



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?


Currently day spas are being challenged by the proliferation of home massage services, as more and more customers are opting to enjoy massage services in the comfort of their own home. This trend has grown by the presence of several unemployed therapists offering home massage services, to make money. Customers have become increasingly more value conscious and discriminating in regard to the quality of the services they receive, when choosing a spa treatment.

With the impact of the recent economic crisis easing, people are shifting from single short treatment bookings but are still seeking 'value' through longer treatments, journeys and treatment pairings that deliver a better value for money and time. There has been an increase in terms of balance between male and female clients within the past year, particularly in metropolitan locations. Males are no longer primarily visiting spa as part of a couple.

Foreign guests are seeking an interesting mix of authentic local treatments alongside more familiar esthetic treatments. The spa industries dedicated efforts to formalize the traditional Hilot massage as a recognized/documented set of protocols and potential Philippine cultural export means foreign recognition is increasing treatment sales and making Hilot Massage a 'must have' part of the travel experience. As more European and North American families take up long haul travel, resorts are facing more requests for children's yoga and family spa treatments.

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

More international hotels are being built in the metropolitan Manila and more resort communities are developing on the many beautiful islands. Inevitably, these hotels and resorts require a spa to complete their service offerings. Partnerships are developing between hospitals, medical service providers, hotel companies and spa operators to upgrade and support the growth of medispa and wellness centers. Recently, home grown Asian hotel and spa companies are expanding their brands into neighboring countries. The Department of Tourism and Trade is encouraging the Health Tourism sector, and The Board of Investments, as well as many banks has developed special incentives for those who wish to invest in the spa and wellness industry. With a large, well educated, English speaking workforce the Philippines offers many advantages above other countries in the region.





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

The future of the Philippines has a positive outlook with an increase in specialization, and niches developing within the spa and wellness market. The Bangko Sentral ng Pilipinas reports the latest business confidence survey stood at an all-time high due to expectations of sustained recovery of the global economy, as well as the commitment of the government to implement business-friendly reforms and attract private funds to improve public infrastructure. Euromonitor's May 2010 report indicated health and wellness tourism constant value sales are expected to grow at a CAGR of 12% over the forecast period to reach Ps44.4 billion in 2014.

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