

2020
Vision



India

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India

- Spa consumer is very well informed and well-travelled.
 - Have high expectations re standards and know what they want.
 - Very important for spas to be able to provide international levels of quality and service
 - Training of staff is extremely important.
- No. of Spas in India as of November 2009 are 367
 - Destination 5
 - Hotel 90
 - Day 70
 - Resort 45
 - Medi 7
 - Ayurveda 150
- There may be an increase of around 10-12% in Hotel, Day and Ayurveda spas.
- Growth in the past 5 years has been phenomenal, not only in the major metros but also in small towns.
- All new hotels have a spa, and day spas are becoming an important aspect of day to day life

India - trends

1. Mobile Spas such as Birla Kerala Vaidyashala's Mobile Spine Clinic,
2. Spas at airport lounges such as O2, at Mumbai and Hyderabad airports,
3. Social responsibility eg Generating employment for visually impaired therapists eg (Meta Spa in Mumbai).
4. The small day spa is becoming very popular
5. The concept of salon-cum-spa is catching up

India - trends

Treatment trends

1. India is become a hub for medical tourism thanks to a highly qualified and skilled workforce, lower rates for health care compared to western countries,
2. Using gold, diamonds, rare oils and natural products to create extremely luxurious treatments that will appeal to high end consumers who are experienced spa goers
3. Ayurvedic healing and Yoga are extremely popular; especially with international tourists from Russia, UK, and the rest of Europe.

Product trends

1. Using eco friendly products boosts the appeal of treatments as a USP (Forest Essentials, Jiva Spa, etc)
2. Influx of niche, unique European product ranges (eg. Primavera, Ila, etc) being represented by Indian marketing companies.

Business trends

1. Hotels are including spas as a vital part of their leisure facilities (with gym and salon facilities).
2. Hotels that outsourced their spa operations are now starting their own spa brands (eg – Rejuve the Spa at the Intercontinental the LaLiT)

India - trends

Marketing channels

- 1. Maximizing PR coverage
- 2. Using online media networks like Facebook, and Twitter
- 3. Strategic tie ups with organisations (like banks, airlines' frequent fliers, etc) who have access to a large base of high net worth individuals.
- 4. Special events and promotions, ie: Women's Day Special at Myrah Spa
- 5. Sending direct mailers.
- 6. Client referral programmes (for eg. current client helps the spa to get five more customers, and in return get a foot massage for free)

Marketing content

- Stresses the USP of the spa (eg. Only Japanese Spa in the city, only mobile spa, etc)
- Compare (favourably) with competition
- Using before/after especially in case of slimming centres.