

# Australia

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

There has been a broadening in the cultural diversity in customers. We are seeing a large increase in visitation from the Chinese community but also from Koreans, Russians, Americans (USA), and numbers from South East Asia and Arabic countries. More people are enjoying a bathing spa experience with their families. With the introduction of a Turkish Steam Bath (Hammam) earlier in the year customers have been requesting advice on how to use the facility. There is an interest in this cultural bathing and bathing practices. Spa customers are wanting to see some new treatments and some active change in spa menu offerings.

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

Hotel spas are continuing to grow. Most new accommodation facilities nowadays are including a spa and these are being located in prime areas of the facility (like the top floor of multistory hotels). Franchise spas, like the fastest growing franchise “Endota Spa,” have seen significant investment in new and renovated spas.

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

There is still plenty of growth in the spa market as consumers increasingly include spa as an element of their health and wellbeing routine. In particular the expansion of the male audience has a long way to go as the image of spa as a female zone has eroded. The growth of bathing based spa facilities, like Peninsula Hot Springs, helps greatly with this change in attitude as it is a relatively easy first step. Many famous football teams and other sports teams are using hot springs as a part of their recovery from matches. ASPA has seen a significant growth in membership up 40% in 2011.

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