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Spa Snapshot: Na Ho'ola Spa, Hyatt Regency Waikiki Beach Resort & Spa

Na Ho'ola Spa on famous Waikiki Beach offers tourists a truly traditional spa escape.

Mar 28th, 2018 | By Rachel Kossman



[Images: Courtesy of Hyatt Regency Waikiki]

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The Destination

Na Ho'ola was Waikiki's first resort spa when it opened almost 20 years ago, and despite ever-changing industry trends and continual waves of tourists in the intervening years, the entire Na Ho'ola spa is still educated in the ideas of its visionary, Auntie Malia Craver—the spa's founding kupuna kumu, or "elder teacher." Maka'ala Yates, a native Hawaiian with 35 years of medicinal experience, annually trains employees to uphold Craver's vision. "We take the teachings of the past and pair them with the needs of our current guests to create a customized experience that honors the islands—and Hawaiian culture in general," notes spa director Yoshimi Anderson. This means incorporating locally sourced ingredients into every treatment and ensuring that highly trained therapists remain at the core of Na Ho'ola.

PHOTOS: Lake Austin Spa Resort, Austin, Texas

Capturing Clientele

It's not just in-room fliers and signage that beckon hotel visitors. The spa makes personalized calls to guests' rooms to tempt them onto the treatment tables. Promotions help too: The Afternoon Special is a 20 percent discount on single treatments booked between 2 p.m. and 4 p.m., and Anderson is continuously working with her sta to develop unique quarterly promotions that draw in repeat clientele. From January to April, for example, the spa is featuring a Seaweed Detox Body Wrap (80 min./\$156) with scalp massage and facial, and Happy Birthday (50 min./\$120), comprising a rose body wrap and rose facial. "The team has a lot of fun introducing these seasonal treatments, and our clients appreciate the creativity and variety," reports the spa pro.

PHOTOS: The Spa at Four Seasons Resort The Biltmore



In-Demand Service

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PHOTOS: Four Seasons Resort Costa Rica

The Goods

The spa relies on just two product lines: Eminence and Malie Organics, which was founded by a Hawaiian couple in 2004 and is headquartered on Kauai. The on-site boutique stocks a wider range of skin care, including Phytomer and HydroPeptide, as well as apparel and accessories from the likes of Hula Flowers, Kashwère and Maui Jim.

Location: Honolulu

Owner: Hyatt Regency Waikiki Beach Resort & Spa

Opened: April 2000

The Space: 10,000 square feet, including 16 treatment rooms, a relaxation room and a retail space

Staff: 18 massage practitioners, 6 front desk employees, 3 estheticians

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