

Asia: Indonesia

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

Today many customers are looking for first-time spa experiences, especially customers from China, Thailand, India, and Russia. Often they are from the middle-class, going on a holiday. Customers are also looking for specific and better services like anti-aging, slimming, skin rejuvenation and appearance; they are not just looking for relaxing and pampering. They want to be surprised with innovative effective treatments and they are willing to pay the price.

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

Continuing education is important in order to reach standardization in spa services, for better results and for adding in more medical procedures. This is good for spa and wellness today since it helps to fulfill the human needs toward spas, which is not just about relaxing and pampering but about getting real results for both inside (mind & soul) and outside (face, body/physique).

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

People are focusing on working with traditional and natural spas, as well as in wellness spas. There are investment opportunities for clinical and medical spas.

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