

Europe: Switzerland

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

I did observe three major needs of spa visitors:

First, there is a need for more intimacy and privacy during their stay (couples, friends, ...) Second, there is a need for social interaction due to media development and people staying at home, using their iphone, computer, and internet tools to communicate with people instead of making "real" friends. Third, concerning treatment quality it is of utmost importance to focus on the individual needs, the daily needs of the guests, and tailor made programs are increasing along with holistic concepts.

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

Within spa investments I do see a greater focus on the quality of material used and the sustainability, longevity, authenticity and uniqueness of material used. Most investment is also made in the education of staff a key factor alongside with customer satisfactory in every company.

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

Spas with a key competence, a unique architecture that promotes the health of their guests while considering workflow and energy levels. There will be a clear difference between medical health offers and balancing wellness offers. Guests are more alert of new offers and spa treatments; this higher conscience will force spa provider to make a clear statement of the key elements (concepts) of their businesses and what can those offers do for the customers.

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