

Media Release**Embargoed until 06 September 2016****NZ Brands East Day Spa and Spring win big at the World Spa Awards 2016**

This year, NZ entrepreneur Ina Bajaj is bringing home two trophies from the World Spa Awards.

East Day Spa has been crowned **'Oceania and New Zealand's Best Hotel Spa'** for the second year in a row and Spring Seminyak Village being the first brand in New Zealand history to win the grand title of **'Asia's Best Day Spa'**.

East Day Spa's flagship location within the luxurious five star SKYCITY Grand Hotel, offers the very best massage and modern beauty therapies. A-list celebrities including Heidi Klum, Justin Timberlake, Taylor Swift and pop sensation Justin Bieber can attest to this, having frequented the award-winning spa during their stay in New Zealand.

"Our humble beginnings date back to 2002 when we opened our first East Day Spa in Wellington with two therapists and a receptionist (me). These were challenging times for an industry in its infancy and spas were perceived exclusively for the rich and famous. I will never forget the first day when I took a mere \$35.00 in takings. Our progression was initially slow but gradual and the real catalyst to our growth happened with the opening of our flagship spa at the SKYCITY Grand hotel in Auckland. I am eternally grateful to SKYCITY for their support and faith in East Day Spa and we are delighted to be bringing home for the second year in a row the award for **Best Hotel Spa in Oceania and NZ**" says Bajaj

As an avid traveler and spa aficionado, Bajaj recognised a gap in the market for the time-pressed, tech-savvy, social spa seeker. She developed and launched Spring in 2012 in Queenstown, with Auckland and Wellington following within 2 years. Spring caters for a casual, social experience with treatments ranging from express to elaborate, the space incorporates modern, minimalist sleek design.

Drawing on the Balinese inspirations of East Day Spa, Bajaj's natural affinity and love for Bali and their people, found her bringing the West to the East, opening a Spring in the upmarket enclave of Petitenget and a second premises a year later atop Seminyak Village, an exclusive lifestyle mall.

Award-winning Spring Seminyak Village spans an impressive 630sqm, a super spa with stunning 180 degree views of the Indian Ocean, catering for a spa group or solo guest, indoors or out and resident DJ playing soothing spa beats. Guests can have drinks served during manicures and pedicures making it one of the hippest, spa, beauty and wellbeing spots in Bali.

"Winning **'Asia's Best Day Spa'** at the World Spa Awards 2016 has to be one of the highlights of my career. For a New Zealand spa brand to take on the Asian spa industry giants and win has left me speechless. It's been a remarkable achievement for us to win not just one but three coveted titles." says Bajaj.

"As a business we would like to thank our wonderful loyal customers for your votes, for following and supporting our story and for believing in us and all things Kiwi. We won't be stopping here and will be taking our 'Made in New Zealand' brand to the world. Please join us in our journey."

For further information, please contact:

Bhavna Thapar

Global Marketing & Publicity, Spring and East Day Spa

Mobile: +64 21 273 1235

Email: bhavna@eastdayspa.com

