



Laura Ell Consulting

The 'Sense'ational Spa Mentor

Laura Ell, founder of Laura Ell Consulting, is a sustainable spa and wellness tourism specialist with a successful track record over two decades advising spas, wellness resorts, and related enterprises in standing out in the marketplace.

Laura often works with stressed-out spa owners and managers (sounds strange right? yes many are overwhelmed running their businesses) who've tried everything they learned in spa school and it is just not working. She guides these spas to create immersive client wellness experiences for deeper healing and stress relief. This helps their businesses THRIVE. Laura does this by bringing in ancient healing (done respectfully in community collaboration) and natural inspiration from their local regions. By evoking more of the senses for spa clients, benefits are enhanced. COVID has resulted in a growing market of spa-goers seeking healthful experiences focused on sense-of-place and Laura has been actively supporting the spa industry in getting back to business. Laura coined the term "**Indigenous-inspired spa**"; her award-winning research in this area has been published and is going to be offered via an online course launching in 2021.

To date Laura has helped 330 enterprises+ in over 45 destinations to attract the growing demand of wellness clients, becoming more sustainable and thus being more resilient even during challenging economic times. Laura is **Spa and Wellness Advisor** to the **United Nations** World Tourism Organization at a regional level, but she especially loves supporting small-mediums size companies. Laura's clients regularly earn awards and media accolades for service quality, sustainability, and innovations as a result of implementing her recommendations. Among many accreditations, Laura is an EDGE certified green building specialist through the World Bank. She helps design sustainable building and operating practices for new or existing spas, wellness eco-resorts, yoga retreat centers, and hot springs. Laura is also former Director at the International Ecotourism Society and she teaches wellness tourism at a University level.

In short, Laura Ell Consulting is a well-rounded firm with a strong track record to help mentor your spa and wellness business to become more prosperous.

For more details:

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As Seen In:



International Journal of Spa and Wellness

