

The Middle East & Africa: UAE

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

More male guests than female over the past three years - 60% and 40% respectively. Most requests have moved towards body treatments or massages than facials in spa bookings.

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

Human capital would be our best investment in training and development on spa services (including product retails, etc.). I do not believe in hard-ware investment, especially on wet areas. Providing a proper and pleasant relaxing area is most important in a spa environment.

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

It is time to consolidate rather than grow...smaller spas could be doing better in their financial reports than the mega or bigger spa establishments. In particular, medi-spas would be greatly affected by non-popularity (concepts could be great, but not practical in most city spas, including hotel and resort establishments). Life-cycle is definitely very short for medi-spas, and very costly in its operations as well.

SUBMITTED BY:

Albert Ng
Spa Development Director
Emirates Airline
United Arab Emirates

albert.ng@emirates.com
www.emirates.com

