Journey acquires the Good Spa Guide

Journey invests in the UK's independent spa guide, introduces a new brand and relaunches its website with direct booking, vouchers and reviews

Cheltenham, Gloucestershire, 3 November 2026 – Journey, the total revenue platform for luxury hospitality, has acquired the Good Spa Guide, the UK's independent guide to spas. Journey has invested in the business, reimagined the brand and today relaunches the Good Spa Guide website, where consumers can now find, compare and book assessed spas directly.

Since 2006, the Good Spa Guide has helped consumers choose spas through independent expert assessments. Its Spa Spies visit properties and score them against a rigorous methodology, resulting in the Bubble rating that spas display with pride. Around 1.4 million people a year use the guide to help them decide where to go.

Now, the Good Spa Guide is building on that trusted reputation. The relaunched 'membership' platform brings together expert assessments, consumer reviews, spa discovery and direct booking, connecting consumers who are looking for a spa experience with spas looking to attract new business.

A reimagined brand

The new Good Spa Guide brings a new visual identity and a clearer, more transparent rating system:

- Clear ratings. Three Bubbles means Good, Four means Great, Five means Excellent and Five Luxury means Outstanding.
- A published method. Every Assessment scores a spa on five criteria: Peace, Practice, People, Place and Promise. The criteria are public, and every spa's Profile shows when it was last assessed.
- Independent by design. Membership pays for the Assessment, never the outcome. Ratings are set by Assessment alone, with no paid placement.

A relaunched platform

The new website turns Good Spa Guide from more than a place to read about spas into a place to search, compare and book them. Consumers can search by location, read expert Spa Spy assessments and consumer reviews, and book spas and vouchers directly.

Unlike online travel agents who typically charge 20% to 25% commission, the Good Spa Guide platform offers a fairer and more affordable route to market through its spa membership structure. Spas benefit from Journey's Total Revenue Platform, including the Experience

Management System, Booking Engine and Journey Vouchers, for live availability and gift voucher sales.

Good Spa Guide will operate as a standalone brand within Journey, led by Managing Director Gregor Ritchie. Its independent assessment process will remain central to the brand.

The relaunch comes two weeks before the Good Spa Guide Awards 2026, taking place on 16 November at Sopwell House in St Albans. This year's awards attracted 361 entries across 20 categories and more than 260,000 consumer votes.

Simon Bullingham, Founder and CEO of Journey, said: "Journey has always had one mission: to drive direct business for hotels. Our digital marketing, websites and hotel technology help our partners grow more profitably, instead of losing revenue to online travel agents and third parties. The Good Spa Guide shares that purpose. For more than 20 years it has supported the spa industry, and earned the trust of spa-goers and the respect of operators.

We've invested to make that judgement count at the moment of decision, with a clearer rating, a published method and a direct way to book. And because Members pay a fraction of typical online travel agent commission, more of every booking stays with the spa. Journey is where hotels and spas go to grow."

Lesley Bacon, Spa and Wellness Director of the Good Spa Guide, said: "Today, spa is now one of the main reasons people choose a hotel, and one of the hardest things to choose well. A spa day is rarely an ordinary day. It's the birthday, the annual leave, the afternoon someone else covered the school run. Getting it wrong costs more than money. Our Good Spa Guide experts have already been and checked, so guests can relax, stop searching and book with confidence.

Our Spa Spies have always done a rigorous assessment. Now we're telling consumers exactly what we check, and making it simple to book. Journey's investment doesn't change how we assess. Membership pays for the Assessment, but it has never paid for the outcome. And for spa-goers, the message is simple. Relax. It's in the Good Spa Guide."

The acquisition extends Journey's work beyond the hotel's own technology channels, to the moment a guest chooses where to go. Together, Good Spa Guide and Journey connect independent judgement, direct booking and the systems that run hotels and spa.

Discover the new Good Spa Guide at goodspaguide.co.uk.

-ENDS-

journey

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About Good Spa Guide

The Good Spa Guide is the UK's independent guide to spas. Since 2006, its Spa Spies have visited and assessed spas across the UK and Ireland against a published method. Spas that score highly earn three, four, five or five luxury Bubbles: Good, Great, Excellent or Outstanding. Consumers can find, compare and book Member spas at goodspaguide.co.uk. Each year the Good Spa Guide Awards recognise the best spas and spa teams in the country. Good Spa Guide is part of Journey.

About Journey

Journey helps hotels sell the whole stay, not just the room. More than 1,300 hotel and spa properties use Journey's Total Revenue Platform, a unified system across experience management, digital marketing, booking, and payments. Customers include Nikki Beach, Camiral, The NoMad and Lakes By Yoo. With live bookable inventory at every moment, from pre-arrival to post-stay, Journey enables hotels to retail rooms, dining, spa, and activities in a seamless, shoppable experience for guests. The result is higher guest spend, stronger loyalty, and a measurable Return on Experience. For more information, visit https://journey.travel/.