



# ASIA: HONG KONG

**What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?**

The increased use of technology in spas has the disadvantage of removing the personal flourishes and the feeling of touch when you experience a spa treatment or a spa journey.

When we replace a receptionist with an iPad we miss out on simple conversations and the warmth of a smile. Instead we provide such a customized experience that we no longer have a unique identity or leave a unique mark on a guest's experience.

I consider this to be something we cannot let happen. The pampering component of spas should always exist, no matter how results-driven we are and no matter how much we surrender our healing techniques to technology. We still have the obligation to guide our guests through their uncertainties, through their fears, through their most intimate questions - in short, through their journey. The power of touch is more healing than many of the new therapies out there and this personal element should be our main focus whether we embrace or do not embrace the new and future technological developments.

**SUBMITTED BY**

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