

# ASIA: JAPAN

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

A personal training program with a structured dietary plan, followed by a body conditioning massage to modify and maintain the body's healthy condition — the results are dynamic and fast!

## **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?**

Wellness technology is welcomed here in Japan since technology is our biggest friend. Smartphone technology can be combined with spa and wellness programs to offer a complete package to our guests. We offer three night/four day spa and wellness programs at our resort hotel. We recommend that our guests utilize a yoga app in the morning and a meditation app in the evening to maximize the effects of this program. Osh Yoga and Relax Melodies Oriental are two apps that we recommend our guests use during our stay program. We also have an ayurveda-themed spa and we recommend our guests do their yoga and meditation following their dosha types.

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

We are expecting to host the 2020 Olympics here in Japan. Wellness tourism is garnering more and more attention, thereby attracting potential international guests. Japanese food is registered under UNESCO's Intangible Cultural Heritage as a commitment to a healthy eating lifestyle. Hot springs are located throughout Japan. We also have the world's most populated forest climate (70 percent of the country is covered by forest) where you can enjoy forest therapy in an effort to release stress. The quality of mineral water is amazing here in Japan, a very healthy country. Since leading a healthy lifestyle –

comes naturally to us, it wasn't until recently that we realized we could promote wellness tourism outside of Japan. Currently, the promotion of wellness tourism in Japan is thriving more than ever.

#### **4. Please provide one sentence that best describes the latest developments in your country for each of these categories:**

**Hotel spas:** A positive part of our healthy lifestyle.

**Destination spas:** Getting really hot!

**Hot springs spas:** Very popular already!

**Wellness living communities:** This concept has yet to arrive in Japan.

**Corporate or employee wellness programs:** Not common.

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

The wellness industry will become part of our daily lifestyle to the degree that the notion of it being too luxurious or expensive will no longer hold true.

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