



Post-Summit Submissions

Asia: Singapore

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

In the past couple of years I have lived in Singapore, Hong Kong and Bangkok. The changes I have seen in most cities are almost always driven by the economy.

For Singapore, I wouldn't say there are as many changes taking place; we have just started to pick up the idea of a lifestyle that lends to "immediate satisfaction" such as shopping, travel, and other forms of entertainment. Singapore follows the lead of our neighbors Korea, Japan, and Taiwan, when it comes to treatments relating to skin treatment, weight loss and cosmetic surgery.

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

Due to high demand Singapore may attract forms of hotel, lifestyle, and leisure, investments but this will all saturate in the near future. I foresee Singapore becoming an attractive city for professionals and young families. As for spa and wellness, there will be a large focus on scientific treatments and medicine attainable through research and education.

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

It is hard to say, especially when referring to Singapore, a city that is unable to grow organically within the community. Singapore will be heavily reliant on outsourcing. Geographically, people from Singapore will travel to neighboring countries for their spa and wellness treatments; due to the fact that the level of service is much higher in Thailand, Indonesia, Vietnam, and the Philippines.

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