



Asia: Hong Kong

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

CHANGE! I have noticed customers are constantly looking for a new product and new ways of enjoying their spa experience. Spa experience nowadays is more or less a standard routine. From the arrival, greeting, questionnaire, changing, pre-treatment relaxation/holding area, treatment, post-treatment relaxation/ changing to the final product selling, you don't really see a major break through these days. Better product? Better technique? Better design? All of these are still somewhere classified as business class in airlines.

What about the clients who are willing to pay for the extreme premium...as we're seeing in Asia, where growing segment of elite clients want to and can afford to indulge in the highest level of service? How does the spa industry cater to them? And where can these niche customers who travel on first class or private jets enjoy their phenomenal spa experience, where they take spa experiences as social events? A real escape for rejuvenation? When time is precious and money is lavish? These are the thoughts that I have noticed around me.

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

The spa industry is like retail: it is running in an extreme direction. If we were to look at the fashion spectrum, the truly successful fashion brands, UNIQLO, H&M, Hermes, Chanel— provide a range of price points and brand experiences. Spa is the same, as the spending power of the entire population in China is moving upward, and people are looking for quality service and quality of life. Can we have a spa like the brand image of UNIQLO, that is good and reasonably priced, that provides clean and no-frills quick fixes?

On the other side of spectrum, we are constantly looking at the needs of top niche customers, who would covet things like a crocodile Birkin, a couture Chanel piece, or a high performance car: something that many people might have heard about, but only very few people could actually own. Bespoke pieces and experiences are the height of luxury. And we're seeing this in spas as well, where experiences are tailored for the individual, and not the other way around.

There is a rapid growing number of private jet flyers (and owners) in China these days; the ultimate idea of luxury behind all these private jets is not only the value of owning one of these aircrafts, but the idea of going anywhere and doing anything at any time. Just think about it... how would the spa and wellness industry meet their needs?

SUBMITTED BY:

Ed Ng
Director
AB Concept
Hong Kong

ed@abconcept.net
www.abconcept.com