



# Asia: Hong Kong

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WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

1. City hotel spas, treading gingerly into the ‘wellness’ and medical arena, are considering offering more meaningful and transformational retreats for residents as a form of “staycation.” What’s unusual is that city hotel spas tend to just do your usual pampering/slimming/relaxing variety and retreats were the domain of destination spas.

2. Something we at CatchOn have coined...Hi/Lo Spa-ing”...essentially, consumers seeking value, no-frills spa treatments on one end of the spectrum, but also wanting to access extreme luxury experiences...i.e., one-of-a-kind treatments, special attention from visiting ‘masters’, bespoke experiences, etc.

3. Feng shui-ing Treatments – the Chinese believe that your facial features are an indication of your ‘luck’ and future. So, changing the shape of your brows, adding a stronger nose bridge, or removing a mole: these can considerably change your luck. Enter treatments like brow-shaping services, Botox, etc. NOT for anti-aging but to increase your fortune and auspiciousness. Very popular in Hong Kong and China!

4. Another trend, which we cited last year that is still growing, is “Celebration Detox.” More people are opting for more meaningful ways to celebrate birthdays, anniversaries and milestones than just your conventional holiday. They’re replacing champers with colonics; hen parties for power hikes; partying with pampering. Personal milestone events remind people they’re in need of an annual body tune-up. <http://catchonco.wordpress.com/category/did-you-catch-on-to/page/2/>

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

While the spa scene in Asia remains robust, I don’t think it’s attracting more investment capital than before. Perhaps new markets– i.e. Vietnam, some parts of the Philippines, China, India– are prime for development. But other than that, I don’t see a significant change in investment.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

Good! Taking China into account, it’s primed for significant growth, on par with country’s overall trends.

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