



## EUROPE: *Turkey*

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### ECONOMIC CLIMATE

In 2009, the tourism sector felt the impact of the global economical crises as much as all other sectors. The spa and wellness segment is one of the most luxurious and niche segments of tourism where it is difficult to lower the cost of operation.

However at the beginning of the summer last year, lots of hotels renovated and upgraded their spas or made new investments and opened new spas in Turkey.

In 2009, the income in the spa and wellness sector declined by 19% compared to 2008. In the first quarter of 2010 there is an increase of 10 % compared to the first quarter results of 2009.

Even though the impact of the global economic crises isn't completely over, the numbers show us that there is a positive change in the spa & wellness industry. After the psychological pressure of the crises in 2009, people started to spend again for spa & wellness in 2010. We see in reports that guests are not only taking massages; they are also booking special treatments.

Compared to the past, the vision of companies has changed. They emphasize the importance of wellbeing and quality of life to their employees. With the popularity of wellbeing and quality of life, companies are adapting to this new trend and prefer to organize their meetings in hotels which have spa and wellness inside.

They want massages and treatment sessions as one of the essential parts of their organization's meeting agenda. Employees feel better with massages and treatments after stressful meetings. With a relaxing atmosphere, stress is reduced and they can become more creative.

By providing outstanding service quality, there is a continual increase in customer satisfaction which results in additional revenue and enhanced business success.

### STATISTICS

In 2010 there is an increase in the number of investments in the spa and wellness industry. Turkey is one of the richest countries in the world in terms of natural resources thus enabling the country to make continuous development in the spa and wellness sector.

Beside Turkish investors, foreign investors are starting to make new investments in the spa and wellness industry. These investments will be a positive sign for Turkey that will result in an in-

## SPA INDUSTRY BRIEFING: *Turkey*

crease of international tourists. According to the reports of Tourism Ministry, the average length of stay of international tourists coming for spa and wellness purposes is 10 days. There are 400 spa & wellness centers in Turkey. 220 of them are in resort spa of five star hotels and they are mostly located on the Mediterranean coast.

Historically we understand the vital benefits of thermal water with thermal therapies. Historically hammams have been one of our key traditional symbols. New generations are aware of the benefits of these for their health and wellbeing and prefer to take hammam and spa packages regularly.

### INNOVATION

The spa and wellness guest profile is demanding and selective. We regularly analyze our guest satisfaction reports so that we can reach the top level of consumer satisfaction and fulfill our guest's needs. Despite the economic crises, we have invested heavily in the education of spa employees in both 2009 and 2010.

As Richmond Nua Wellness Spa, the first and only destination spa of Turkey, we put a lot of emphasis on creating spa packages which positively influence sales of special treatments and massages in different segments. Examples include: 365 days detox, periodic detox camps, anti-aging treatments, baby mooners for pregnancy period, yoga and pilates sessions, etc. Through this strategy we reached a significant increase in the popularity of these special tailor-made packages.

In order to increase our guest portfolio we utilized our e-marketing extensively by reaching out to our guests directly with these new technological internet system tools.

Beside treatments and wellness we emphasized healthy nutrition by creating a beautyfood menu, with healthy food items consisting of healthy ingredients with calculated calories. Each food item is identified with its benefit for the body and immune system.

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#### SUBMITTED BY:

Mr. Ümit Yasar Atalay  
General Manager  
Richmond Intl Hotel Management Company  
Istanbul, Turkey

+90.216.445.4640  
umita@richmondhotels.com.tr  
www.richmondhotels.com.tr

