



ASIA: *India*

ECONOMIC CLIMATE

With the IMF recently releasing data that India and China represent the two fastest-growing world economies, there's no debate that India is developing at a breakneck pace, unleashing new class mobility, and newly evolving markets. Recent investments in the spa sector from both five-star hotels and individual set-ups have shown impressive growth, however the sector remains shattered and unorganized. It is still in its infancy stage, so conscious effort needs to be taken to shape it up.

The recent economic climate i.e. recession has affected the footfall of the in-house guest in five-star hotels and thus their visit to the respective spas. The terror attack and the global meltdown have adversely affected the loyalty of spa-goers at five star hotels. Nevertheless individual spas are mushrooming across cities. With the increasing sense of personal care and luxury exhibited by the growing Indian upper-middle class, individual spa start ups by various spa companies and real estate developers are booming.

The Indian spa industry currently boasts over 2,300 spas, generating revenue representing approximately USD \$384 million annually. Initiatives are underway to train spa personnel to meet the growing demand for these 2300+ spas and for the hundreds—even thousands more that are likely to establish themselves in the next five to ten years. While the spa market in India is still a modest sliver of the overall \$60-billion-plus core global spa economy, India is poised to attract significantly more western tourists (particularly on the medical/wellness travel front) as well as continue developing its own vibrant, indigenous spa market at a heady pace.

STATISTICS

With the extended global spa economy now estimated to be worth \$255 billion, look for a step-up in security at spa destinations and resort hotels after the terrible Mumbai attacks. Yoga and Ayurveda represent serious business – it is a lifestyle for millions of people around the world who are increasingly enthusiastic about traveling to the spiritual and cultural source – India.

Day spas in urban settings are on the rise whereas medical or dental spas are set up especially with the foreign tourist in mind. On the other hand, the destination and resort spas cater mostly to local folks. Club spas are also mushrooming, though not fully fledged, all thanks to the visits paid by loyal patrons.

Indian spas will also continue to expand their Ayurvedic menus. However, nowadays, Ayurveda alone is not the identity of the Indian Spa Industry. Rather, we see advanced techniques and gadgets, alternative therapies, aesthetic surgeries, and medi spas that are all becoming integral to the spa scene in India.

INNOVATION

Trends:

- **Alternative Healing:** spas strive to offer holistic, organic elements in their treatments, as well as emphasize mind-body-spirit connections and advocate eventual lifestyle changes. Some treatments will combine elements such as massage, meditation, yoga and energy medicine like reiki, etc.
- **Stress reduction:** relief from chronic pain as well as pursuing a younger look
- **Spa visits as regular spa experiences** rather than a treat that is only reserved for special occasions
- **The evolution of products and services** designed specifically for men
- **Real estate developers** are adding residential spas to their gated communities and high-end condominiums
- **The medical industry in general, and the plastic surgery sector in particular,** are beginning to incorporate spa treatments such as naturotherapy and acupuncture into their service menus
- **'Team' treatments** that use two or more therapists are on the rise.

Management:

Increasing real estate prices, extensive training of therapists and the use of internationally acclaimed quality brands in products and equipment pose a combined challenge to keep spa treatments at a competitive price. Although spa investments are increasing, revenues differ from city to city. International and national academies need to set up training for spa professionals in order for us to offer the world class service so that there will be no difference in service between Los Angeles and New Delhi.

Design:

Many of the newer Indian spas are fashionably designed around Indian history, astrology and values, and offer incredible immersive spa experiences, dedicated to indigenous culture, myth, materials and design. Some are inspired to have life-size apsaras (nymph) sculpture from myths and legends (e.g. well known Caressaa Day Spa in Mumbai) to the replica of monuments whereas some are interested in showcasing a contemporary theme. Still, interiors are second priority with expenditures for operations taking center stage.

Innovations in our own business:

Combining the newest techniques with traditional treatments we strive to for perfection. We are an exclusive distributor for leading European brands which we showcase under one roof at Caressaa Day Spa. It not only fuels market demand but also gives lot of choice to our clients. We rely on client feedback, training staff on all details and branding to go that extra mile.

SUBMITTED BY:

Mrs. Rekha Chaudhari
CEO
JCKRC & Co., the Spa Destination
New Bombay, India

+91.22.277.57532
jckrcemy@gmail.com
www.jckrc.com

