



Press Release – 6th March 2009

Ecstatic Cows And Bullocks at The St Moritz Hotel & Spa

For once, the hard working therapy team at the Cornish Cowshed spa at the St Moritz Hotel have been allowing themselves a little special treatment after hearing that they are the winners of a prestigious Conde Nast Traveller Magazine Reader's Spa Award for 2009.

The Cowshed at the St Moritz came second only to the Spa at the Mandarin Oriental in London in the Hotel category of the awards which are voted for by readers of the magazine, one of the most highly regarded travel publications in the world. Other hotels who received placings below the Cornish spa included the acclaimed beauty areas at the Gleneagles Hotel in Scotland, the Dorchester in London and the C-Spa at Cowley Manor in Gloucester.

And the Cowshed team is sharing the champers with Falmouth-based design agency Absolute, who were responsible for the interior concept and design for the spa, which has been also been heralded by top beauty and travel journalists from across the world.

The Cornish Cowshed, as it is known, is part of the global spa network founded at Babington House in Somerset, with sister spas in New York, Miami, London and Edinburgh among others. Within the restored 1950s-influenced leisure suite, the Cowshed at the St Moritz boasts a fully-fitted gym, lap and fun pools and a Hamman-style steam room as well as six soothing treatment rooms and a glamorous manicure and pedicure area with huge armchairs and state-of-the-art televisions. There, Spa Manager Sara Pile and her team of committed therapists soothe, calm, pamper, invigorate and delight clients with a luxurious range of 'cows' and 'bullocks' treatments using the Cowshed's own renowned product range.

Unlike the rest of the global Cowshed locations, the spa at the St Moritz Hotel is the first to be designed by an outside agency – a real coup for the Falmouth-based Absolute team that was brought on board to give the Cowshed the same Miami-inspired, art deco twist they created for the hotel itself. Absolute Interior Design Manager Steve Coombe and his team reworked the original Cowshed formula to give it an urban chic meets coastal retreat feel, mixing natural timbers such as grey old-aged oak and cool aqua blues with rich leather browns and quirky touches such as 1920s mannequins for coat racks, old school chairs, a crescent shaped sofa and a marbled 'French patisserie'-style reception desk.

Owner and Founder of the St Moritz Hotel & Spa, Hugh Ridgway says;

"I cannot overstate how hard our Cowshed team has worked this year to create and build the phenomenon that the Cornish Cowshed has become. There are lots of awards that you can enter but this Conde Nast Traveller accolade comes as a result of the unprompted votes that have been made by readers of the magazine - and therefore is complete testament to the quality of the experience that our guests receive. Their readers clearly feel as though they are in a very special place when they come here and that's down to both the look and feel of the spa and the hard work that is put in by the staff."

Helen Blake, the Managing Director of Absolute adds;

"We were passionate about creating an environment that would enhance the way guests felt when receiving a treatment. By mixing the Cowshed philosophy of purity and natural elements with the heritage-infused styling of the St Moritz we felt we had achieved something inherently refreshing and therapeutic. Of course the spa-goers are the true judges and in this case they seem to agree!"

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HOTEL
CORNWALL

ST MORITZ



Readers' Spa Awards 2009

Hotel spas

We received so many nominations – the world has more spas than ever – that a new category had to be created: hotel spas in the UK. We asked you to rate these and all your favourite hotel spas overseas according to 10 criteria. The winning UK hotel spa is at **Mandarin Oriental Hyde Park, London**, which you liked best for its accommodation. In The Americas & Caribbean you appreciated the amenities at **The Peninsula Chicago** and individual approach at **The Standard, Miami Beach**. In Australasia & the South Pacific, having the rainforest to exercise in is what you liked most about **Daintree Eco Lodge & Spa** in the Northern Territory. Nowhere beat the body treatments at **Earth Spa at Six Senses Hideaway Hua Hin** in Thailand, or the accommodation at **Raasthan Fort Devil Gorkh** in Asia & the Indian Subcontinent. In the Middle East, Africa & the Indian Ocean, you applauded the ambience at **The Chedi, Muscat** in Oman, loved the facials at **Peziza Resort Hotel & Spa** in South Africa and felt the facilities at **One&Only Reethi Rah** in the Maldives were second to none. You also appreciated the facials at **Porto Elounda** in Crete, the ambience of **Castello del Nero** in Italy and the facilities at **La Residencia** in Mallorca. And you loved the service and cuisine at the **Marquis de Riscal** in Spain's Rioja, which not only swept the board in its region but also topped your list of the 25 best spas in the world (see page 16).

10 Conde Nast Traveller Spa Special March 2009

The Americas & Caribbean

- 1 The Standard Spa, The Standard, Miami Beach, USA 94.81
- 2 The Peninsula Spa by ESPA, The Peninsula Chicago, USA 94.42
- 2 COMO Shambhala at Parrot Cay, Turks & Caicos 94.42
- 4 The Spa at Mandarin Oriental, Miami, USA 94.22
- 5 Blue Spa, Carlisle Bay, Barbados 93.38
- 6 The Spa at Sandy Lane, Barbados 90.25
- 7 The Spa at Esperanza, Los Cabos, Mexico 89.67
- 8 The Spa at Four Seasons Resort Whistler, Canada 89.60
- 9 The Spa at Mandarin Oriental, New York, USA 87.43
- 10 Sense, a Rosewood Spa, Rosewood Little Dix Bay, Virgin Gorda, British Virgin Islands 87.37

UK

- 1 The Spa at Mandarin Oriental Hyde Park, London 94.75
- 2 Cowshed, St Moritz Hotel, Wadebridge, Cornwall 93.39
- 3 The Spa, Chewton Glen, New Milton, Hampshire 92.89
- 4 Sequoia, The Grove, Hertfordshire 91.63
- 5 C-Side, Cowley Manor, Cowley, Gloucestershire 89.78
- 6 The Spa at Gleneagles by ESPA, Perthshire, Scotland 89.67
- 7 The Spa at The Dorchester, London 89.41
- 8 One Spa at Sheraton Grand Hotel & Spa, Edinburgh 88.29
- 9 Cowshed, Babington House, Frome, Somerset 88.22
- 10 Calcot Spa, Calcot Manor, Gloucestershire 88.00

Europe, Asia Minor & the Russian Federation

- 1 Caudalie Vinotherapie Spa, Marques de Riscal, Rioja, Spain 95.45
- 2 Six Senses Spa at Porto Elounda, Crete, Greece 94.80
- 3 Cinq Mondos Spa, Spa, Beau-Rivage Palace, Lausanne, Switzerland 94.19
- 4 The Spa at The Bulgari Hotel, Milan, Italy 93.67
- 5 ESPA at Castello del Nero, Florence, Italy 92.67
- 6 Six Senses Spa at Kempinski Hotel Barbaros Bay, Bodrum, Turkey 92.45
- 7 The Spa at La Residencia, Mallorca, Spain 92.00
- 8 The Spa, Four Seasons Hotel George V Paris, France 90.00
- 9 Spa by Algotthem, InterContinental Paris Le Grand, France 89.14
- 10 SAMAS, Park Hotel Hotel Kenmare, Ireland 88.50

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