

Europe: United Kingdom

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

As a result of the economic situation in the U.K. and the significant cuts in public sector spending, there is an air of caution in respect to discretionary spending. Guests are still seeking a spa experience but there is undoubtedly a greater awareness of getting value for money.

One of the growth areas has been an increase in spa packages which combine a spa visit, a choice of treatments and a meal in Thermae Bath Spas's Springs Restaurant. The combined package offers a savings for the customer than if they bought all the elements separately.

Over the past year, it has been encouraging to see a growth in the number of first time spa users, in particular male customers, which bodes well for repeat business in the future.

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

Natural thermal spas—increasing awareness of the benefits of thermal water will stimulate investment in spas that can offer this natural resource.

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

Slow, steady growth based on:

- new customers wanting to enjoy a spa and wellness experience
- repeat business
- increase in short break holidays incorporating a spa and wellness experience

SUBMITTED BY:

Henk Verschuur
Managing Director
Thermae Bath Spa
Germany

henkverschuur@thermaebathspa.com
www.thermaebathspa.com

