa therapies - which cost \$140 per hour, including bathing in the deluxe Lake Spa mineral pools - are in hot demand. Our thirteen therapists are heavily booked by overseas visitors and kiwis, and there is steady demand from kiwi families, couples and overseas visitors for our historic hot pools."

Mr Lobb says that he believes two factors are contributing to the demand for the luxury therapies: the drop in the kiwi dollar, and possibly the stress of a recession.

"Our therapies include unique Rotorua hot mud wraps, hot stone spa treatments and a traditional hot water massage therapy. It seems that clients are seeking out healthy stress-reducing therapies, irrespective of cost, and probably because of the stresses of a recession. Spa therapies help people relax and hot mineral baths have been long sought after as health giving. In addition, for those from overseas they're real value for money because of the lower New Zealand dollar."

"We started these therapies in 2000 when we built a purpose-constructed wing to the spa, integrating the deluxe hot mineral pools and the unique lakeside views of Polynesian Spa. We now know we need to expand to meet demand, and so we're looking at the feasibility of building more therapy rooms," he says.

Mr Lobb believes Polynesian Spa may have been helped along by being nominated as one of the top ten spas of the world by Conde Nast in every year from 2004 to 2007.

Polynesian Spa (www.polynesianspa.co.nz) has 26 natural mineral hot pools as well as a range of spa therapies, spa gift shopping and a café. It is located on the shores of Lake Rotorua (adjacent to a conservation reserve and an area known as 'Sulphur Point' because of its thermal activity). The spa was started in 1972 by the Lobb family and has become one of the most popular attractions for visitors to Rotorua.

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For more information please contact

Martin Lobb

Managing Director, Polynesian Spa

Ph +64 (0)7 348 1328 or +64 (0)21 243 1308

Email: martin.lobb@polynesianspa.co.nz

Website: www.polynesianspa.co.nz

Or Catherine Peters

PRaxis Public Relations Limited

Ph +64 21-615-055