

ASIA: INDONESIA

1. What is the latest spa and wellness news in your country?

Over the last two years, this sector has grown at a tremendous rate. The number of spas and wellness-related centers is increasing significantly to meet a growing demand for spa and wellness treatments. The government pays a great deal of attention to this sector and gives its full support to development, writing new spa regulations to help raise the standard of spa and wellness-related functions, education and manpower.

Indonesia has just launched its nine preliminary signature spa treatments, each part of a cultural heritage passed down through the generations. These nine spa treatments are from nine different areas of Indonesia and were first introduced to the public in a national spa conference in May 2014.

The nine spa treatment are as follows: Oukup Martup (North Sumatra), Batangeh (West Sumatra), Tangas (Betawi), Lulur (Java), So'oso (Madura), Boreh (Bali), Batimung (Banjar), Tellu Sulapa Eppa (Bugis), Bakera (Minahasa). The Indonesian government is actively promoting these traditional ancient practices and their preservation, as well as conducting regular studies on their efficacy, the better to share our ancient wellness traditions with the world.

2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?

Spa and wellness entities in Indonesia are open to any cutting-edge wellness and health technologies as we view spa as aiming for health maintenance, disease prevention, revitalization, rejuvenation and beauty enhancement. We also preserve the holistic local wellness heritage, in concert with emerging scientific research, to achieve this goal.

3. What is happening in your country in terms of wellness tourism?

Wellness tourism has developed significantly in terms of quality and quantity. Meanwhile, other parts of Indonesia — not just Bali — are preparing to embrace wellness tourism.

4. Please provide one sentence that best describes the latest developments in your country for each of these categories: hotel spas, destination spas, hot springs spas, medical spas, wellness living communities and corporate or employee wellness programs.

Indonesia offers a wide variety of wellness life traditions that meet clients' needs, with proven empiric benefits worth sharing.

5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.

We strongly believe that the spa and wellness industry in Indonesia will become even more colorful and wonderful in the next five years.

SUBMITTED BY:

Bali Spa and Wellness Association

bswa.president@gmail.com

www.balispawellness-association.org

