

What do  
Chinese Spa Consumers  
Want?

Let's have a look at  
China today

# Cities



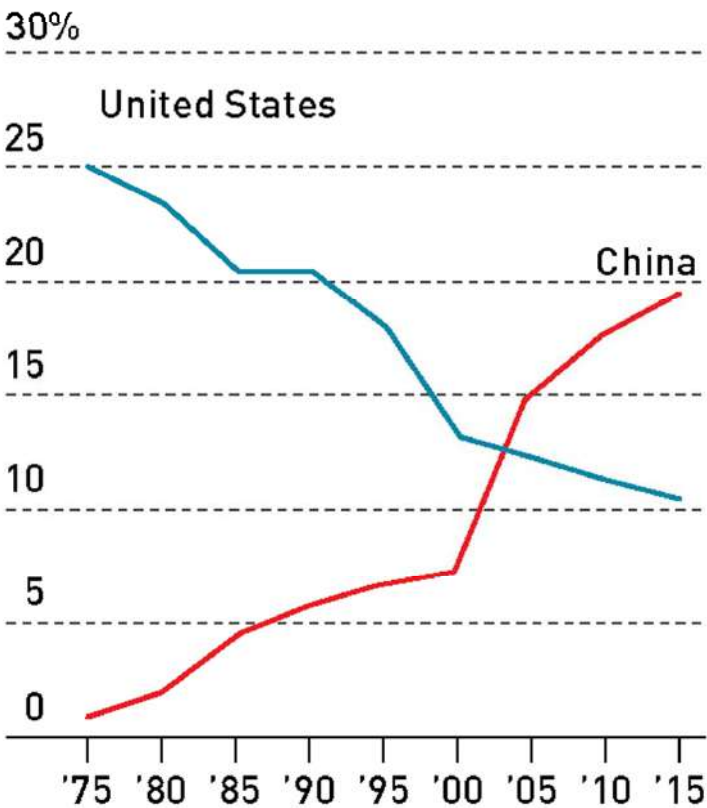


# People and Family

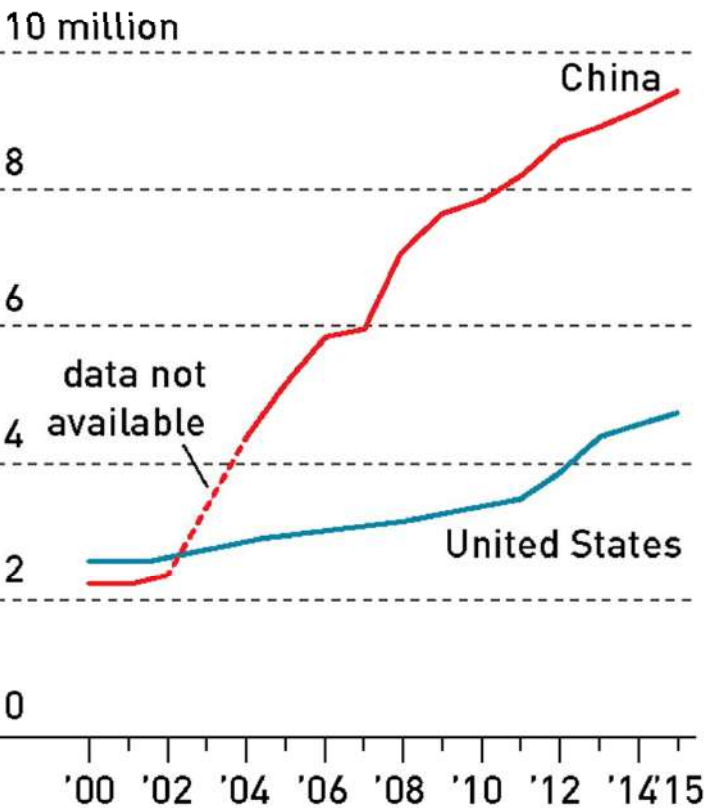


# Education

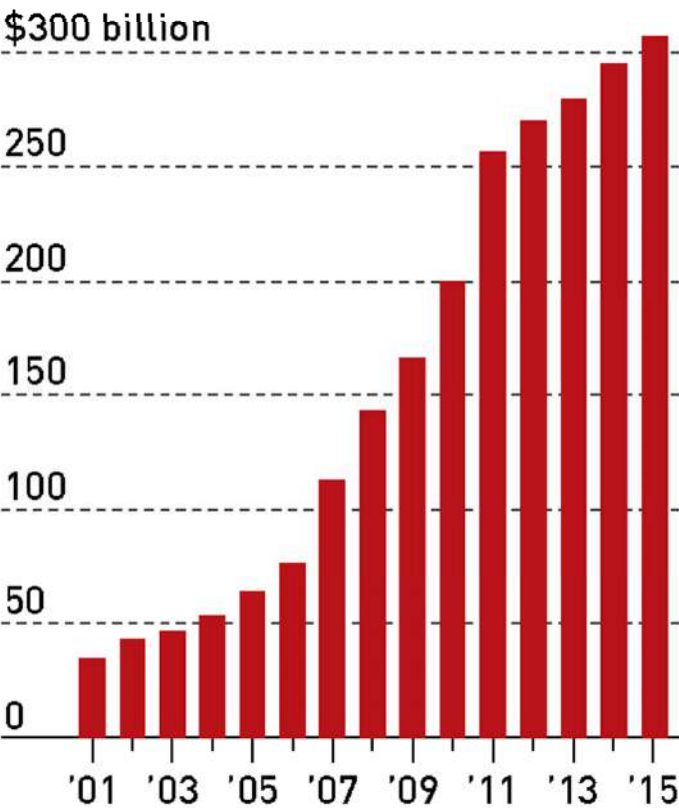
Share of worldwide college enrollment  
2- and 4-year colleges



College degrees awarded  
2- and 4-year college degrees or higher



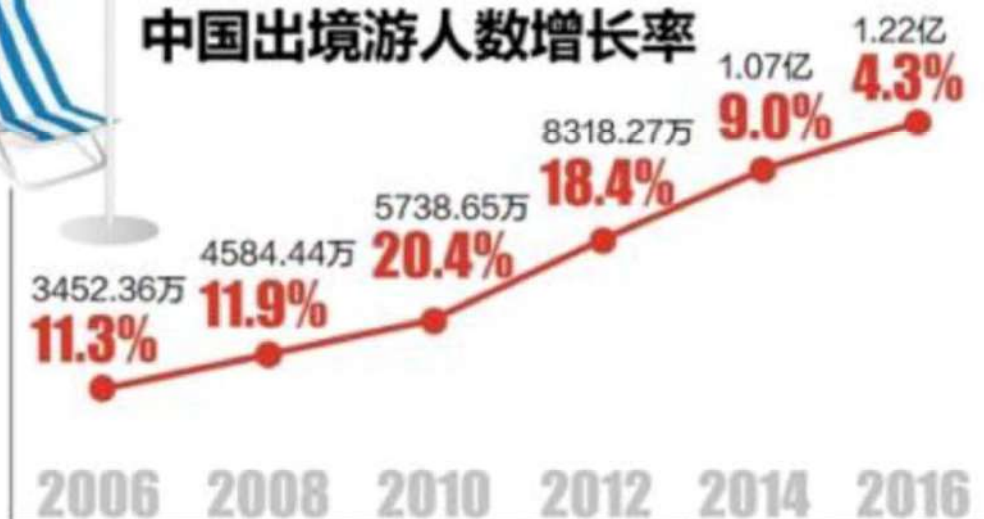
Education spending in China  
By local, provincial and national gov'ts



# Travel



## 2006-2016年 中国出境游人数增长率



(数据来源: 国家旅游局和中国旅游研究院)



## 人民币购买力变化

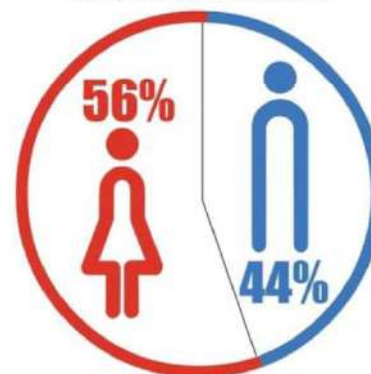
**\$** 2006 **¥100 ≈ \$12.5**  
2016 **¥100 ≈ \$15.38**

**€** 2006 **¥100 ≈ €10**  
2016 **¥100 ≈ €14**

(数据来源: 新浪财经 注: 汇率均按当年一月基准价计算)

## 女性比男性更爱走出国门

2016年出境旅游者性别分布



(数据来源: 中国旅游研究院和携程)



China has become the biggest tourist consumer country  
Thailand is the top 1 choice for Chinese tourists



According to the United Nations World Tourism Organization: The number of Chinese tourists traveling abroad was 135 million in 2016, up 6% from 2015.

The total spending of overseas tourists from mainland China reached US\$261 billion in 2016, up US\$11 billion from 2015. But 2017 saw a fall of 32% according to the research report, due to political factors – controls on government officials spending.



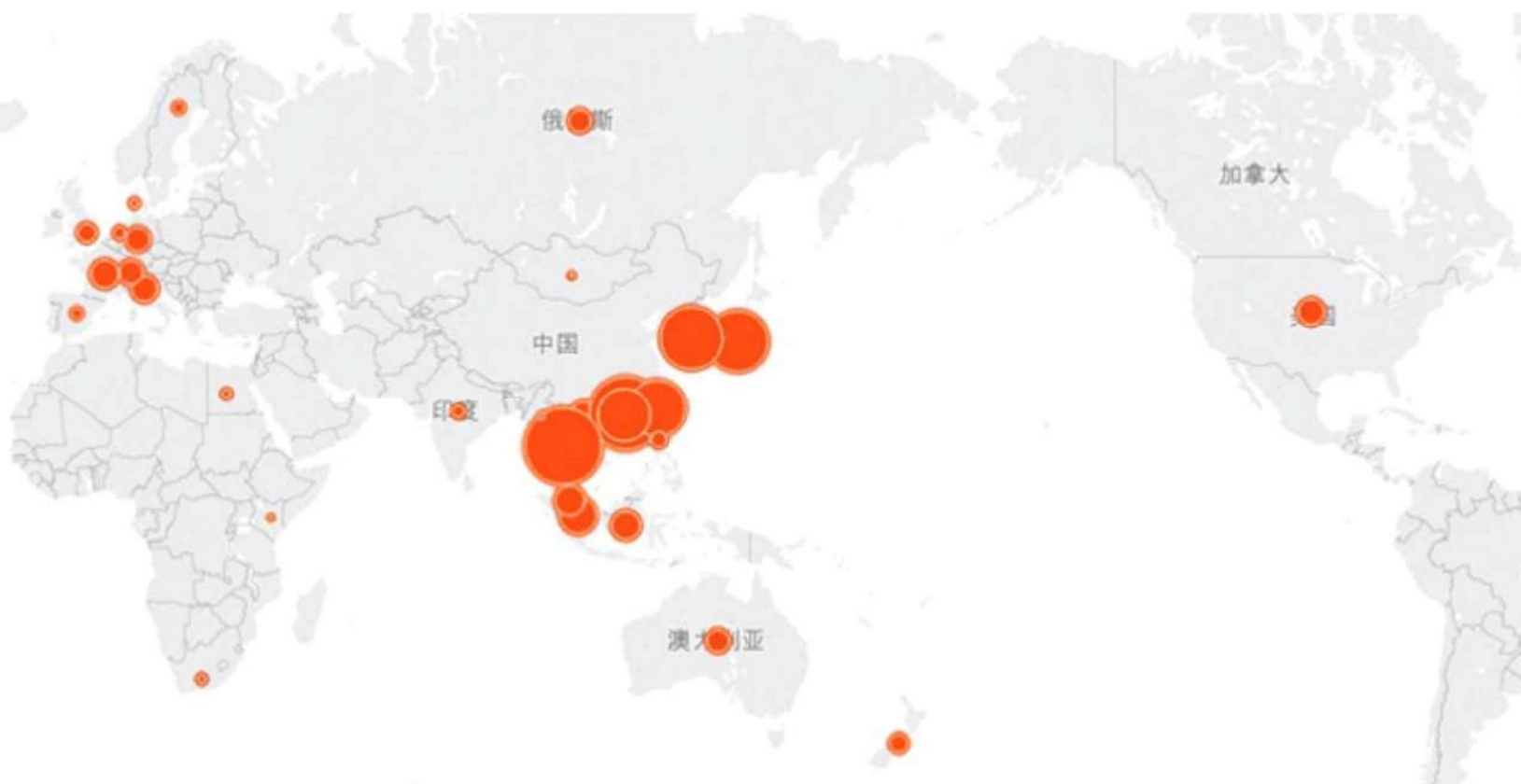
*Shopping at King Power*



## THAILAND is the top 1 choice for Chinese tourists

Thailand recently announced the 2016 Thailand inbound tourists and tourism revenue, including the number of mainland tourists from China has reached 8.7 million, accounting for 27% of foreign visitors to Thailand.

Chinese brought 439.2 billion Baht (about 85.6 billion RMB) in income.



## 10 reasons for Thailand

1. Easy visa process and good government relationship
2. Short flight distance and discount flight tickets
3. Mature tourist market, convenient and safe
4. Reasonable prices
5. Beautiful weather and scenery, including urban, beach, mountain, tropical forest
6. Friendly people, wonderful service
7. Delicious food
8. Charming culture and various activities
9. English communication okay, many Chinese signs
10. Shopping by Alipay or UnionPay

## What kind of Chinese people visit Thailand?

### **11% Wealthy Class**

family income US\$200k/year or more  
Resort and hotel spa goers

### **30% Upper Middle Class**

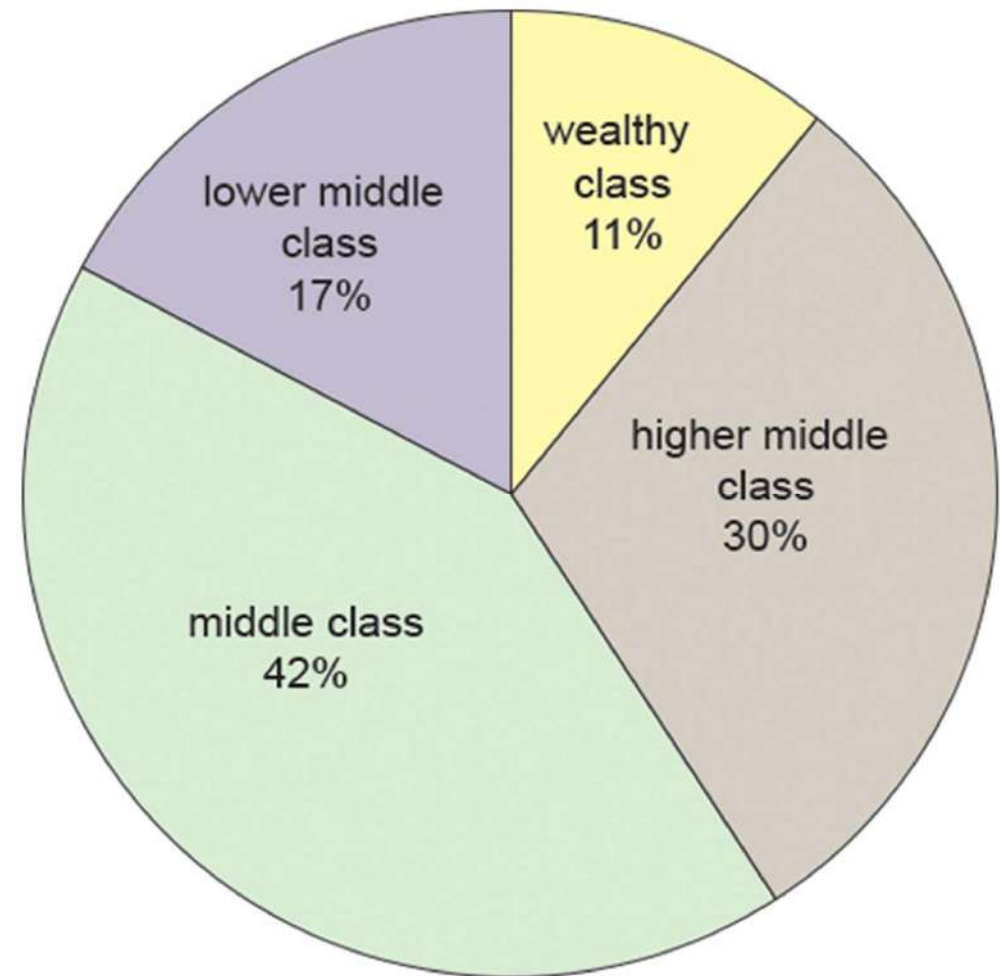
family income US\$60k-200k/year  
Spa goers

### **42% Middle Class**

family income US\$20k-60k/year  
Day spa and Thai massage goers

### **17% Lower Middle Class**

family income US\$10k-20k/year  
Do not go to spa





Wealthy Class  
Upper Middle Class  
Middle Class

What do they want in the SPA?

## What the Wealthy Class want

Travel as couples - Good taste  
Travel with friends - Gaining face  
Travel by family - Good experiences

Age range 45-65, celebrities  
Travel with assistant or nanny  
Money is not a issue

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2<sup>nd</sup> generation Wealthy Class, age range  
20-30's, travel with partners and friends.  
They are:

- Fond of new technology
- Social media posters and fans
- Have good wellness knowledge

## They are looking for:

Personal butler with super VVIP service  
Free schedule but many choices  
Full privacy and low profile  
Family-oriented activities – parents & children

Professional personal spa consultations  
Personalized spa treatments  
Luxury spa treatments with Thai signature  
Anti-aging treatments with good products  
Detoxing treatments  
Healthy spa cuisine but not Western -style vege

The best retail spa products  
Personalized gifts

## What the Upper Middle Class want

### Travel as couples

- Romantic life memories

### Travel with friends

- Rich schedule and experience

### Travel by family

- Reasonable cost performance

Age range 40-55

Luxury and affordable luxury lifestyle

- Fond of culture exploring
- Social media followers
- Good wellness knowledge

## They are looking for:

VIP service

Family-oriented activities, especially for children

Kids center or babysitters

Selfie spot

Discount package

Spa treatment price around US\$100-150

Anti-aging treatments

Spa treatments with Thai style

Product DIY

Healthy spa cuisine but not Western -style vegetable

Nature body care retail products

Accessories and small decorations

Gifts



## What the Middle Class want

### Travel as couples

- Capable and affordable luxury

### Travel with friends

- Cost performance

### Travel with family

- Convenience is the first choice

### Age range 30-40

- Fond of culture exploring
- Enjoy different activities
- Active social media users
- Good wellness knowledge

## They are looking for:

Family-oriented activities, especially for children

Kids center or babysitters

Selfie spots

Discount packages

Spa treatment price around US\$70-120

Spa treatments with Thai style

Product DIY

Healthy drinks and fruits

Nature body care retail products

Accessories and small decorations

Gifts

# Summary

10 things for spas to prepare  
for Chinese consumers

Language support

Chinese spa menu with descriptions

漢字

汉字





# Spa treatments with Thai style, and Aromatherapy



Treatment price range US\$70-250+ is acceptable





DIY experiences, aroma oil blending, handmade herbal bags, lipsticks, body creams etc





Discount products, DIY gifts or free gifts after treatment



# Family and kids activities, and baby sitters



# Delicious healthy foods and snacks





# Selfie picture shooting spots



Signature Thai charming service and smile – Sawadeeka!





# Various payment solutions without cash



本店推荐使用



微信支付

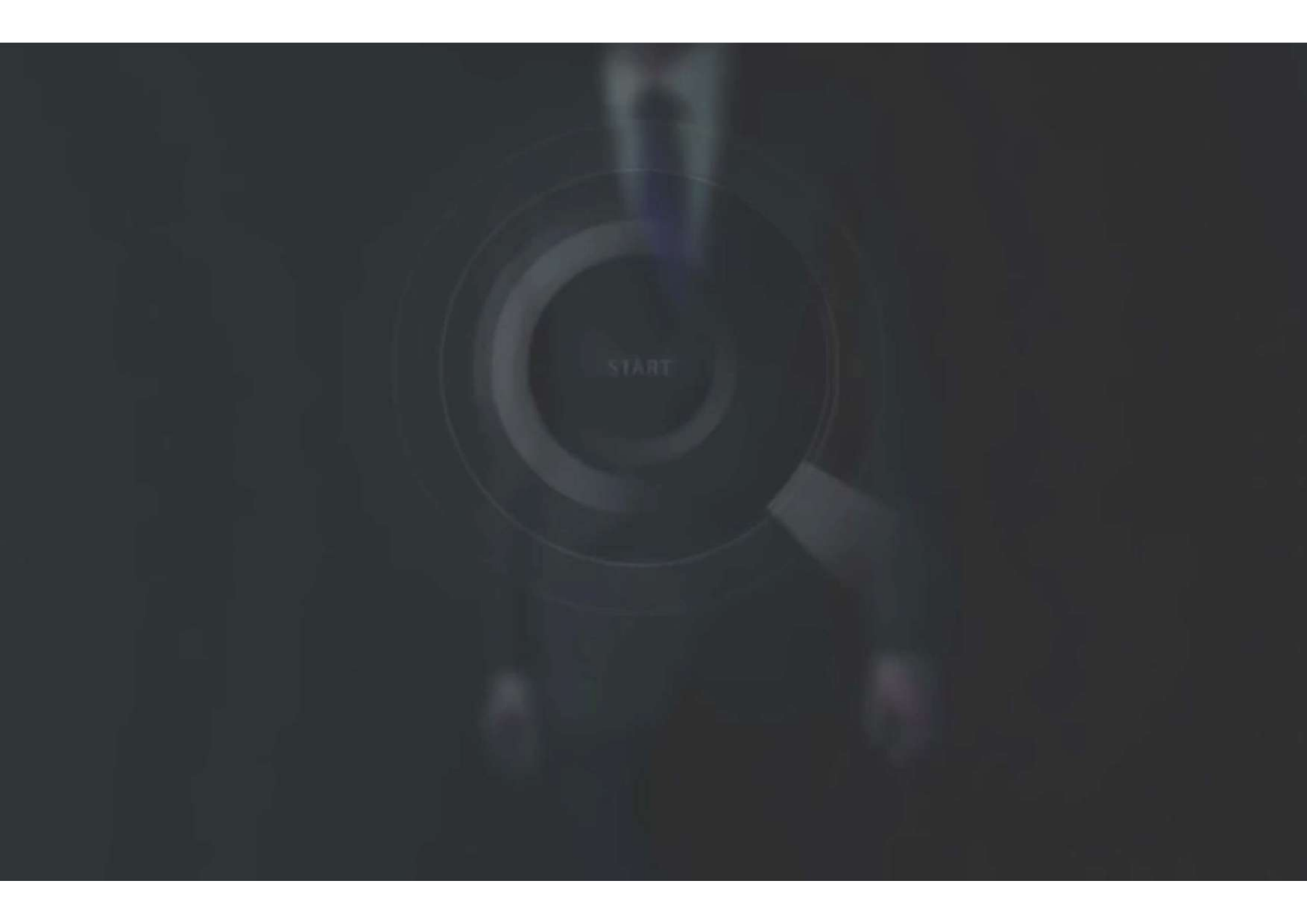


# The Future

More and more activities in  
Thailand involve Chinese people

As part of the “One Belt, One Road” policy – the “Silk Road of the Sea” development – China and Thailand will work closely, with the Eastern Economic Corridor as the focus.







Chinese are investing in property in Thailand: Bangkok, Changmai, Pattaya, Phuket, all backed up with immigration, education and investment plans.





More and more hotels and resorts in Thailand are taking on Chinese PR and marketing staff, front desk reception staff, and personal butlers. Chinese are getting more involved in Thailand in all ways. I believe more Chinese Spa therapists can play a role in Thailand too.



Thank You 谢谢 Xie Xie

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