

General Session: Introducing the Spa Market in Russia

Tuesday, May 22nd

10:30AM – 10:45AM

Empire Room

Scribe: Se Bum Oh

Presenter: **Marina Kuchurkina**, Director, Guild of Spa Experts, Russia

Russian Spa industry summit

- Non-profit partnership organization
- Marketing forum
- Doing some publishing work related to the spa industry
- Russian spa professional awards

Oriental express is the most famous spa in Russia.

Major sources for information regarding spas:

- TV commercials
- Internet
- Magazine

Spa classification:

- Day spa: day spa; wellness spa; spa of bath complex; and medical spa
- Destination spa: spa resort; spa hotel; and resort spa center without natural spring water application
- Natural bathing spa

The geographical distribution:

- 50% Moscow and Moscow area
- 25% Krasnodar area

Spa trends in 2007:

- Day spa: most dynamic type of spa
- Spa of bath complexes: growing in number
- Employees: the demand for the employee is growing
- Spa tourism: There is a lot of work done in this, there are 6 tourism exhibitions. However, there are internet connection problems and also visa problem.

In Russia, the spa industry is developing.