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## Speaking the Language of Luxury, Wellness at JW Marriott Nashville

BY CORRIS LITTLE ON DECEMBER 12, 2018

GUEST SERVICES & PROGRAMS

NASHVILLE, TN—When thinking of Music City, one might conjure up thoughts of live music in honky-tonks and down-home Southern cooking, but there's another word—well-being. The high-end spa housed inside the recently launched JW Marriott Nashville here is ready to put its mark on the city.

With a sparkling design by Stonehill Taylor and curated services that marry luxury and wellness, there's much to offer locals and visitors alike. Located on the third floor of the hotel, the 4,000-sq.-ft. Spa by JW has a full line of organic body care products. Services include the Nashville Signature Manicure Retreat, Aromatherapy and Basalt Stone massages, Hydro Renewal and Vitamin-C infused body treatments.

"JW, as a brand, is really promoting wellness and a lot of our services are geared toward detoxifying, therapeutic-based massages, dermaplaning or medical-grade services," said Spa Director Kendra Rice, whose experience includes roles at Trump International Hotel and Tower and The Breakers Palm Beach. "It's more than just relaxation; it's all about the health and wellness of our guests. After Thanksgiving, we did this whole cardio class called "Burn the Bird," helping guests get rid of the overindulgence in calories over the holiday. It was a circuit training class on the pool deck and was followed by yoga in the studio. We provided health bars and juices to rejuvenate."

Situated on the third floor next to a 10,000-sq.-ft. outdoor pool deck, Spa by JW is bathed in natural light from the space's floor-to-ceiling windows, while steel, stone and glass gracefully contrast with the natural color palette.

Spa by JW is also the first in Tennessee to launch internationally recognized Natura Bisse, a results-driven skin and body care line founded in Barcelona, Spain.

"I took a look around at what everyone else was doing and I wanted to stand out in terms of being exclusive," said Rice. "We brought on services that were health-oriented and made sure the treatments that we're doing were something no one else was doing. Natura Bisse offers amazing detoxifying body wraps, hydrating pedicure services, bamboo scrubs and there's more."

Another way Rice sought to make the spa distinctive is through her exclusive team and service providers. "We went through a very rigorous training as well as launched recruiting initiatives that brought in five stars all around. Being a smaller spa, we have seven therapists that come with a wealth of experience."

Rice is teaching her staff the language of luxury, which brings forth a deeper understanding of service to others. "We want to anticipate all of our guests' needs and make them feel better. You know this muscle treatment is better for them, you're empowered to customize a treatment for everyone on the table or whoever gets a facial. It sets us apart."

