

LEISURE MANAGER

Business insights for attractions, fitness, sports and spa professionals

MIDDLE EAST

**DON'T MISS
SPA MANAGER
INSIDE**



ACE OF CLUBS

Expert advice on preventing mistakes in your health club



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Make your spa 20% more profitable with product sales

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Taking a look at the role of history and heritage attractions



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GCC health spa market set for huge growth

INDUSTRY TRENDS

An expert has said that the GCC spa market has massive potential for growth and is likely to be one of the few places in the world where operators will still make a profit despite the downturn.

Schletterer Wellness and Spa Design regional director Gerald Huber said that personal spending on health would increase over the next few years and the Gulf was well placed to take advantage because of the opportunity for development.

"At the moment the spa segment is not that sophisticatedly established here,

There is a beauty segment around but a proper health and lifestyle segment doesn't really exist," he said. "People strive for something different and due to globalisation, they know what would be available and that's a reason why demand is so high."

He said that the firm's UAE office was performing positively. "I'm very proud to say this part of the world brings a serious, disproportionately high contribution to our full portfolio at the moment," said Huber.

Huber said that the region simply did not have the density of spa proj-



■ Huber believes the GCC spa market has a lot of potential to grow

ects that somewhere like central Europe may have, which meant that there were many opportunities for companies to create something unique within the Gulf with only a limited amount of competition.

"In Europe there's a very high density of proper health resorts and destinations. Each five-star hotel already has a 4000 square metre spa so they're at a very high level of spa sophistication," he said. "Here, this segment of health resort and proper holistic spa hasn't really been developed. It's very rare here."