

## Asia: Hong Kong

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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 have been no major changes, people want good service with therapeutic treatments. Our guests appreciate the time allocated outside of the treatment for preparation (the tea lounges, thermal areas etc) and post treatment (relaxation). As a global traveler I am hearing of the increased success of day spas (the broad spectrum of beauty salons, medi-spas and wellness spas) that seem to have found their niche.

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

Medical wellness and medi-spas have the most attractive business plan at present. There is very little evidence of major investments elsewhere. Developers and owners are also more conscious of the return per square foot and are piling pressure to reduce non-revenue generating space such as relaxation room and thermal areas.

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

From a global perspective the industry looks to be in good shape although the services within the industry are changing and there is more focus on financial performance (a good sign of a maturing industry). The media focus on vanity, health and slowing down the aging process bodes well for the spa and wellness industry.

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