



ASIA

THAILAND

1. What has been making news in this country in terms of the business of wellness?

One of the largest events that dealt with the business of wellness to take place in Thailand over the past 12 months was the inclusion of wellness tourism in the Eastern Economic Corridor (EEC) initiative, which was put into place in Q1 2018. By offering numerous investment incentives, the EEC initiative should accelerate the development of wellness-focused businesses by both local and foreign investors in Rayong, Chonburi and Chachoengsao over the next three to five years.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

FITNESS & MIND-BODY

Boutique fitness concepts continue to experience demand in major metros. Fitness-focused holidays in Thailand are popular.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

People's interest in plant-based food products is growing, creating opportunities throughout the country for young entrepreneurs.

WELLNESS LIFESTYLE REAL ESTATE

Developers are starting to use the term "wellness" to promote their housing developments in and around Bangkok and other resort destinations.

WELLNESS TOURISM

Despite a strong Thai Baht throughout 2018 against a basket of popular currencies, global citizens, in growing numbers, continue to travel to Thailand to participate in wellness tourism experiences.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

Thailand's wellness market continues to track the development of more mature wellness markets in Asia, including Hong Kong and Singapore. Recently, there has been a growing number of entrepreneurs, young and old, entering the wellness market through producing high-quality natural health food, health beverages, supplements and other lifestyle goods.

4. What do you see as the greatest strength of the wellness market in this country?

The greatest strengths of the wellness market in Thailand continue to be (1) the warm and sincere hospitality and the intuitive skill set of therapists and other practitioners, and (2) the value for money that the country offers.

5. What do you see as the greatest weakness of the wellness market in this country?

The greatest weaknesses of the wellness market in Thailand relate to the difficulties and costs that business people face when (1) trying to import health and wellness equipment and supplies from foreign markets; and (2) attracting, recruiting and retaining young graduates.

6. What do you see as the biggest opportunity in the wellness market in this country?

Thailand is rich in natural resources, and an opportunity in the wellness market in Thailand is to leverage the natural resources and current infrastructure to develop and produce natural and organic supplements, food products and lifestyle goods in a sustainable manner that can be distributed on a global scale.

7. What do you see as the biggest threat to the wellness market in this country?

The biggest threat to the wellness market in Thailand relates to the country's natural resources and the preservation of the same. The country must come together to protect and preserve Thailand's environment while still promoting business.

8. Which sector of the wellness economy are you most involved with?

Wellness Tourism

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