



EUROPE: *Germany*

ECONOMIC CLIMATE

The bank crisis has affected all branches in the industry. In total the experts see for 2010 a positive development. In numbers more than 65% of the industry say, that the turnover was the same or a bit more than 2008.

Around 35% claimed losses in turnover and revenue. Looking at the turnover, there was a shift from retail sales to more treatment sales. So even, when the turnover was the same, treatments took over the retail sales.

Looking at bookings and average stay per guest, the numbers stayed nearly the same as in 2008. Around 85% of the spas have reached the same numbers in 2009 as in 2008. 80% could point out to having even had longer stays per guest. 82% could reach same turnover regarding guest revenues.

The spa industry was proactive to reach last year's revenue figures, increased marketing, discounts, special packages, affiliate programs, gifts, etc.

We can also say that those who did reach 2008 revenues in 2009, did more to reach those results. We see planned investments, like renovations and new constructions being skipped. A few projects are building newly, implemented more sustainable practices, reducing operational costs.

On the positive side, there have been no reductions in therapists or spa team members. The industry understood the value of their human power.

STATISTICS

A bigger part of the industry (more than 25%) is looking for more authentic, holistic and natural organic products versus 70% who are not expecting new developments from the spa product industry.

INNOVATION

The most interesting development is the future market of couples treatments. Men are doing more spa treatments: whether a hamam experience, the rasoul experience or typical spa treatments for



SPA INDUSTRY BRIEFING: *Germany*

face and body. We are seeing more and more suites for couples appear on spa menus. To support this development we have developed special treatments for couples and customized treatments for suites and their technical equipment (Jacuzzi, steam bath, sauna).

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