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**Grand Hotel Golf Resort & Spa to Accept ISPA Innovate Award at 2025 ISPA Conference**

Point Clear, AL January 7<sup>th</sup>, 2025 – The Grand Hotel Golf Resort & Spa will be honored by the International SPA Association (ISPA) at the 2025 ISPA Conference with an ISPA Innovate Award. These prestigious awards recognize spas that have implemented cutting-edge philanthropic partnerships, retail initiatives, spa experiences, operational improvements, and remodels or renovations over the past year, while also highlighting breakthrough achievements of ISPA resource partner members.

Tiffany Cameron, Director of Spa, will represent the Grand Hotel & PCH Resorts onstage at the 2025 ISPA Conference to celebrate their Innovate Award-winning submission, the “We Care Regimen Card” retail initiative. The “We Care About You” card enhances the Spa at Home experience by offering a personalized touch to each guest’s wellness journey. Along with tailored recommendations, guests enjoy an exclusive retail discount, valid on the day of their treatment, encouraging immediate purchases. This initiative not only enhances guest satisfaction but also drives retail sales, seamlessly blending relaxation with shopping convenience.

“We are thrilled to honor the recipients of the 2024 ISPA Innovate Awards,” said ISPA President, Lynne McNees.

“These awards recognize the respected spas and exceptional products developed by our resource partners that are shaping the future of the spa industry, setting new standards in innovation and excellence, and providing our members with transformative initiatives and tools to excel.”

“We are honored to be selected for this prestigious award by the International Spa Association,” said Tiffany Cameron, Director of Spa at the Grand Hotel. “Our team’s true passion lies in caring for people first, and we are thrilled to offer our guests a personalized experience through our ‘We Care’ regimen cards. These cards allow our spa providers to offer tailored recommendations that align with each guest’s wellness goals, ensuring a customized and meaningful experience, all while providing a compelling discount as a token of appreciation for choosing us.”

“We are honored and thrilled to have the Grand Hotel Golf Resort & Spa location receive the ISPA Innovate Award for 2025,” said Taylor Fields, Corporate Director of Spa, Wellness, and Retail for PCH Hotels & Resorts. “The ‘We Care’ regimen card is a fantastic way for guests to review their personalized wellness recommendations while in such a relaxed state of mind during their spa visit. With the leadership of our talented spa professionals, we look forward to replicating these great ideas across all of our spa locations along the RTJ Spa Trail in Alabama. This recognition is just one of many prestigious awards we are proud to receive on an annual basis.”

To learn more about the ISPA Conference, please visit [attendispa.com](http://attendispa.com).

**Note to the Editor:**

Members of the media are invited to attend the ISPA Conference. Visit [attendispa.com](http://attendispa.com) for the complementary registration application.

**About the Grand Hotel, PCH Resorts & RTJ Spa Trail:**

The Grand Hotel Golf Resort & Spa, Autograph Collection, located in Point Clear, Alabama, is a premier luxury resort offering a blend of Southern charm and modern elegance. Situated along the stunning Gulf Coast, the resort features a world-class golf course, an award-winning spa, and exceptional dining options, making it an ideal destination for both relaxation and recreation. With a rich history dating back to 1847, the Grand Hotel provides guests with a unique, personalized experience in a picturesque setting, catering to both leisure and business travelers. As part of Marriott’s Autograph Collection, the resort upholds a commitment to exceptional service and unforgettable experiences.

PCH Hotels & Resorts is an award-winning, full-service hospitality management company with nine hotels and resorts, representing 26 restaurants, bars, lounges, and six full-service European spas. A long-time partner of Marriott and IHG, PCH brings a unique managerial style that provides each partner with personal attention to detail, ensuring the success of each joint venture. PCH is poised for growth and continues to expand across the country in the hotel, resort, and lifestyle segments. In addition to its Marriott partnerships, PCH also manages

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GOLF RESORT & SPA

Autograph and Renaissance brands, as well as the Outlet Shops of Grand River and the Montgomery Performing Arts Center and Convention Center. PCH's "Heart & Soul" philosophy connects associates, owners, partners, communities, and guests for exceptional experiences.

Welcome to the Spa Trail on the Robert Trent Jones Golf Trail! Beginning with world-class golf in 1992, followed by luxury 4-diamond hotels, the latest hospitality innovations in Alabama include six world-class spas, creating the Spa Trail along the Robert Trent Jones Golf Trail. The spas are located in Marriott, Autograph, and Renaissance Hotels across Alabama in Point Clear, Mobile, Montgomery, Hoover, Florence, and Opelika. Spa services and offerings are available at [www.rtjspa.com](http://www.rtjspa.com).

**About the International SPA Association:**

ISPA, headquartered in Lexington, KY, is the leading global voice of the spa industry. Founded in 1991, ISPA provides invaluable educational and networking opportunities, promotes the value of the spa experience, and fosters professionalism and growth within the industry. For more details, visit [experienceispa.com](http://experienceispa.com).

