

We & Your Business

Bahrain Spa Business Monitoring Report



برافو ميديا
bravo media
Advertising & Marketing



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Prologue

Dear Client, Let us take you through an insight of our **Bahrain Spa Business Monitoring Report 2006**. The purpose of this report is to articulate the Spa entrepreneurs who are in need of a proficient marketing & communication strategy, and are lacking branding in their business to achieve success in this highly competitive field.

The global marketplace continues to be very competitive. Businesses have been challenged to increase their levels of quality, improve their product and services line. Significant progress has been made in these areas, but one of the most important strategies of the marketplace of today is “**forcing buyers to buy rather forcing the seller to sell,**” yet every business has to be understood and achieve.

There are many perspectives and opinions on this topic, but there is only one solution to achieve these objective is to have a result oriented marketing & communication strategy. Therefore, the subjectivity of business development has created a challenge for many individuals and businesses to overcome.

To help define the meaning of marketing it is important to monitor the marketplace. We hope that, by providing you with the compilation of this data, you will also benefit.

This report was driven by the need for internationally agreed targets and indicators for which there were reasonably good data. The report reflects a multi-dimensional understanding of Spa business, which is measured not only by size and growth trends but also by maturity of the industry, life style, psychology and purchasing patterns of the consumers of Middle East. **Bravo Media** analyzes the spa market sector & sets a baseline, document successes and focus attention on areas in need of increased effort. This report is based on a review of the national Spa entrepreneurs as of 29th December 2005. Information from survey of various organizations and associations used to endorse the message.



Spa - when it all started...

The word and concept of SPA actually originates from the time of the Roman Empire when battle weary legionnaires tried to find a way to recover from their military wounds and ailments. They sought out hot wells and then built baths so that they could heal their aching bodies; calling these places ‘aquae’ and naming the bathing treatments undertaken there “Sanus Per Aquam” [S P A] - meaning health by or through water. During this period, the town Spa in Belgium was founded for this purpose, rising to fame in the 14th century and still existing today.

Having originated from this time, the culture of Spa developed in different ways throughout Europe, from the ongoing use of mineral water, through to using seawater and marine substances (*Thalasso therapy*) and a wide range of body and other therapies. Yet even today, the concept of health or healing forms the basis of the spa culture worldwide and hydrotherapy is seen as its defining feature.

Spa in Thailand

Thailand is rapidly becoming the Spa capital of the world. The factors making the Thailand as a Spa Capital is firstly, the Kingdom grows the natural ingredients that not only make one of the world greatest cuisine(s) but that are also the natural ingredients for spa treatments. Secondly, Thai's natural attitude to hospitality provides the pampering and feel good factor, a key spa ingredient. Thirdly, they have refined the art of massage (*originated from southern India*) knowing exactly which point to press to relieve stress and strain while encouraging relaxation. Many of the Spa treatments offered in Thailand are a refined extension of what was originally provided by the monks in the temples.

The Oriental is the unofficial guardian of Thai tradition and culture. As part of it's well being program some of the Spa staff have studied Traditional Thai medicines and are now offer a healing program using traditional medicines. In High Season, the demand for the Spa is so great that can accommodate hotel guests only. A three day, two night package ranges from BD 600/- for The Oriental Pampering Program to BD 950/- for the couples Romantic Getaway. The price includes three healthy meals a day, a superior room and roundtrip hotel limousine airport transfer. All the guest has to do is relax and enjoy.



A background image of a smiling woman in a spa setting, wearing a white towel around her waist, with a blurred spa environment in the background.

Spa in Middle East

Spas, once mistakenly thought to be only for the well-to-do, are finally getting the recognition they deserve. Nowadays you see them cocooning in both large and small around the world. Spa has come a long way from the days when spa treatments were nothing more than massages. It is hardly surprising then that spa resorts today have become a destination in themselves. Today, they are viewed as an integral part of people's lives - at home and when on the road.

Day spas, which represent more than three-fourths of all spas, have opened the door to a whole new generation of spa-goers who have little time or money to embark on a destination spa vacation. Even still, the spa industry has a long way to go, less than 11% of the general population has been to a day spa in the past three years.

The high per capita incomes in the Middle East have created a major market for spas both as independent operations as well as part of resorts and hotel properties. At least eight countries in the region including Bahrain, Cyprus, UAE, Jordan, Oman and Turkey have spas.

International statistics indicate that the wellness market is growing by at least 17 per cent. But it is obvious that it's growing faster in the Gulf area by simply looking around, every hotel, health club and major shopping which feature exclusive spas, specialist retailers and clinics. Changes in lifestyles are another contributing factor to the mushrooming market dynamics. More and more people in the region are switching on to the need to relax and look after themselves more than ever before.

Stress is major cause of a variety of serious diseases, so it is not surprising people want to manage their routines more carefully and are investing in wellness products and services.

In Dubai alone, there are at least 120 spas, health clubs and clinics offering wellness services. Many of the world's greatest names such as Six Senses Spas and Fitness First have opened in recent months. By 2015, it is predicted that the UAE will be amongst the top spa destinations in the world with an estimated 200 hotels offering world - class facilities. Additionally, regional spend on healthcare in Dubai is currently a staggering \$74 billion. This has inspired the creation of Dubai Healthcare City, which comprises a vast area of medical facilities including a significant wellness cluster.

Spa(s) certainly are becoming increasingly popular in the Middle East. So much so that every leisure hotel worth its name boasts spa and wellness facilities. But that's not all. Special therapies and treatments are now being developed especially for the region. Take Dubai, for instance. The Six Senses Spa at Madinat Jumeirah has unique crystal healing and color therapy rooms. Now it is offering it's unique crystal healing therapies in Qatar and Jordan as well.

Other leading spa operators are not far behind. The opening of the Angsana Spa and Health Club Dubai Marina marks the foray of the Banyan Tree group into the region, a venture that will be followed by several new properties in the Middle East and North Africa. The early 1990s saw the spa business become the fastest growing travel industry sector in the Asia-Pacific region.

When the first Banyan Tree spa opened with the first Banyan Tree resort in Phuket in 1994, guests were treated to a new experience. They went against the accepted European concept of spas breaking away from the air-conditioned rooms and therapists wearing clinical white. Their philosophy behind each hotel and resort is based on providing a place to pamper all the human senses and provide a sanctuary of rest, wellness and pleasure.

By all accounts, Dubai is leading much of the region's development in the spa and wellness sector, as icons such as the Burj Al Arab, the Royal Mirage and the Madinat Jumeirah do not just offer the best in hotel accommodation, but the best in spas and health clubs as well. According to a global survey on spa consumer references in 2004, 34 per cent of respondents only visited spas when traveling, and 93 per cent actively looked for spa facilities while abroad.





Gender Behaviour Patterns

The Wellness & Spa Middle East released a report that reveals the key differences between female and male spa consumers relating to historical behaviors, current expectations and preferences, and predicted future practices relating to spa visits.

Key findings from this unique research included:

- 49% of females compared to 65% of males stated their last visit to a spa was for relaxation.
- 60% of females encountered some disappointment during recent spa visits.
- When taking a spa treatment, 54% of males preferred to be naked.
- 78% of females and 63% of males preferred a female therapist to perform spa therapies.
- Of those who stated they were likely to visit a resort spa, 46% of females and 39% of males said they would most likely choose a package of spa treatments during their next visit.
- 42% of females were most likely to purchase massage oils at a spa during 2005.

The industry surveys has highlighted spa facilities across the Gulf Region are welcoming more male visitors. In order to target the male segment cost-effectively in an increasingly competitive industry, it is imperative to observe their past behaviors, understand their expectations, identify their preferences and predict their likely future practices.

Other information presented in the report includes:

- Historical behaviors relating to number of spa visits, reason for visit, treatment experienced, how heard about the spa visited, who visited the spa with and the time spent at the spa.
- Current expectations of spa consumers including how they define “spa”, specific expectations of spa visits, experiences that surpassed expectations and disappointments encountered during recent spa visits.
- Current preferences relating to product types, clothing, therapist gender by treatment type, treatment choices, factors which make spa experiences more enjoyable and decision-making factors when choosing a spa facility.
- Future predictions relating to spa type likely to visit, likely treatment choice by spa type and likely product purchases during 2005.


Spa in Bahrain

Bahrain the keen follower of it's neighboring nations such as Dubai is having an untapped potential market for spa sector. Bahrain is small in size and its central location among Persian Gulf countries requires it to play a delicate balancing act in almost all of its business affairs among its larger neighbors.

There are 97 Saloons and more than 12 SPA establishments (including hotel, destination and day) are there in Bahrain, the figure that has doubled in the past four years. In this price conscious arena, the market not yet shifted from general saloons, towards the high-class spas. The main reason behind this is as there are little or no natural resources in the Gulf, hence spas services are expensive to obtain.

The second reason behind this is there's lack of awareness among the market and not observable or not yet realized by the existing spa owners the need of awareness. In-fact none of the spas are determined to brand their business activity over the kingdom.



A background image of a smiling woman in a spa setting, wearing a white towel and a dark bikini top, with her hands clasped in front of her. The image is slightly blurred and has a light green tint.

Spa Branding and Marketing

Marketing your SPA is as important to your business success as having a professional staff and competitive pricing!

Every salon or SPA owner knows that the most important element in retaining customers in their business is having a quality staff that ensures customer satisfaction on each and every visit. But retaining your existing customer base is not enough if you wish to grow your business. You have to market your salon or spa to new customers!

Branding your salon or spa is a crucial part of your business development for medium to long-term success. So, what does branding really mean? Branding is the proprietary visual, emotional, and rational image associated with your company. Branding is communicating your businesses core attributes and qualities, and creating a simple but visceral association of those qualities in the minds of your potential customers.

The name of your salon or spa is the first step. Creating a slogan/strap-line that communicates the qualities of your business might be a second means of branding. The purpose of having people remember the brand name and have positive associations with that brand is to make their selection easier and enhance the value and satisfaction they get.

Whether you are starting a new Day Spa, are looking to raise additional capital to expand your currently profitable Spa, or looking to evaluate and value your Spa to sell, current statistics prove that you will do much better with a business plan than without.

The primary reasons for failure are vary, but all of the reasons come under the category of poor planning. You are a part of the one of the most competitive Industries in the world. Your management decisions will decide whether your Spa survives or thrives in the face of increased competition. The most important benefit of a business plan is that it sets the stage for the future of your spa as you want it to be positioned in the marketplace.

A business plan will make it easy for your banker/investor to take action as he/she gains insight into the details of your Spa and the goals that you have outlined. Potential investors can review your plan and decide whether or not to make an investment based upon the risk. You will benefit most as you study and gain detailed insight into your own operations. Updating and constantly reviewing your plan will give you more insight as both an entrepreneur and decision maker.

Spa Customers and Competitors

Customers - Look first to your current customers. Who are they and how do they make their purchasing decisions? Do they fall into a demographic that will utilize your new product or service? Do they have the resources to pay for it? If you're thinking about relocating, how many of your existing customers will follow you to a new location? Are your customers excited to try the "latest and greatest", or are they likely to stick with the "tried and true"? If your current clientele won't use the proffered product or service, can you attract new customers who will?

Competitors - Now look at your competitors. Who are they, and what products and services do they offer? What are their strengths and weaknesses? You must have the idea how they're positioning themselves in the market. What is their market share? What do your top competitors do better than you? What is their strategy? How do they market themselves? Take a look at their prices, staff, and service menu. How is their ambience when compared with yours? Find out as much as you can about them, and use that information to make changes that will benefit your Spa.



Spa Marketing Perceptive

This is when you set clear objectives. Consider which customer segments to target and how you'll draw them to your service. How will you differentiate yourself from the competition and how can you sustain your market position? Brainstorm with your appointed agency to come up with a list of benefits that you can use in your marketing campaign. Focus on the emotional impact of your product and service. Think about what your customers (*or potential customers*) value. Do they attach importance to great customer service, customized treatments, and personalized, human touch?

Any business regardless of the size and strength needs an appointed agency to develop & implement a marketing strategic plan to achieve success.



Bravo Media - Agency Self Portrait

Bravo Media is a full-fledged advertising agency deals with the development of creative projects for conducting advertising campaigns, organizing PR-actions and creating firm style. BM includes a design-studio, marketing and management group. The creative group of the BM includes high skilled web developers, programmers, and marketologists.

Unlike many agencies BM started confidently rather successfully. It is enough to say that the famous Ahmed Mansoor Al A'Ali is among our first clients. The success is not accidental. Most of those, who's behind the success of this agency have already worked in various fields of advertising business, like news papers, radio and out-door media for a long time.

The complex approach to our client's tasks allows us to make modern advertising methods, corresponding to the highest international standards, within the maximal short period.

Even a very good video-clip or any other advertisement will not have a considerable effect, if there is no properly developed plan of the advertising campaign. A chain of planned advertising actions allows increasing the efficiency of each advertising largely and gives a possibility to save general expenses for advertising.

BM agency has a special creative group of specialists who deal with the development and holding advertising and presentation campaigns. We are experienced in realization of the long-term advertising projects for the firms of various lines of activity.

Creative Design is one of the most important business lines of our Agency. We are greatly experienced in the development of the advertising campaign firm style, in the creation of logotypes and trademarks. The agency made hundreds of mechanicals for the module advertising for brochures, product catalogues, corporate profiles, out door media, web developments so on so forth.

Sounds good so far? Please read on....

BM has a proven advertising experience and marketing acumen that your business needs to grow and prosper, and we do it for much less cost than any other agency.

We are able to keep costs down for our clients due to our business relationships with our printers, photographers. We specializes in innovating efficient marketing strategies that are designed to save our clients money, while at the same time publishing the kind of superior quality that exceeds far above the industry standards.

Our experts have proven leadership experience in Marketing that has paid off wonderfully for our clients. We have handled many major corporations have trusted BM that have driven their sales strongly upward.

Our highly esteemed Marketing Communications Team brings proven experience and knowledge to our agency. This excellence in marketing & advertising, results from our experienced and seasoned professionals.

We are always happy to share samples of our work, and we earnestly look forward to hearing form you whether you call us via telephone or contact us via e-mail, so that we may help you achieve your marketing objectives.

We are on a perilous journey together, we and you (*your business*). It is a narrow path we walk, with mines on both sides of that path. If we make one misstep, then both of us lose.

This is the deal...

We have crammed a huge amount of knowledge and experience into our brain(s) over the last several years - all about wildly succeeding with a strategic and systematic approach to marketing for any business. Now, more importantly tailored for the spa industry.

However, we need to keep you hooked on reading these: “Bahrain Spa Monitoring Business Report.” If we don’t, then we won’t be able to show you exactly how to tap on success in your spa business.

For more information on our Day Spa Marketing Program and services or to schedule a FREE consultation on your Day Spas marketing you can contact us at any convenient time.

Dedicated To Multiplying Your Revenues,

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