



# Industry Briefing Papers 2016

## ASIA: THAILAND

### 1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

- Organized running events continue to sell out within hours of being advertised and Sunday's in Bangkok and other provinces will see multiple races occurring throughout that are attended by the super-fit to the casual entrant.
- Demand from China and east-Asian consumer demand continues to be strong, and this is shaping the street spa market in Bangkok. Consumers are shying away from expensive 5-star hotel spas to reasonably priced day spas that still deliver experiences, which exceed their expectations.
- Bangkok continues to see more demand for European-style barbering, grooming, and waxing services. These outlets are often to be found in the high-end shopping malls with prices to match.

### 2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

#### Spas:

The need to adapt their business model because competition is high and established incoming market is changing with a much greater number of north and east-asian consumers expecting reasonably priced spa services.

#### Beauty:

Thailand's beauty market continues to remain strong, new products and beauty experiences continue to trickle into the marketplace but these largely cater towards luxury consumers seeking results.

#### Fitness:

New fitness concepts that incorporate elements of Crossfit and HIIT continue to open along the BTS line in Bangkok. Traditional clubs such as Virgin Active are opening new and state-of-the-art facilities but are being given a run for their money by smaller specialized fitness studios offering the "latest thing."

**Nutrition:**

Home-delivered meal plans and specialized juice plans that cater towards different types of diets continue to grow in popularity and seem to be resilient in terms of pricing.

**Wellness Tourism:**

Thailand continues to boast two of the world's leading wellness destinations (Kamalaya and Chiva-Som), both of whom underwent significant expansions in the last 18 months to cater for ever increasing demand. Thailand remains a strong and attractive destination for those wishing to experience a wellness holiday.

**Wellness Communities or Real Estate:**

A growing interest amongst Thailand's leading development companies in developing wellness communities along Thailand's eastern seaboard and also rethinking traditional older resorts in established destinations such as Hua Hin.

**3. Our theme this year is "Back to the Future." What do you feel is your country's most significant contribution to what is now a global wellness economy?**

There is nothing more associated with the image of Asian Spa than Thai Massage. Its influence can now be found all over the world, often as a staple on spa menus in prominent facilities.

**4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?**

The lack of English speaking Thai-nationals for employment is my primary area of concern. When comparing Thailand to other countries in the region, the labor pool's English capabilities is poor and this will continue to negatively effect more specialized tourism to the country.

**5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of "wellness" and "well-being" in your country.**

The idea of well-being in Thailand may be defined by physical and spiritual and in an environment such as this it is often the level of spiritual well being that defines a persons health and happiness. The country continues to face an emerging obsession with junk and convenience food, which previous generations were not subjected to, leading to a rise in preventable illnesses that are effecting the well being of many young to middle aged people. Wellness continues to be something aspiration that attracts overseas visitors to Thailand who seek the combination of traditional treatments, warm climate and the spiritual roots of the country.

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