



ASIA: INDIA

What is making news in your country when it comes to spa and wellness?

Changing trends in preferences and consumption among Indian consumers are making the news. Men are increasingly headed to spas and looking for rejuvenation and beauty treatments. This trend could be replicating the men's grooming & beauty products segment growth path which has seen a boom in the last couple of years. On another note, spas are increasingly been seen as a substitute for holidays.

What is happening in your country when it comes to wellness tourism and/or medical tourism?

The popularity of traditional Indian alternative medicine and wellness systems are increasing with a number of players entering the premium segment. This is especially true in the tier one cities where nuclear families and poor lifestyles lead to a concern about health.

Wellness tourism is moving to spa themed arrangements with increasing amounts of luxury available. An interesting trend is the growth of expensive but spartan retreats where participants are asked to follow a healthier lifestyle including food, exercise and meditation.

Please give us one sentence to describe the latest developments in your country for each of these spa categories:

What is happening with hotel spas?

Hotel spas are trying to promote their own brands and encouraging individuals to come in for the day.

What is happening with destination spas?

Destination spas are focusing on traditional Indian wellness systems such as yoga, Ayurveda, siddha, unani etc. along with meditation

What is happening with hot springs spas? The concept of hot spring spas has not gained much traction in India.

What has been the general attitude about investing in the spa/wellness arena in 2013?

There have been some new investments but the overall investor sentiment is poor and hampering new investment.

Looking back at the past four decades of spa and wellness, what would you consider "a defining moment?"

A defining moment would be the growth of destination spas promoting Indian systems such as yoga and the growing popularity of movements such as the 'Art of Living' led by individual gurus.

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