



Asia: Indonesia (Bali)

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

Depends on the market – Russians are always requesting ‘what’s new’ or ‘what else’, as they will come to spa daily and exhaust the menu pretty quickly. Overall, many hotels and resorts here in Bali are now targeting primarily local domestic markets – particularly the very wealthy Jakarta-Indonesian market. There’s definitely an upward trend in results-orientated facials and an increasing demand for very good quality personalized massages, particularly practitioners who are masters in their craft. Australians still only take one or two treatments during their vacation whilst the local high-end Jakarta -Indonesian market can tell a good quality massage from the average. Journalists seem to be asking for the more quirky offerings like Oriental Face Reading, Astrology, Tarot cards, etc. to write about. Still, most sales are from massage.

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

Overseas investors seem to be investing in wellness and detox and yoga retreat style spas. Inside hotel and resorts I think more energy is now given to additional wellness facilities like fitness, yoga, and wellness cafés, as well as kids’ spa areas.

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

There are more and more detox, wellness and yoga focused spa destinations springing up in Bali – particularly in the Ubud area – attracting many one-week stayers from all over the globe. Indeed, Bali seems to be becoming the yoga capitol of the world. The affordable, good quality massage places still attract a stronger following, perhaps more than ever as the consumer becomes more savvy about good quality massage (like good quality food). Expats generally go to these places as well and the niche salons and day spas for beauty therapies. More and more spas are now offering kid and family treatments. Hotels and resorts are definitely investing more funds into dedicated pedicure and manicure bars.

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