

## Asia: Japan

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

The number of customers reduced overall during the year, and there was a remarkable tendency particularly in luxury facilities. Also, more effective treatments have been required. Although people are still more likely to expect stress reduction or relaxation for spa treatments in Japan, they tend to require more effective treatments, such as ones for relieving fatigue, etc.

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

In general, vast investment was held down in every sector in Japan after Lehman's fall. Although hot spring inns had attracted foreign investment recently, everything has been restrained since the earthquake happened on the 11th of March, and it has decreased the number of tourists and domestic demand, let alone investments.

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

Because Japan basically has many hot springs and Japanese people love it, there are a variety of types of spas in Japan. They will change form and become spas, which have Japanese styles as well as the advantages of global spas, centering on hot springs. Japan has had a hot springs recuperation called "TOJI" since ancient times and also, it has the high life-expectancy rate because of healthy food. There is still a different degree of interest between medical and wellness spas, but wellness spas will be developed more in the future.

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