

PRESS RELEASE

International training course on quality in wellness and spa

“BBQ am Alex“ hosted 25 participants from 11 countries

Berlin, March 4th, 2014 | What makes up a good lomi lomi massage? Which safety measures have to be respected in the sauna area? In which way different factors have to interact in order to offer the guest a perfect wellness experience? The topics hygiene, safety and service quality in wellness facilities have been covered during a two-days training course at “BBQ am Alex“ in Berlin. Prior to the ITB, 25 participants from 11 European countries discussed and studied all relevant aspects for leading-edge quality in wellness and spa. The course was held by EuropeSpa med & wellness GmbH which, together with the European Spas Association (ESPA), runs the most sophisticated quality system for medical spa and wellness in Europe. On the second day of the course the participants had the possibility to visit a model example of leading-edge quality by taking a look behind the scenes of the Hotel Adlon spa.

“We are delighted that the EuropeSpa training course prior to the ITB has become a permanent fixture“, says Karin Smettan, manager of the BBQ branch in Berlin. “The course perfectly fits with our ‚English & Tourism‘ field of education.“ Last year the course had been held in Berlin for the first year. This year it was fully booked within a short period of time. Reservations for next year can be made from now on.

“The terms ‘wellness’ and ‘spa’ are not protected by law. Everybody is allowed to use them“, explains Kurt von Storch, CEO of EuropeSpa. “Our quality system provides an internationally consistent standard for medical spa and wellness facilities, which is the basis for comparable leading-edge quality in Europe. According to Kurt von Storch, more and more participants were interested in this topic.



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EuropeSpa is the international seal of quality of the European Spas Association. It consists of the three sections quality standards, certifications and seminars. Currently there are three standards with different orientations. EuropeSpa med addresses medical spa providers. The quality standards EuropeSpa wellness hotel and EuropeSpa hotel spa are made for widely designed wellness facilities respectively spa areas in hotels.

„BBQ am Alex“ (formerly SSI) is firmly established in the Berlin education sector. It was founded with a focus on marketing and tourism. Nowadays, it offers a wide range of education from IT and accommodation to tourism and marketing.

More information on: **www.bbq.de** and **www.europespa.eu**