



Asia: Indonesia

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

The gender difference between man and women has improved from 70% women: 30% men to an almost balanced 50/50. Spas have become the people's lifestyle. It is regarded as not being as something luxurious, but a need for health and wellness and for the harmonization of body, mind and spirit. Customers are looking for the "Jamu" (culture based) local wisdom and holistic care. The spa is designed according to Javanese architectural art.

The aromatherapies are based on ethno-botanic essential oils grown and cultured locally. "Ratus" sens made of aromatic spices and flowers and "senggama" oils are used for the treatments to happy mental life. Warm herbal water, "Jamu" herbal concoction, is consumed as a wellness and an anti-aging supplement.

The gender life circle according to Javanese philosophy:

- Baby care after birth
- Puberty period
- Happy mental life
- Expecting
- Pre-post menopause care
- Gender holistic care

New requirements seek unique treatments that are holistic and ethno-philosophic.

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

We have received the international award from Senses German SPA magazine, as "The best spa destination in the world" 2009 due to quality in:

- 1) Service
- 2) Culture
- 3) Environment
- 4) Food
- 5) Infrastructure

In the future, we will see more spas with unique ethno-botanical products based on local philosophy and wisdom, which will preserve the unique Javanese Indonesian tradition of health and wellness.

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