



ASIA: CHINA

What is making news in your country with regards to spa and wellness?

Medical spas are making big waves but from my observations, post & pre is still very weak or not properly carried out, and this causes many unnecessary complications. Medical spas are often not marketed as such, as no license has been issued, a major problem as most people do not know the difference.

What is happening with wellness tourism in your country? Medical Tourism?

Stem cell treatment is making its way into China despite great resistance. Many such clinics are set up as cosmetics surgeries or day spas, while some carry out non-surgical treatments, while others use Hong Kong, Brazil or Portugal as their actual surgery base.

Please give us one sentence to describe what is happening in your country for each of these categories:

Hotel Spas?

Staffing and training are key challenges.

Destination Spas?

More big brands are entering this arena but are encountering a lot of challenges and delays.

Hot Springs Spas?

More are opening up but most are still operated by Chinese companies.

What is your country's position on investing in the spa industry in 2013?

China still has a lot of potential and room for growth but specialist education and training is badly needed to speed development. Most owners are very conservative with their budgets.

Looking back at the past four decades of spa and wellness, what would you consider to be a defining moment?

Right now.

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