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## BEACHSIDE BLISS

Calm, renew, indulge and invigorate on Marco Island. BY SUSAN B. BARNES



### SENSE OF CALM:

*Spa by JW lobby*

PHOTO: © JW MARRIOTT MARCO ISLAND BEACH RESORT

**ON THE SOUTHWEST COAST** of Florida, the calm, warm Gulf of Mexico waters caress the white sugar-sand beaches that meander along the coastline. The mellow sun shines down while a gentle breeze blows. In this tranquil setting you find the JW Marriott Marco Island Beach Resort and its luxurious Spa by JW, the luxury brand's first beachfront location in the continental United States.

On the north end of the expansive resort, which just finished \$320 million in renovations, the 24,000-square-foot, stand-alone, Balinese-style Spa by JW beckons — elegant yet with a laid-back vibe you would expect at the beach. As soon as you enter the reception area, a sense of calm and relaxation washes over you, not unlike the warm waters of the Gulf, and you know you are in for pampering.

Just as the other Spa by JW locations around the world, the one on Marco Island follows a philosophy designed around four outcomes: Calm, Renew, Indulge, Invigorate. The spa

incorporates that philosophy not only into its exquisite design and warm, welcoming décor but also in all of the personalized treatments and amenities.

World-renowned experts inspired by the tropical environs found at the JW Marriott Marco Island Beach Resort specifically designed the treatments on the spa menu. One treatment, the Marco Island Coconut Scrub, falls under the Invigorate philosophy outcome — “to find balance and energy on your way to a new vitality.” Combining sugar cane and the scents of coconut milk and honey, the 50-minute treatment is intended to make your skin glow as well as replenish lost moisture, which can easily happen in the warm Florida sun.

Found under the Calm philosophy outcome — “to slow your world down, for as long as you like” — the 5 Senses massage does just that, slowing your world down into a sense of complete relaxation. Over the course of 80 minutes, your skilled therapist works to balance your body and mind while

incorporating all five senses in the healing process.

When it is time to return to reality, consider the Feel Revived massage under the Renew philosophy outcome — “to get back to the necessity of simply feeling good — about your body, your mind and your spirit.” The Feel Revived massage intends to awaken tired muscles and rejuvenate the body and mind yet leave you naturally relaxed. What better way to face the world?

If you are short on time but could still use the benefits of a quick massage, ask the spa receptionist about the Express Spa — no appointment necessary, and treatments are available on a first-come, first-served basis. Settle into a state-of-the-art massage chair in an inviting, cocoon-like setting and enjoy an expedited massage (neck, shoulder, scalp, hand or foot — or all of the above) with aromatherapy; visual and audio effects complement the experience.

These are but a sampling of the offerings at Spa by JW. In addition to these luxurious treatments, spa guests are invited to take advantage of the salon and exclusive facilities made available to them during the day of their treatments including private, adult-exclusive outdoor spa pools, hot and cold soaking mineral tubs overlooking the Gulf of Mexico, sauna, steam room and lounge. Speaking of the lounge, the Private Lounge at Spa by JW is designed to be a tranquil place to socialize with friends between treatments; enjoy a bite to eat and sip on refreshing beverages; or simply sit back and read, relax and restore. Feeling a bit hungry? Order something to nibble on and enjoy poolside or in the lounge — wherever you feel most comfortable.

If you have your little ones along and they want to be part of the fitness fun, check out the recently introduced kids’ and teens’ complimentary yoga classes, which prove popular with families. Or if the kids ages 5 to 12 would rather have their own fun while you have yours, sign them up for the Tiki Tribe day camp, complimentary for guests who indulge in at least 50 minutes of spa treatment bliss.

If you wish to add a little pep back into your step,

check out the state-of-the-art fitness center with its Technogym weight resistance machines, cardio equipment, free weights and mats for stretching. Speaking of stretching, fitness classes including yoga (floating yoga in the pool, anyone?), spin and Zumba are also available through the spa.

However you choose to spend your time at Spa at JW at JW Marriott Marco Island Beach Resort, one thing is certain: You will find tranquility.



LAI-D-BACK:  
*Relaxation room (top), and spa scrubs (bottom)*

PHOTOS: © JW MARRIOTT MARCO ISLAND BEACH RESORT

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