



Europe: Sweden/Scandinavia

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

Customers are looking at the kind of support they will receive from the supplier that they have chosen. Competition continues to increase in regard to the overall quality of spa service expected by the consumer. Having skilled and professional therapists that provide home care recommendations after a treatment is very important and also demands more of a spa partner in terms of education. This is very important for the future. We have always emphasized the importance of servicing support and education/training so the quality of treatment is high and remains consistent.

We see fewer “trend-treatments” in Sweden and Scandinavia to “spice” up menus. For example, we have in the past received a request for chocolate treatments. Spas now understand the meaning of quality (wellness) treatments and the importance of “real,” effective, and traditional spa treatments. We are seeing a back to basics approach. The consumer is more aware of what is on the market and what to expect, therefore the quality of products and service is very important for the consumer to return for additional visits. Menus are simplified, easier for the guest to understand.

Last minute bookings are becoming more common; consumers do not want to plan too far in advance. Bath rituals are popular, where the guest receives a “taste of spa” and a selection of spa products to take home. Duo treatments are increasing. New spas are building larger treatment rooms to accommodate two or more guests. The social media aspect of the spa business is growing very fast. Spas are marketing on the internet to reach new clients, sending last minutes offers via email, SMS, Facebook and Twitter.

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

We see a change in design and the way new spas are being built. Swedish Scandinavian design is utilizing materials such as stone, wood, and water, and bringing nature into the spa is becoming more popular as well.

Sweden has moved through the economic crises and now there is an economy for new investment in spa/hotel projects. We see beautiful new spas coming and the future looks very positive for spa growth. Newly built spas are also looking for pre-designed spa concepts to implement. Other trends attracting investment capital: larger treatment rooms, more duo rooms being requested, more and more VIP spa suites. It is also important to create more efficiency within the spa using online booking systems, scheduling programs, and payroll systems that save time and money.



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

A focus on enhancing the connection of the four cornerstones of spa: for example, a spa guest who works out also will receive recommendations on food and spa treatments.

Strong “basic” spa (wellness-oriented) treatments and signature treatments.

Simplifying spa menus.

Hamмам is getting more popular—Sweden has a strong sauna culture—this is a trend Swedes love!

Competition in the marketplace by providing high quality products and treatments and knowledgeable, skilled therapists.

Focus on results! Both for face and body treatments.

Choosing your partner, product, and supplier carefully.

All aspects of eco-friendliness are important for the future.

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