



Post-Summit Submissions

Asia: Hong Kong

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

The spa industry in Hong Kong is extremely competitive; these days spa goers in Hong Kong do not expect to pay the full price for treatments, whether it's for spa treatments, spa products, or clothing. They tend to compare spa prices at many different spas before deciding where to receive their treatments or buy their products. The focus for many spas in Asia is on how to remain competitive without offering huge discounts that will cheapen the brand. With so many five-star spas in the world it is evident that guests have a wider knowledge of what they should be getting from a spa, in terms of service and treatment. With higher expectations, a need for recognition, personalization and a sense of belonging has become increasingly important. As service standards in the industry continue to evolve we have made it priority to make every guests experience a positive one.

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

Russia has increased slightly as opposed to previous years due to direct flights to Hong Kong being implemented in 2011. However the biggest increase we have noticed has come from the Middle East and China.

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

Hong Kong has a long-standing tradition for visiting spas, going for weekly foot massages, ear cleansing and Shanghainese Pedicures, as well as virtually cornering the market in skincare and slimming treatments. These kinds of treatments will always remain popular in Hong Kong, as women in are very conscious of their appearance and devote a significant amount of time and money into being slim and well-groomed. However, the future for spas will be dependent on providing treatments with authenticity, integrity and above all, with a results-orientated outlook. It seems that results-driven treatments such as anti-ageing facials and treatments that promise to reduce fat and shape the body will continue to take precedence on Hong Kong spa treatment menu.

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