



Post-Summit Submissions

Asia: Hong Kong

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

From the Dornbracht perspective in Asia we see a huge increase in spa and wellness in most of the new 4-5 star hotels.

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

The term “spa experience” is being used by more and more spas as a major marketing exercise to generate business and to differentiate them from the competition. However, my experience has been that the spa experience tends to be a hit or miss proposition, the experience depends on the ability of the practitioner, some are very good and many are just ordinary. This will of course result in customers coming back or seeking another spa that better satisfies their needs.

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

One of the more noticeable things resulting from the hotel spa and wellness concept is that these same concepts are showing up in peoples homes. Bathrooms in homes as well as in hotels are becoming larger and are in a way becoming a “mini” spa. Luxury homes are using rain sky type of showers; and high end suites now have their own massage areas. It seems that whatever happens in the future to the spa and wellness sector, will also have an influence outside of the spas.

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