

Schletterer teams up with Mövenpick in Oman

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New 400 room hideaway resort and spa is under development in the Oroscom Salalah project

Spa company Schletterer has announced it will be working with Mövenpick on its new hotel and resort in the Oroscom Salalah development in Oman.

The Mövenpick Resort and Spa Salalah has more than 400 rooms and suites and will be situated in a tropical garden around artificial lagoons on the Arabian Sea.

Schletterer Middle East regional director Gerald Huber said: "This is very interesting project. This will be a destination with a garden spa, pool experiences. It is done in a hideaway style because Salalah really offers a lot of natural surroundings and is much more based in nature and grounded than a lot of places in Dubai.



"With spas in hotels, you must do things correctly and then the spa becomes a part of the brand identity of the hotel. A hotel and spa means the two work together, support each other and sell each other," he added.

In addition to the planned spa at the Mövenpick in Salalah, Schletterer is also in the process of developing a future-pointing new health resort approach in Egypt, in co-operation with a luxury brand from Dubai.

Huber says that the move towards the health resort approach is an emerging trend in the spa industry at the moment, along with an increase in ceremonial treatments, which are particularly popular in the region.

"Spending a long time in the flow of the spa experience rather than having a singular treatment is popular. We are also seeing a lot of people come in with their partners or with their friends. So it is a lifestyle choice now, where you are pampering your body and your soul and you will also experience the health improvements as well," Huber said.

Schletterer will be making an official announcement about which company it is working with on the health resort development in Egypt in the near future.