



Innovation Case Study

The Sound Spa

Innovation Recognition: Gold Award





Introduction

My name is Tessa Ann, and I founded The Sound Healing Spa in 2013 to offer sound-based wellbeing experiences, which is now known as The Sound Spa.

I started my innovation journey in 2020, from 2021–2023, I worked with the Sonic Arts Research Centre at Queen's University Belfast to develop immersive sound and visual experiences. Once I had this aspect of my business in place, I began exploring how to align my offerings with the tourism market.

This led me to create Sound Journey Under the Stars – a sound and visual experience with immersive soundscapes, live performance, and a visual journey through the cosmos.

Embedding Innovation

I have embedded innovation into my business through the creation of my latest experience Sound Journey under the Stars at Armagh Observatory and Planetarium. This is designed as a relaxing sound and visual experience with immersive soundscapes, live performance, and a visual journey through the cosmos. It is operational all year round and recognised by Tourism NI as a unique and innovative tourism experience product.





SOUND
HEALING SPA

Innovation Outcomes

By embracing innovation, I have been able to provide this new visitor experience and further add to my business offerings. Innovation has really helped my business as I can now appeal to a diverse audience with a unique sound and visual experience by fusing wellbeing with astronomy.

It has helped my business achieve some of its digital transformation goals using immersive technologies and skills development.

It has led to high levels of satisfaction, with guests spreading the word and returning for repeat experiences while bringing friends and family along.

Supportive Ecosystem

On my innovation journey to date, I have received support from Innovate NI and Tourism NI through their series of Innovate Tourism workshops. I've been part of valuable networks and collaborations such as Invest NI Innovation Vouchers to support collaboration with schools at Queen's University Belfast, including the Sonic Arts Research Centre.

Alongside these, engaging with Go Succeed and DAERA has enabled me to receive mentoring and funding support to help grow my business. I have been continuing to develop venue partnerships with unique venues including Armagh Planetarium where Sound Journey under the Stars is delivered.

Continuing the Innovation Journey

At this stage my focus is on creating and developing content to deliver immersive sound and visual experiences to a range of audiences at iconic tourism locations, connecting visitors with the essence of Northern Ireland.

